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Turn Contracts Into Corporate Assets: How to Build Your Business Case for AI-Based CLM Software

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Introduction

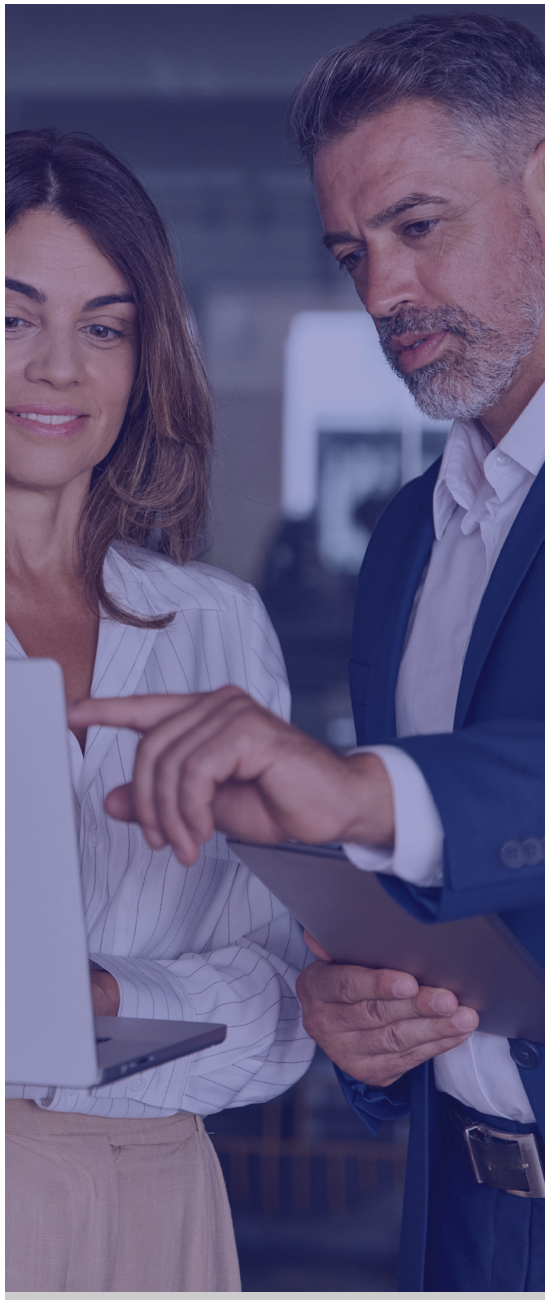
Proving the need for better contract management isn't as simple as saying, "This process is broken." Leadership wants data that shows where inefficiencies are costing the business. They want to see the numbers, the measurable impact across every department, and clear evidence that CLM software drives better outcomes than the status quo. What they don't want is another system that promises efficiency but fails to prove its worth once implemented.

This playbook helps you make that case. It breaks down how contracts impact legal, sales, finance, and procurement and shows you how to connect CLM to the outcomes that matter to each team. Whether you're trying to reduce risk, prevent revenue loss, or improve deal velocity, you'll find the insights, data points, and strategies you need to build internal buy-in.

INSIDE YOU'LL FIND:

- A breakdown of hidden contract risks, costs, and inefficiencies — and how to fix them
- Department-specific insights on how CLM creates measurable impact
- A framework for measuring ROI and handling objections from decision-makers
- A vendor scorecard and checklist to help you choose the right solution

Most businesses know they can manage contracts better. The question is if they can afford to keep managing them the way they do now. Let's get started.



SECTION 1

The High Cost of Doing Nothing:

Why Waiting to Fix Contract Management Is a Risk You Can't Afford

Some contract risks are obvious. Others aren't — until it's too late.

A supplier fails to meet obligations, and no one catches it until penalties pile up. A renewal auto-executes at outdated pricing, quietly inflating costs. A deal gets stuck in negotiations, and the customer walks.

Contracts touch every dollar in and out of the business. Yet, they're often scattered across inboxes, buried in shared drives, or managed poorly through outdated systems, and the impact is staggering:

Contract value leakage due to ineffective contract management is 9%.[1]

Think of it this way: for every $10 million under contract, nearly $1 million in potential value disappears — whether from missed revenue opportunities, unoptimized supplier agreements, or preventable compliance penalties.

The average legal department lawyer spends 25-40% of their time on work that doesn't even need to be done by a lawyer.[2]

When legal teams spend a third of their time on contract admin, it's a liability as well as a misallocation of talent. Rushing through critical reviews may lead to missed red flags, unchecked liabilities, and expensive mistakes.

Finding specific language in a contract takes more than two hours, on average.[3]

That's a quarter of a high-value employee's workday wasted on an avoidable task. Multiply that by everyone involved in contract-heavy roles, and you're looking at a serious drain on productivity.

