

CASE STUDY

Empowering Legal with a CLM Built for Adoption

From Manual Bottlenecks to Scalable Contract Velocity

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THE CHALLENGE

Legacy Tools, Modern Demands: A CLM System No Longer Fit for Purpose

A leading American skincare and haircare company faced mounting pressure to modernize its contract lifecycle management (CLM) system as the business transitioned to an affiliate-driven, omni-channel model. Their legacy CLM platform lacked automation, visibility, and ease of use, which resulted in low adoption across the enterprise and heavy reliance on overstretched IT teams.

Administrative changes that should have taken minutes instead dragged on for weeks. Marketing, supply chain, and innovation teams struggled with siloed workflows and manual processes, causing even basic agreements such as NDAs and MSAs to stall. As Mark Blore, Ironclad Practice Manager, explained, **"With the prior system, simple administrative changes took 3 – 4 weeks. It simply couldn't keep pace with the business."**

Leadership faced a critical decision: invest heavily to patch the old system or replace it entirely with a CLM that Legal could fully own, administer, and scale, without IT bottlenecks

“Ease of use for the business was absolutely essential. If users find it troublesome, adoption fails.”

CONSILIO RESPONSE

The skincare company selected Consilio as its implementation partner for Ironclad, prioritizing a rapid, business-ready transition. After a rigorous internal approval process, the team had only four weeks from kickoff to go-live, a timeline that required precise coordination and deep CLM expertise.

Consilio first helped the client migrate documents out of the legacy system, a tedious process due to the absence of bulk-export tools. Leveraging Ironclad Smart Import, Consilio quickly surfaced renewal and expiration insights, immediately reducing exposure to cost leakage. **"Smart Import gave us instant visibility into renewals and risk. That alone created value from day one,"** Blore noted.

Consilio deployed an accelerated, phased rollout:

- Phase 1: NDAs and a catch-all workflow
- Within four weeks: MSAs, DPAs, and Legal-only workflows
- Enterprise adoption: Achieved immediately due to intuitive UX and a tight change-management plan

As early adopters of Ironclad AI, the teams incorporated AI Assist for drafting and Jurist for deeper third-party contract evaluation. **"With Jurist, I can review a 50-page agreement and surface the red flags in minutes,"** Blore shared.

Customizable prompts flagged deviations, ranked risk, and provided clear recommendations, transforming the speed and quality of review.

Across the business, Ironclad became the unified platform for all contracts; these span supply chain, IT, marketing, and innovation, while Consilio prepared the path for future integrations, including Coupa to automate procurement workflows.

RESULTS ACHIEVED

The skin and haircare brand now operates a modern, automated CLM ecosystem that delivers measurable time and cost savings across the business. Cycle times that once stretched for weeks are now completed in days, or even hours. **"We cut cycle time dramatically with Ironclad, then reduced it even further with Jurist,"** Blore said.

Automation now enables business users to generate NDAs and MSAs within minutes, while Legal focuses on strategic negotiation and risk management. **"Ironclad allows Legal to shift from routine work to strategic, data-driven partnership. That's a real business advantage,"** Blore affirmed.

The skincare and haircare giant continues to expand automation across the enterprise, supported by a scalable CLM foundation and a partnership with Consilio that evolves with the business.

Key Results:

- Reduced administrative update times from +3 weeks to ±3 minutes.
- Full enterprise adoption due to intuitive workflows and zero IT reliance.
- Faster drafting and review through AI Assist and Jurist.
- Continuous visibility into contract volumes, spend, renewals, and resource needs.
- Reduced cost leakage by catching auto-renewals before they trigger.
- High-value repositioning of Legal as a strategic, data-driven partner.



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