

# Serengeti's Unique Blend of Online Tools Streamlines Contract Management and Compliance at Jamba Juice

CASE STUDY

## Jamba Juice

Founded in 1990, Jamba Juice is dedicated to promoting healthy lifestyles for its customers and employees. As the leading blender of fruit and other naturally healthy ingredients, it owns and operates over 500 stores and oversees more than 200 franchisee stores in the U.S. and the Bahamas.



### ► The Challenge

At Jamba Juice, customers can get a variety of nutritious blended beverages and food products. Similarly, the company's law department needed an all-in-one solution for a variety of tasks: electronic invoicing; tracking legal fees; and managing hundreds of vendor agreements, supply contracts, franchise agreements, and other legal documents.

For many years, contracts were managed by Jamba Juice's various business units, but as the company grew, responsibility for managing all legal documents moved to the two-person law department. And when the company went public in 2006, the need to efficiently and accurately manage its agreements became even more important. "For Sarbanes-Oxley and other compliance reasons, we had to find a way to organize everything, not miss renewal deadlines, and restrict people's access to only the documents they were entitled to see," said Arlene Graves, Jamba Juice Manager and Corporate Paralegal.

In short, the small legal team needed a solution that would enable them to do the work of a much larger department.

### ► The Solution

Today, Jamba Juice manages legal documents with Serengeti Tracker. "We looked at other vendors but chose Serengeti because it offered a broad array of features in a turn-key approach," said Michael Fox, Jamba Juice Senior VP and General Counsel. "Tracker lets us retain and access our contracts in a systematic, organized manner."

**"We chose Tracker because it had the e-billing and contract management features we needed without requiring complicated, expensive customization."**

Michael Fox  
Senior VP & General Counsel

The law department has organized contracts and agreements into customizable categories, which enables people to search for and retrieve any type of document quickly. "I don't have to answer routine questions about franchise agreements anymore because the regional franchise managers can find the documents in Tracker," Fox said. "That saves me a lot of time." And access to documents is restricted, which is critical for SOX compliance. In addition, Tracker's calendaring features such as automated reminders and notifications enable the legal team to track critical renewal dates and other deadlines with minimal hands-on involvement.

Even the law department's quarterly and annual audit processes have improved thanks to Tracker. "Now I can find documents and respond to auditors' questions quickly," Graves said. "Tracker makes the legal portion of our audits go very smoothly."

### ► The Serengeti Advantage

Serengeti Tracker delivers sophisticated, easy-to-use features for contract management. Documents can be stored in any file format directly in Tracker or accessed via a link to a separate document-management system. Security allows users to lock documents and restrict access. Search and retrieval time is reduced by capturing metadata for each contract, such as document author, description, type, and terms. And to ensure that deadlines are not overlooked, users can track dates and events and specify the person(s) responsible, as well as set automatic email reminders. Tracker manages the contract lifecycle from start to finish.

"I love the fact that Tracker is one online system for billing, contract management, and reporting—it really makes my life easier. I have to justify my spending every month, so I run reports in Tracker that show exactly where and why I'm over or under budget. I wouldn't be able to get that kind of detail-level reporting done with paper."

Michael Fox  
Senior VP & General Counsel  
Jamba Juice

"In addition to the e-billing and matter management tools in Serengeti, law departments receive a sophisticated contract management system for no additional cost. Tracker provides a convenient way to store and access large volumes of documents, meet deadlines, and reduce fire drills—which delivers measurable value over conventional systems."

Tom Melling  
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