90% of contracting professionals struggle trying to locate contracts.[4]

A contract that can't be found is a contract that can't be enforced. Without a single source of truth, expired agreements stay in circulation, old terms may get enforced by mistake, and audits turn into fire drills instead of routine checks.

50% of organizations say inefficiencies in their contracting processes have cost them business.[5]

Speed matters. Whether you're closing a sale, onboarding a vendor, or negotiating a renewal, a slow process signals friction — one that customers, suppliers, and partners won't always tolerate.

Contract mismanagement isn't one problem — it's a system of invisible failures that add up. Luckily, it's something AI-powered CLM software is designed to fix.

In the next section, we'll talk about how these tools turn contracts into real assets: accessible, trackable, and built for business impact.

SECTION 2

Why AI-Based CLM Software is a Business Advantage

Sales teams want faster deal closures. Finance focuses on cost control. Legal prioritizes risk reduction. Every department has different priorities, but they all share the same dependency: contracts.

Contract Clarity & Consistency Benefits Everyone

When contracts are accessible, intelligent, and connected, every department works better — not just on their own, but together. AI-powered CLM makes that possible by turning contracts into a shared source of speed, insight, and alignment:

Faster Execution
Automating contract workflows cuts negotiation cycles by 50%,[6] keeping deals, vendor agreements, and approvals in motion. Less time waiting on signatures means faster revenue, quicker supplier onboarding, and fewer missed opportunities.

Stronger Insights
Two out of five employees lack access to legal information they need.[7] That disconnect leads to missed obligations, outdated terms, and poor decisions. AI-powered CLM, however, makes contract data instantly available, so teams work with facts, not assumptions.

More Agility
As responsibilities grow, 70% of CLOs now oversee at least two other functions,[8] including risk, compliance, and privacy. AI-powered CLM gives leaders real-time oversight, making it easier to adjust terms, manage risk, and respond to shifting market conditions as their roles evolve.

Enterprise-Wide Collaboration
Nearly one-third of the entire workforce is involved in contract management in some way.[9] AI-powered CLM software brings contract data into the flow of their work, making it easier for legal, finance, sales, and procurement to access, analyze, and act on agreements as a unit.

Contracts sit at the intersection of every major business function, influencing costs, revenue, and supplier terms. AI-powered CLM software makes this information actionable, helping leaders optimize negotiations, control costs, and mitigate risk.

Next, we'll explore how individual departments — from legal to finance to IT — can use AI-powered CLM software to drive smarter business outcomes.

SECTION 3

The Cross-Functional Payoff of Intelligent CLM

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Legal

From Gatekeeper to Growth Enabler

Procurement

No More Surprises in Supplier Agreements

Sales

When the Last Mile of the Deal Becomes the Fastest

Finance

Visibility Into Every Dollar You've Agreed To

IT

Balancing Security and Scalability with CLM Systems

Legal:
From Gatekeeper to Growth Enabler

Legal teams face immense pressure from every direction. Stakeholders want contracts turned around faster. Regulators expect airtight compliance. The C-suite needs legal to manage risk without slowing deals down.

But here's the problem:

Contract review eats up hours. Routine redlines, manual risk assessments, and tracking down key contract terms take time away from higher-value legal work.

Compliance is a moving target. Regulations change, and tracking obligations across hundreds (or thousands) of agreements is nearly impossible without the right tools.

Stakeholders bypass legal altogether. Frustrated with slow turnaround times, teams may use outdated templates or sign agreements without proper review — exposing the business to unnecessary risk.

Legal is blamed when things go wrong. Missed renewal deadlines, unfavorable terms, or a contract dispute? The spotlight turns to legal, even when the root issue is poor contract visibility.

Did You Know?
Some CLM platforms now include generative AI-based chatbots, so users can have a human-like conversation and ask questions like:

- "Which of our contracts include a force majeure clause?"
- "What are our obligations under this supplier agreement?"
- "When do our highest-value customer contracts expire?"
- "Do any of our contracts include non-compete restrictions?"
- "Which agreements are missing indemnification clauses?"

AI-powered CLM software, however, removes the roadblocks that slow legal down. Machine learning models analyze contracts in seconds, flagging risky clauses, deviations from standard terms, and missing obligations — so legal doesn't have to hunt for them. Automated approval workflows route contracts to the right stakeholders instantly, eliminating the manual back-and-forth that drags out negotiations. Intelligent CLM software ensures every contract is searchable, every obligation is tracked, and every action — edits, approvals, renewals — is logged automatically.

The result? Contract management stops being a source of friction, and legal teams regain the time, visibility, and control they need to protect the business without slowing it down.

