# Foursquare gains talent through innovative technology.

Innovative tech company replaces manual processes with eSign services to reduce waste and accelerate onboarding.

FOURSQUARE

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Matt Maimoni, Talent operations manager, Foursquare
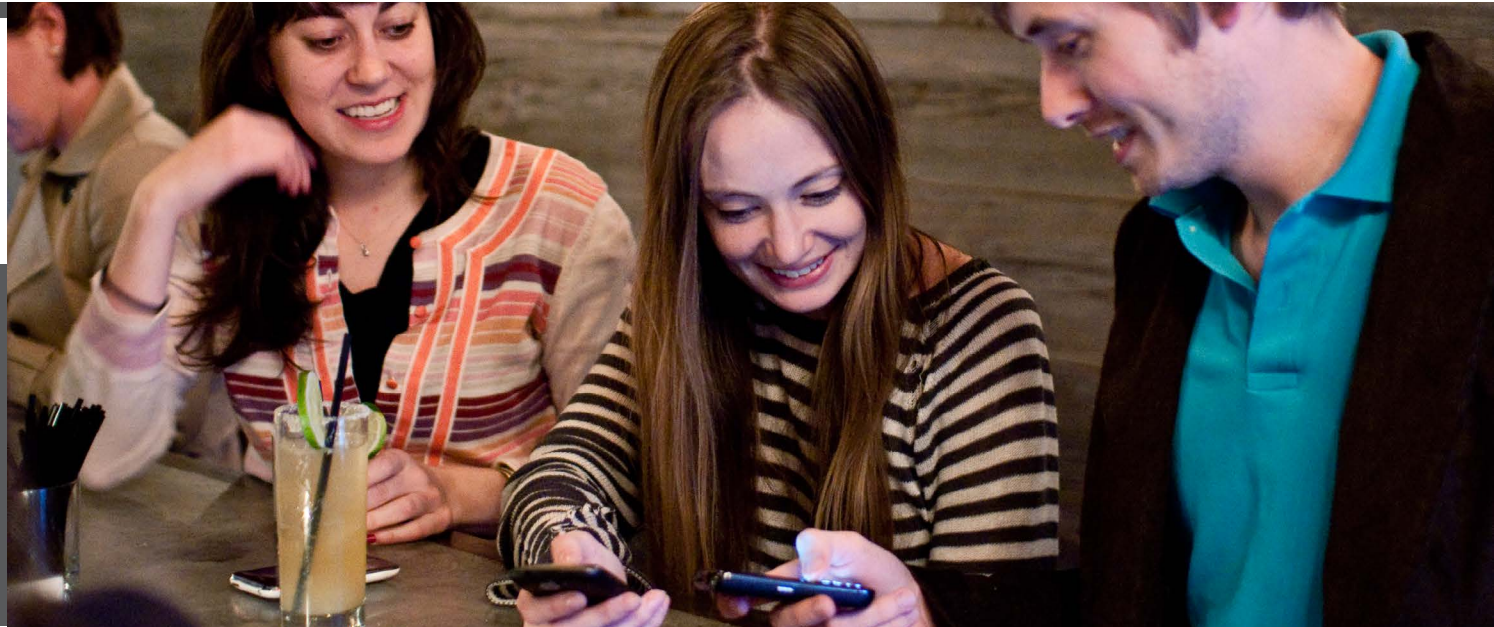
SOLUTION

Adobe Document Cloud
· eSign services (formerly Adobe EchoSign)

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

  · eSign services

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 eSign services in Adobe Document Cloud, 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 eSign services, 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 eSign services in Adobe Document Cloud, 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 eSign services 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 eSign services, 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 eSign services in Adobe Document Cloud during the onboarding process, she adopted it for our research department's non-disclosure agreements. The value of eSign services is apparent immediately," says Maimoni.