

## CASE STUDY

# How adidas Canada “radically simplifies” their legal processes using MinuteBox.



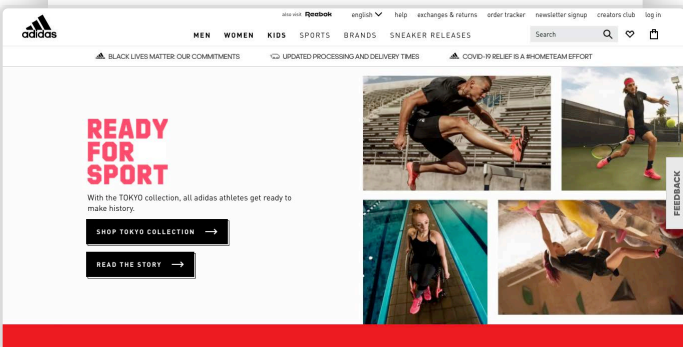
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## CASE STUDY OVERVIEW

adidas is a global sportswear company. They believe that through sport, they have the power to change lives. The adidas team works every day to inspire and enable people to harness sport's power in their lives. Having deficiencies revolving around accessing pertinent documents, they began looking for ways to make such tasks more manageable.

**adidas Canada was in search of a software that solved two primary needs:**

1. A searchable, centralized digital database of minute books.
2. A cost-effective and time-saving solution to accessing pertinent documents.



The screenshot shows the Adidas website homepage. At the top left is the Adidas logo. The navigation bar includes links for 'also visit Reebok', 'english', 'help', 'exchanges & returns', 'order tracker', 'newsletter signup', 'creators club', and 'log in'. Below this are category links: 'MEN', 'WOMEN', 'KIDS', 'SPORTS', 'BRANDS', and 'SNEAKER RELEASES'. A search bar and icons for a shopping bag and heart are on the right. Below the navigation bar are three banners: 'BLACK LIVES MATTER: OUR COMMITMENTS', 'UPDATED PROCESSING AND DELIVERY TIMES', and 'COVID-19 RELIEF IS A #HOMETEAM EFFORT'. The main content area features a large 'READY FOR SPORT' headline in red. Below it, text reads: 'With the TOKYO collection, all adidas athletes get ready to make history.' There are two buttons: 'SHOP TOKYO COLLECTION' and 'READ THE STORY'. To the right of the text are four images: a male athlete jumping over a hurdle, a tennis player in action, a female athlete by a swimming pool, and a person climbing a wall. A vertical 'FEEDBACK' button is on the far right.

Being one of the coolest sportswear companies in the world has its perks and benefits – but when it comes to accessing corporate records, even the best kicks won't always be enough. The adidas Canada team needed a secure cloud-based solution to make accessing corporate records easy.

Prior to using MinuteBox, the adidas Canada team had no quick and efficient way to find, access and store corporate minute books. Since implementing MinuteBox to their workflow, they have found incredible efficiencies that let them focus on the legal work that really matters.

**Before MinuteBox, searching for vital corporate records was onerous and expensive. A solution that could effectively change both conditions was more than needed.**

## **A SEARCHABLE, CENTRALIZED DIGITAL DATABASE OF MINUTE BOOKS.**

The digitization of corporate minute books from physical to digital began for adidas with scanning. The MinuteBox team attended the adidas Canada head office for on-site scanning and digitization. With on-site scanning, physical corporate records never leave the custody and security of your head office, ensuring greater document security and no work disruption.

In a single afternoon the entire collection of minute books for adidas Canada was professionally scanned and digitized. The next time Matt Rossetti saw the adidas Canada minute books, they were in the cloud, searchable and properly organized just as they had been in physical form.

For MinuteBox, organizing minute books in the cloud is made efficient with the help of our advanced artificial intelligence that can recognize minute book sections automatically. With efficiencies in onboarding gained by the use of AI, there's no down-time to worry about when switching from physical to digital.



**Matt Rossetti**

Legal Counsel

## **THANK YOU, MINUTEBOX!**

At adidas, we are always looking to "radically simplify" our legal processes where possible, and a digital solution for minute books made sense.

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Until MinuteBox, it was "burdensome (and expensive) to access and find pertinent documents."

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# “Effectively Efficient”

ACCESSING PERTINENT DOCUMENTS HAS NEVER BEEN THIS EFFICIENT AND MINUTEBOX TRULY AIDED IN EASING SUCH A BURDERNSOME TASK.

## A COST-EFFECTIVE AND TIME-SAVING SOLUTION TO ACCESSING PERTINENT DOCUMENTS.

Once the adidas Canada team was set up on the MinuteBox platform, there was no looking back. All the inefficiencies previously associated with retrieving and finding physical minute books had disappeared.

In an instant, the adidas legal team could access all of their corporate minute books from anywhere in the world, whether in the office or working remotely.

With secure cloud-sharing, the adidas legal team could now easily share corporate minute books with authorized colleagues around the world.

No matter the time-zone or physical distance, the adidas Canada team can work even more productively with colleagues around the world, reducing the cost and time normally associated with routine minute book and corporate record work.