Procurement:
No More Surprises in Supplier Agreements

Pricing, SLAs, rebate thresholds, renewal timelines — every supplier decision comes down to numbers. Procurement teams live by these figures, but the reality is that contract data isn't always where it needs to be. It's scattered across systems, buried in PDFs, or stored in spreadsheets that only a handful of people maintain. Teams operate on outdated price sheets, suppliers reference different terms, and by the time discrepancies are caught, the business has already lost leverage — or money.

Before a contract renews or a supplier agreement is signed, procurement teams need to know:

Are we unknowingly overpaying because of outdated terms or missed renegotiations?

Do we have unclaimed rebates or discounts buried in supplier agreements?

How many of our vendor contracts renew soon, and are we prepared to renegotiate?

Which suppliers are consistently failing to meet SLAs, and where is that costing us?

AI-powered CLM brings contract intelligence to the forefront, making supplier agreements easier to manage and optimize. AI scans contracts to highlight price variations, automatic renewals, and missed cost-saving opportunities — giving procurement teams the leverage to act before terms are locked in. Automated alerts keep approvals moving forward, ensuring negotiations happen on time.

The Value Gap

Only one-third of survey participants can measure and report a financial impact related to their contract and commercial management investment, according to World Commerce and Contracting research.[10]

With AI ensuring every agreement is optimized and enforceable, procurement teams are better equipped to reduce costs, strengthen supplier relationships, and enhance business outcomes.

Sales:
When the Last Mile of the Deal Becomes the Fastest

Reps know their contract pipeline inside and out. What they don't always know is how contracts impact those deals once they're in motion. A customer renewal is coming up — was there an opportunity to upsell? A price adjustment clause exists — did anyone catch it before sending the quote? A deal stalls in legal — who's responsible for moving it forward? When these answers aren't clear, revenue slips through the cracks.

Here's how contract delays hurt sales the most:

Closing slows down. A deal is won, but contract approvals take too long, delaying revenue recognition.

Reps lose control. Every redline means another round of approvals, pulling legal into simple, repeatable agreements.

Renewals go untracked. A customer churns because no one flagged their contract expiration in time.

Time is wasted. Instead of selling, reps are stuck chasing signatures, finding the right templates, or waiting for legal feedback.

Common Sales Contracts CLM Software Can Generate

Because sales contracts are often standardized, these examples work well for AI-driven template generation:

1. Master Services Agreements (MSAs)
2. Non-Disclosure Agreements (NDAs)
3. Order Forms & Statements of Work (SOWs)
4. Sales Agreements & Purchase Orders
5. Renewal & Expansion Agreements
6. Service-Level Agreements (SLAs)
7. Reseller or Partnership Agreements

With AI-powered CLM, sales teams don't have to rely on legal for routine contracts. They generate agreements instantly using pre-approved templates, so standard deals move forward without delays.

AI makes it easier to find upsell opportunities, pricing flexibility, and renewal terms before it's too late.

Generative AI allows reps to ask, "What's the termination clause in this agreement?" or "When does this customer's discount expire?" and get an immediate answer — no searching, no legal bottlenecks.

Finance:
Visibility Into Every Dollar You've Agreed To

Finance teams thrive on predictability. They track every dollar in and out of the business, forecast revenue, and ensure compliance with financial regulations. But unpredictability doesn't just come from market shifts or economic downturns — it comes from within the contracts that govern every financial obligation.

This is how contract risk becomes a financial problem:

Creates forecasting gaps. Without visibility into upcoming renewals, variable pricing structures, or contract expirations, revenue projections become guesswork.

Cash flow disruptions. Payment terms and escalation clauses exist in contracts, but without tracking, discounts are missed and late fees go unbilled.

Profit margin erosion. Suppliers don't always apply negotiated discounts, and customers don't always pay what they owe. When contracts aren't enforced, finance bears the cost.

Predict. Protect. Profit.

Beyond cost control, AI-powered CLM software strengthens financial strategy. With structured, searchable contract data, finance gains a clearer picture of upcoming cash flow, potential risks, and areas for renegotiation. Compliance stops being a guessing game, as AI helps them stay ahead of regulatory obligations before auditors or regulators step in.

AI-powered CLM brings financial predictability back into contracts by making every term, deadline, and obligation visible and actionable. Instead of manually tracking payment schedules, escalations, or renewal dates, finance teams receive automated alerts before revenue is lost or costs increase.

AI scans agreements to flag discrepancies — missed pricing adjustments, billing errors, or unclaimed cost savings — so finance teams can act before problems hit the balance sheet.

