



CASE STUDY: SAN DIEGO ZOO

**SAN DIEGO ZOO STREAMLINES HR PROCESSES
WITH DOCUSIGN FOR DYNAFIELD**

87

Boxes of HR
paperwork
digitized

100%

paperless
new-hire signing
process

>\$100K

Dollars saved
in paper costs



The San Diego Zoo Uses Digital Solutions to Save Time and Money, Eliminate Paper, and Cut Back on File Storage

Company's Top Objectives

Housed on a 100-acre stretch in Balboa Park, the San Diego Zoo hosts an extensive menagerie of rare and endangered animals and is home to more than 700,000 exotic plants. In operation since 1916, the Zoo boasts the world's largest zoological membership association, and every year more than 5 million visitors pass through its gates to enjoy exhibits, tours, and educational programs. Today, the Zoo maintains its commitment to "saving species worldwide by uniting expertise in animal care and conservation science with a dedication to inspiring passion for nature."

Challenge

One of the strategic initiatives of the Zoo's HR department in recent years has been to phase out paper-and-ink processes and to become a fully paperless operation. To start, this meant finding a storage system that could digitize and store the 87 boxes of paper files that the department already had on hand. Additionally, the HR department required a solution that would prevent the need to produce more paper in the future. As things stood, whenever new hires were brought on board, paperwork had to be printed out and signed with a wet signature. Basic cloud storage just wouldn't cut it, as most solutions did not include a quick and easy way to get paper files into the system. Without DTM and eSignature capabilities, there would also still be a need to print, fax, and scan files back into the cloud every time a new hire joined the Zoo. If a solution was to succeed, it needed to be comprehensive, providing a practical conversion process, abundant storage, and an eSignature tool that would end the need for printing. That's why the San Diego Zoo turned to DynaFile and DocuSign for Digital Transaction Management.

The Resolution

The Zoo's HR department spent nearly a year serving due diligence in search of a cloud-document management platform that helped them take their existing files paperless, affordably satisfied their storage requirements and allowed new-hire paperwork to be signed and stored digitally. After much investigation, they opted to go with DynaFile for their document management needs and DocuSign's DTM platform, which integrates with DynaFile and provides fully digital and secure electronic transactions.



“DynaFile and DocuSign are helping us achieve our digital transformation, [establishing more] efficient operations, now and in the future.”
- Stephanie Crise | Senior HR Representative, San Diego Zoo

The Key Benefits

With DocuSign and DynaFile, the HR Department at the Zoo has not only transferred its store of physical, paper files into cloud storage, but with DocuSign’s DTM solution, it has also been able to keep operations paper-free and 100% digital. “DynaFile allowed us to automate the scanning process and house the 87 boxes of personnel and medical folders we had previously kept in physical storage in the cloud; and now, with DocuSign, we are taking our business digital,” says Stephanie Crise, Senior Human Resources Representative with the San Diego Zoo. Laura Martella, Director of Human Resources at the Zoo, also reports that DocuSign has greatly simplified new-hire paperwork from end-to-end with its ease of use: “We can send out all of our onboarding paperwork online through DocuSign, have new-hires fill it out through DocuSign, have it sent back to us, and after it is approved, it’s archived in DynaFile’s storage cloud. With DynaFile’s segmented access controls we can now give Payroll access to just the documents they need. It’s quick, secure, easy – anyone can do it.” Martella also notes that being able to do away with paper-processes like printing and faxing is already leading to cost savings for the zoo: “On paper alone the cost savings is in the thousands and possibly the hundreds of thousands when all is said and done.”

Since implementation and rollout of DocuSign for DynaFile in HR, other departments looking to go digital have begun asking questions. “We have great plans to take other documents and processes paperless,” says Crise. “As we get more comfortable with these processes in HR, our goal is to share DocuSign and DynaFile Zoo-wide – to lead the way in making our Zoo a totally digital operation. DynaFile and DocuSign are helping us achieve our digital transformation so we are the model zoo – in terms of efficient operations – now and in the future.”

Top Benefits Achieved

- **Reduced the time required to file, retrieve and manage employee documentation**
- **Eliminated need for printing, faxing, signing, and scanning new-hire paperwork**
- **Reduced time needed to obtain signatures for new-hire paperwork**
- **Provided an easy-to-implement, easy-to-use, secure DTM**



Empowering the People Behind the Paper for Over Two Decades

DynaFile™ was originally developed by Blue Ribbon Technologies, based out of Denver, Colorado in 2001. Recognizing that the power of the internet provided a large opportunity for companies to streamline and off-load their mundane day-to-day management of paper documents, Blue Ribbon set off on a mission to develop an application that would allow companies to manage their documents in an efficient manner.

Keeping the cornerstone of simplicity and ease of use first and foremost in mind during the development process, DynaFile was created to help companies easily secure, share and manage their paper and electronic files. DynaFile quickly carved out a unique position in the marketplace by offering a turn-key, web-based solution that allowed customers to get up and running with the system in a matter of minutes without having any need to purchase additional hardware or software. Offering the capabilities to start off small and phase in a paperless methodology over time without the burden and costs associated with an in-house solution, DynaFile has been the document management software of choice for all companies, large or small, that wish to gain better control over their files.

In addition to ease of access, one of the biggest benefits that DynaFile offers is the capability to easily share documents with external business partners and clients. With a few clicks of the mouse, companies can now share and collaborate on documents with utmost confidence that users are provided secure access only to documents that they should view.

With cloud document management solutions, businesses can streamline processes through scanning automation, online file storage, cloud collaboration, a compliance toolkit, and automated onboarding integrations.

Its scanning automation tools allow users to take an entire department paperless. From there, management features make it easier to organize information, retrieve files instantly, segment access and keep track of required and expiring documents.

DynaFile has partners for electronic employee onboarding, like iCIMS and Workday, to automate HR processes. Completed forms are automatically published into the new hire's folder in DynaFile. HRIS sync will automatically update employee data in DynaFile when staff name, department or location changes are made in the user's HRIS. Switching an employee from Active to Terminated in an HRIS can automatically trigger retention rules for files in DynaFile.

Integrations with DocuSign, signNow, JotForm, PandaDoc, and Adobe Sign provide e-signatures, digital forms, and online workflows. Whether used for internal approvals, onboarding new employees, or getting contracts signed, digital signature integration can help streamline business processes.

The solution ultimately helps to eliminate manual admin processes, increase compliance, and boost efficiency with cloud software tools that simplify employee file management.

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