



Foursquare gains talent through innovative technology.

Innovative tech company replaces manual processes with Adobe Sign to reduce waste and accelerate onboarding.

FOURSQUARE

"With Adobe Sign, we've moved towards a paperless environment and streamlined our agreements with a tool so easy to use, groups across the company are pushing to adopt it."

Matt Maimoni, Talent Operations Manager, Foursquare



SOLUTION

Adobe Document Cloud
• Adobe Sign

RESULTS



FAST WORKFLOWS

Streamlined new employee onboarding by leveraging templates and linking fields



ACCESSIBILITY

Enabled access to agreements anytime and anywhere



AUDIT TRAIL

Automated tracking delivers audit trails and improves compliance



ELIMINATE WASTE

Automated manual processes to save time and reduce paper waste

Foursquare

Established in 2009

New York, New York

www.foursquare.com

CHALLENGES

- Streamline employee onboarding process
- Improve audit trails and compliance requirements
- Automate manual process, eliminate paper

SOLUTION AT A GLANCE

- Adobe Document Cloud
- Adobe Sign

For more information

www.adobe.com/go/dc-enterprise



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

Innovative technology

Foursquare lets people make the most of where they are by helping them find their friends and discover interesting places and experiences nearby. Whether people are setting off on a trip around the world, coordinating a night out with friends, or trying to pick out the best dish at a local restaurant, Foursquare provides people with recommendations tailored specifically to their tastes.

For the Talent team at Foursquare, employee procedures such as onboarding were lengthy, manual processes that resulted in redundant records and tons of wasted paper. “With Adobe Sign, we’ve moved towards a paperless environment and streamlined our agreements with a tool so easy to use, groups across the company are pushing to adopt it,” says Talent Operations Manager, Matt Maimoni.

Successes lead to adoption

Before implementing Adobe Sign, an Adobe Document Cloud solution, onboarding new employees at Foursquare involved printing, delivering, and scanning dozens of pages across offices in New York and San Francisco.

“We pride ourselves on being an innovative tech company, so this manual process didn’t fit with our core values,” says Maimoni. “With Adobe Sign, we’re leveraging templates to send paperwork in just a few clicks. The workflow is easy enough for all employees to pick up immediately, while still giving me the functionality to build out advanced use cases and scale to our needs.” For example, Maimoni linked common fields, such as name and social security number, across forms so new hires only need to fill out information once.

Agreements can be signed anywhere, making it easier for the general manager—a frequent traveler who oversees all the business operations of the company—to counter-sign offer letters. Automated tracking helps the Talent team track paperwork, delivering audit trails that give credibility to the signature process.

The Talent team achieved such success using Adobe Sign that other teams at Foursquare, within HR, sales and finance, have started using the Adobe solution for contracts and agreements. For example, using the MegaSign capabilities in Adobe Sign, Foursquare complied with local regulations by sending annual new wage notices, including automated daily reminders, to all 130 New York employees in just a few steps.

“One new hire had such a good experience with Adobe Sign during the onboarding process, she adopted it for our research department’s non-disclosure agreements. The value of Adobe Sign is apparent immediately,” says Maimoni.