IT:
Balancing Security and Scalability with CLM Systems

When technology works, no one notices. When it doesn't, IT takes the heat. That's why every new platform must meet a high bar: will it integrate smoothly, protect sensitive data, and scale without creating more work? Contract management is no different — if contracts exist in silos, IT carries the burden of fixing broken workflows, troubleshooting integrations, and managing access issues.

Some of the challenges that IT teams face include:

Fragmented Systems. Contracts stored in standalone tools create data gaps between CRM, ERP, and procurement platforms.

Security Risks. Uncontrolled access and weak audit trails make compliance difficult.

Scalability Struggles. Outdated systems can't support growing contract volumes or evolving business needs.

Unnecessary Maintenance. Workarounds, manual data pulls, and permission issues add to IT's workload.

Integrate, Don't Isolate

Businesses today use an average of 80 IT-approved SaaS apps, a 10x increase since 2015.[11] This is why it's critical to choose well-integrated CLM software: it enhances your tech stack without adding clutter, keeping contract data connected and easy to access.

AI-powered CLM software is designed to integrate with the systems IT teams already trust. Instead of forcing teams to manage contracts in yet another disconnected system, end-to-end CLM software connects key contract data with Salesforce, Workday, and other enterprise applications, ensuring workflows stay intact.

Security features — like role-based access, encryption, and audit logs — keep sensitive contract data protected without requiring extra oversight. As contract volumes grow, AI-driven workflows scale with the business, reducing IT's long-term maintenance burden.

SECTION 4

What the Future of Contracting Looks Like — and Why AI is Inevitable

Many companies think they've modernized contract management because they've digitized agreements. But digital storage isn't contract intelligence — it's just a more organized version of the past. AI-powered CLM is transforming contracts into live assets that shape financial strategy, not just document it.

How AI Is Transforming Contract Management:

Obligation Tracking – Extracts payment terms, renewal dates, and compliance obligations, then triggers automated alerts to prevent missed deadlines.

Risk Scoring & Compliance Monitoring – Scans contracts for high-risk clauses and deviations from company standards, and helps with assigning risk scores so teams can understand their liabilities.

Contract Data Extraction & Organization – Reads contracts, identifies key terms, and structures them into a searchable format, so users can find what they need in seconds.

Generative AI for Instant Answers – AI-powered chatbots allow teams to get contract-specific answers to questions like, "What are the termination rights for this Vendor?"

Advanced Contract Analysis – AI compares new agreements against historical contracts, highlighting differences in pricing, liability, and other terms to improve negotiations.

Negotiation Intelligence – Provides fallback clauses and standard positions during negotiation, so teams can reply faster, stay consistent, and close stronger agreements without starting over.

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How AI-Based CLM Software Got Here

Pre-CLM

- Manual Contract Processes: created with standalone business productivity applications or no technology at all
- Siloed: Critical data stored siloed on hard drives, file cabinets, etc.
- Wet Signatures Only: Little to no eSignature usage
- Disjointed Workflows: Manual, lengthy, and expensive approval workflow

CLM 1.0

- Lack of integration: creates data redundancy, silos, and tracking issues
- Security risks: multiple systems increase vulnerability to breaches and legal repercussions
- Inefficient workflows: moving data wastes time, risks errors, and increases admin burden
- Limited functionality: using multiple tools adds complexity, making scaling unfeasible

CLM 2.0

- Immature AI: AI added as afterthought; hinders prediction and insights by not being tailored for CLM
- Outsourced Implementation: third party has poor understanding of company needs, no knowledge transfer, & high costs
- Ineffective Integration: CLM tools not designed to work together require custom coding or third-party integration tools
- Piecemeal CLM: Juggling multiple tools for various contract stages creates errors, inefficiencies, & poor visibility

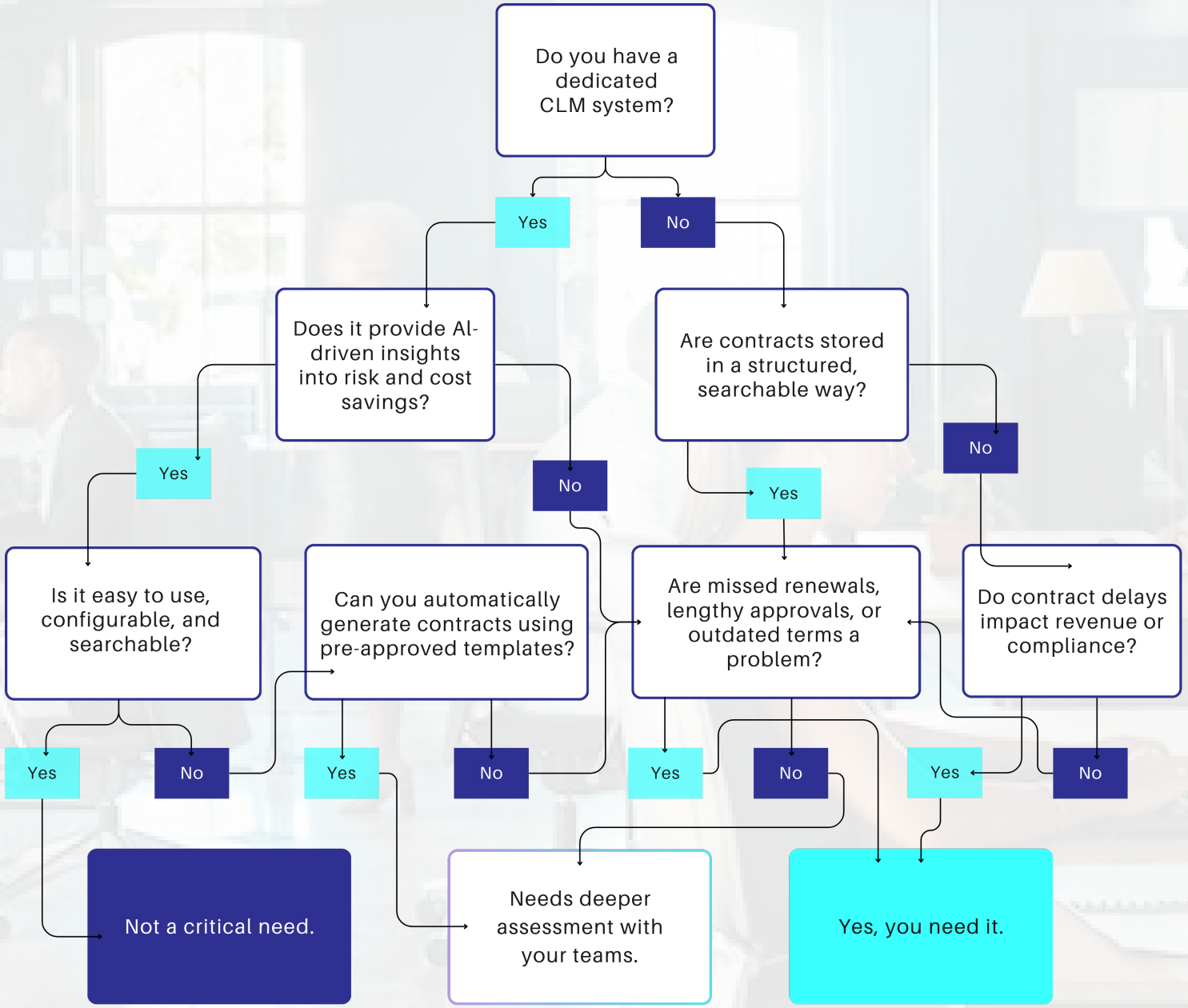
CLM 3.0

- **Single Codebase:** Built on a single codebase for flawless feature integration, enhanced data quality, and more organic, end-to-end CLM
- **Advanced AI:** AI is integrated into the architecture for more precise understanding of contract language nuances & specific industry use cases
- **Native Functionality:** Feature-rich platform offers everything you need — from eSignature to lawyer-friendly AI — in one comprehensive solution
- **Collaborative Implementation:** In-house implementation team offers hands-on support for smoother transitions, faster ROI, and business-aligned assistance

SECTION 5

Evaluate Your Need for CLM Software

Maybe your process works — until a missed renewal costs you. Or maybe contract delays are a constant frustration, but you're not sure if it's worth reinvesting in a new CLM platform right now. Either way, knowing where you stand is the first step to making the right decision:



SECTION 5

Results

If your answer was "Not a critical need," then you: Likely have a CLM system in place, possibly even one that claims to use AI — but not all AI-powered CLMs are created equal. Some platforms are overly complex to configure, making automation more of a burden than a benefit. Others aren't truly end-to-end, leaving teams stuck with manual workarounds for key contract stages. Even if your current system seems to work, it's worth assessing whether it's driving efficiency — or just creating new bottlenecks under a different name. It's also worth examining how easily the CLM platform integrates with systems your teams already use — like Salesforce, Workday, or your legal tech stack — since poor integration can quietly undermine adoption and limit cross-functional impact.

If your answer was "Needs deeper assessment with your teams," then you:

Might have a system, but without automation, contract intelligence, or cross-functional visibility, it's not fixing the core issues. Or maybe you're getting by without a CLM, and the friction just hasn't caught up — yet. But as volume grows, so will delays, risks, and compliance gaps. That's why it's worth assessing how well your current approach supports the way your teams actually work. Does it provide AI-powered visibility into obligations and risks, or leave legal and procurement chasing down answers? Does it integrate not just with your CRM or ERP, but with the broader legal tech stack your teams rely on? If the system can't adapt to how your teams operate — like routing requests from Aqua or auto-generating contracts during onboarding — it's likely creating more work than it's solving.

If your answer was "Yes, you need it," then you:

Are already feeling the strain of slow approvals, missed obligations, and scattered contract data — and it's costing your business. At this stage, the question isn't whether you need CLM, but which vendor is the right fit. Not all solutions offer true AI-powered contract intelligence, seamless integrations, or automation that actually reduces workload. The next step is narrowing your options by evaluating platforms on usability, configurability, and AI capabilities to ensure your CLM investment drives real business impact.

How to Uncover CLM Gaps Across Teams
Not sure where contract inefficiencies are hiding? Start here:

- **Where does contract work actually happen?**

  If key edits live in email threads or Slack messages instead of your system, you don't have true visibility.

- **Who owns contract data — and who should?**

  If teams pull contract terms from different sources (shared drives, CRMs, PDFs) and owners, errors and misalignment are inevitable.

- **Are approvals predictable or chaotic?**

  If timelines vary wildly or bottlenecks are constant, workflows might need automation — or clearer accountability.

- **How often do teams "work around" the contract process?**

  If sales, procurement, or other teams avoid using the system because it's too slow or complicated, contracts are happening off the record.

- **What happens when someone leaves?**

  If contract knowledge sits with individuals, offboarding disrupts operations. A centralized, AI-powered CLM ensures continuity — no matter who's in the role.

SECTION 6

The Formula for Proving ROI With AI CLM

Quantify the impact of AI-powered contract management on your business.*

Metric	Before	After	ROI Result
Amount spent on contract management	$ per year	60% reduction in costs	(Before × 60%) saved
Time spent on contract negotiation (hours)	Hours per contract	50% reduction	(Before × 50%) saved
Legal team time spent on admin work (hours)	Hours per year	82% reduction	(Before × 82%) saved
Time spent manually reviewing contracts (hours)	Hours per contract	50% reduction	(Before × 50%) saved
Annual renewal revenue	$ per year	30% increase	(Before × 30%) added
Average sales cycle length (days)	Days	24% shorter	(Before × 24%) faster

Calculations based on industry research and statistics from the following:

- *https://cottrillresearch.com/contract-management-by-the-numbers/*
- *https://cmsd.nl/wp-content/uploads/2015/10/memba_pwc_contractmgmt.pdf*
- *https://pro.bloomberglaw.com/insights/legal-solutions/why-your-legal-department-needs-contract-management-software/#what-are-the-benefits-of-contract-management-software*
- *https://www.mckinsey.com/~/media/mckinsey/business%20functions/operations/our%20insights/contracting%20for%20performance%20unlocking%20additional%20value/contracting-for-performance-unlocking-additional-value.pdf?shouldIndex=false*

Final Summary: Your ROI with AI-Powered CLM Software

Total Time Saved:

(Sum of all time-based reductions across negotiations, manual review, admin work, and contract review)

Total Cost Savings:

(Sum of contract management cost reductions and increased revenue from renewals)

Don't Have a Pen?

Get your results sent right to your inbox by filling out IntelAgree's own ROI calculator at IntelAgree.com/roi-calc.

SECTION 7

Common Objections You'll Hear — and How to Answer Them

A process that "works" isn't the same as one that's optimized. The biggest threat to contract management isn't just bad contracts — it's good contracts trapped in a bad system:

Objection 1 : "It's Too Expensive"

Counterargument: Hidden costs in contracts accumulate whether a company tracks them or not. Companies that think they're "saving" by not investing are usually the ones unknowingly overspending due to contract blind spots.

Key points:

- Budget overruns start in contracts. How many vendor agreements have unclear escalation clauses or pass-through costs that weren't caught? CLM ensures spending aligns with what was negotiated.
- M&A and financing rely on contract intelligence. Investors, acquirers, and auditors scrutinize contract risk exposure. A poor contract management process can lead to valuation disputes or hidden liabilities.
- Budgeting for CLM is a fixed expense; failing to track contract risks is an unpredictable liability. The cost of inaction only becomes clear after money has already been lost.

SECTION 7

Objection 2 : “Our Manual Process Works Fine”

Counterargument: The problem with manual processes isn’t just inefficiency — it’s blind spots. Without AI-driven oversight, companies don’t know what they don’t know.

Key points:

- Non-standard terms often slip through unnoticed. Without AI, contract deviations can lead to unapproved risks, misaligned SLAs, or customer discounting errors.
- Contract risk isn’t always visible until litigation. Many disputes happen years later, after leadership has changed, teams have turned over, and no one remembers what was originally agreed upon.
- Regulatory complexity is outpacing manual compliance. New reporting requirements, ESG clauses, and privacy laws make contract oversight a legal liability. AI ensures compliance doesn’t become a lawsuit waiting to happen.

Objection 3 : “It’s Too Difficult to Integrate”

Counterargument: The assumption that CLM is a standalone system is outdated. AI-powered CLM is a connective layer, ensuring contract data flows where it’s needed.

Key points:

- It’s not a new system — it’s a missing piece. CLM connects to CRM, ERP, and eSignature tools that you use daily — like Workday, Salesforce, Microsoft Office, and more — to make existing workflows more efficient.
- AI-driven contract insights improve data governance. CLM eliminates shadow agreements and ensures there’s a single, structured, auditable contract record — a key requirement for modern cybersecurity and compliance frameworks.
- No-code workflow automation reduces IT dependence. Unlike legacy contract tools, AI-powered CLM doesn’t require IT to maintain rule-based workflows or custom scripts.

Objection 4: "We Already Have a CLM System"

Counterargument: Many CLM systems add structure, but not strategy. If teams still struggle to measure contract performance, align terms across departments, or adapt agreements to shifting business needs, the system is just maintaining the status quo.

Key points:

- If a system requires workarounds, it's not solving the right problems. AI provides real-time contract intelligence without requiring teams to create their own tracking systems.
- Negotiating from a position of strength requires knowing contract history. AI helps teams compare past agreements, spot unfavorable patterns, and bring leverage to the table.
- Legal, finance, and procurement should never have different versions of the truth. AI ensures contract visibility is aligned across all departments to prevent miscommunication and financial risk.
- CLM should enhance — not compete with — your existing legal tech stack. Whether it's IP portfolio systems or e-discovery tools, modern CLM software should make it easy to pass data, assign tasks, or trigger workflows across tools.

Objection 5: "It's Not a Priority Right Now"

Counterargument: A company's ability to pivot, innovate, and expand is only as strong as its contracts allow. If agreements are rigid, outdated, or misaligned with business strategy, they aren't just an administrative issue — they're a structural constraint.

Key points:

- Your CLM process might work today, but will it work at 2x, 5x, or 10x the volume? AI ensures contract oversight scales with the business, preventing bottlenecks.
- Not prioritizing CLM is an implicit decision to accept hidden liabilities. AI turns contracts into measurable business assets, ensuring they aren't a blind spot in financial planning.
- What's not a priority today becomes a crisis tomorrow. CLM ensures that contract risks don't escalate into lost deals, supplier disputes, or regulatory fines.

SECTION 8

A Practical Checklist for Vetting CLM Software Vendors

01

Vision and Strategy:

- [ ] What is the vendor's vision for the future of CLM, and how does it align with your organization's goals?
- [ ] How does the vendor plan to evolve its AI capabilities to stay ahead of industry trends?

02

Unified Platform:

- [ ] Can the vendor provide evidence of a unified platform built on a single codebase for seamless integration of CLM features?
- [ ] How does the unified platform enhance user experience and operational efficiency compared to disparate systems?

03

AI Capabilities:

- [ ] What specific AI technologies power the CLM solution, and how do they enhance contract management processes?
- [ ] Can the AI adapt and learn from historical data within the CLM system?

04

Data Security and Compliance:

- [ ] What measures does the vendor have in place to ensure data security and compliance with industry regulations?
- [ ] How is sensitive information encrypted and protected within the CLM system?

05

Customization and Flexibility:

- [ ] To what extent can the CLM system be customized to meet the unique needs of your organization?
- [ ] How flexible is the system in adapting to changes in contract management workflows?

06

Integration:

- [ ] How easily can the AI-based CLM system integrate with existing enterprise systems (Workday, Salesforce, etc.) and third-party applications?
- [ ] How easily can the AI-based CLM system integrate with existing legal tech stack systems (GRC software, IP portfolio management software, e-discovery tools, etc).
- [ ] Does the vendor provide APIs for seamless integration with other business tools?

07

User Interface and Experience:

- [ ] What steps have been taken to ensure a user-friendly interface for both technical and non-technical users?
- [ ] Can the system be accessed and utilized across different devices and platforms?

08

Scalability:

- [ ] How scalable is the AI-based CLM solution to accommodate the growth of your organization's contract portfolio?
- [ ] What processes and infrastructure are in place to support scalability without compromising performance?

09

Training and Support:

- [ ] What training resources and support does the vendor offer to help users effectively utilize the AI-powered CLM system?
- [ ] Is there a dedicated support team available for addressing technical issues and providing assistance?

10

Performance Metrics and Analytics:

- [ ] What key performance indicators (KPIs) can the AI-based CLM system track, and how are they measured?
- [ ] How does the system facilitate data-driven decision-making through analytics and reporting?

11

Upgrades and Maintenance

- [ ] What is the vendor's approach to software upgrades, and how often are updates released?
- [ ] How does the vendor handle system maintenance and ensure minimal disruption to users during updates?

12

Total Cost of Ownership:

- [ ] Beyond the initial licensing and implementation costs, what are the ongoing costs associated with using the AI-based CLM system?
- [ ] Are there any hidden fees or additional charges for specific features or support services?

13

Vendor Reputation:

- [ ] What is the vendor's reputation in the industry, and can they provide references from satisfied clients with similar use cases?
- [ ] How transparent is the vendor about potential challenges and limitations of their AI-based CLM solution?

14

Disaster Recovery and Business Continuity:

- [ ] What measures are in place to ensure business continuity and data recovery in the event of system failures or disasters?
- [ ] How quickly can the vendor restore operations and data in case of an unforeseen event?

15

Contract Lifecycle Workflow:

- [ ] How well does the AI-powered CLM system map to your organization's contract lifecycle workflow, from initiation to renewal or termination?
- [ ] Can the system accommodate changes in the contract management process as your organization evolves?

SECTION 9

How to Avoid CLM 'Shelfware' and Drive Better Adoption

Implementation is as much a mindset shift as it is a technological shift. CLM adoption often fails for one of three reasons:

1. **Implementation was rushed (or handled by the wrong people).** If teams aren't engaged early, don't understand the system, or workflows aren't customized, people won't use it.
2. **There's no clear ownership or accountability.** CLM is cross-functional, but when no one takes charge of adoption, departments fall back into old habits.
3. **The system is underleveraged.** A CLM platform's value is in its automation, intelligence, and integration, not just storage capacity. If teams don't know how to use these features, they won't see the real ROI.

But there are several steps you can take in the beginning to ensure a successful rollout:

Choose a Vendor That's Invested in Your Success — Not Just Selling Software

- Look for a vendor with a clear implementation framework, hands-on training, and self-service resources to reduce reliance on IT.
- Ask for case studies on successful rollouts. A strong vendor should be able to back up their methodologies with verifiable data, not empty words.

Define Ownership Early On to Drive Engagement

- Identify a dedicated CLM champion to keep implementation and adoption on track internally.
- Set clear responsibilities: who manages templates, approvals, reporting, and compliance tracking?
- Collect cross-functional feedback before rollout to ensure CLM meets the needs of all stakeholders.

Configure Workflows to Fit How Teams Actually Work

- Collaborate with your vendor to pinpoint bottlenecks in your process — e.g, missed renewals, negotiation stalls, compliance gaps — and map out workflows to correct them.
- Identify critical tools — like your CRM, ERP, or collaboration platforms— you need to integrate with so teams don't have to juggle systems.

Set Measurable Adoption Goals

- Define key outcomes you expect to see from your new CLM system:
  - Faster contract approvals?
  - Less time spent searching for agreements?
  - High-risk clauses surfaced earlier in negotiations?
- Use customer support post-implementation — the right partner should provide learning materials and adoption assessments to make sure you're maximizing the tool's features.

WRAPPING UP

No one invests in CLM software just to swap one set of frustrations for another. The goal is to eliminate the bottlenecks, risks, and inefficiencies that make contract management a constant uphill battle. But getting to that outcome depends on choosing the right system — and the right vendor.

Red flags to watch for when evaluating CLM vendors:

- Vague or overly controlled demos – AI should be easy to test. If a vendor won't provide hands-on access, question why.
- Unrealistic AI promises – Features that don't exist yet or sound too good to be true often are. A solution should work now, not be a future update.
- Lack of real-world proof – Strong AI solutions come with case studies, measurable results, and customer success stories. If there's no proof, there's a reason.
- Lack of transparency – A vendor should clearly explain how their AI works, what data it uses, and how security is handled.
- Being quick to change pricing – Frequent pricing adjustments, unclear cost structures, or unexpected fees signal instability. A vendor should be clear about costs from the start.

The right CLM system should feel less like another tool to maintain and more like a competitive advantage — one that keeps teams ahead of risks and roadblocks instead of reacting to them. IntelAgree was built to give companies full control over their contracts, helping them close stronger deals, enforce better terms, and eliminate costly mistakes before they happen.

Schedule a demo to see how AI-powered CLM helps teams stop losing money on slow deals, missed renewals, and bad terms—so every contract works in your favor.

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