

Capitalizing on AI

How Automated Agreement
Workflows Drive ROI

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1 | Executive Summary

Agreement management, like every other business process market, is entering a new phase – one powered by AI. Automation and AI capabilities that seemed experimental just a few years ago are now reshaping how organizations develop, negotiate, execute, and extract value from their agreements.

This study, our third in an annual exploration of agreement management technology, surveyed over 1,100 respondents globally and found that investing in automated workflows and AI tooling in agreement management is delivering measurable returns, yet breakthrough results depend on strategic choices.

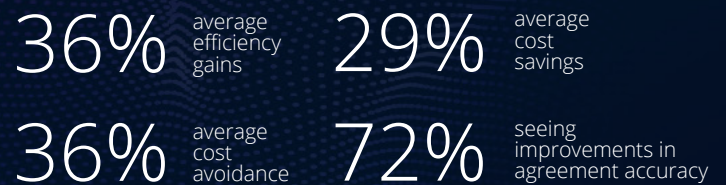
The business case for agreement management technology has never been stronger

Organizations across every industry are reporting the benefits of automating their agreement workflows and leveraging AI with both businesses and individuals, including on average, 36% efficiency gains through time savings or cycle time reduction. Moreover, B2C-focused industries reported achieving 14% greater efficiency gains compared to B2B-focused industries¹, likely due to more standard agreements. Organizations surveyed also report 36% cost avoidance due to mitigated risks and 29% cost savings from lower labor costs, with 72% seeing improvements in agreement accuracy (i.e., clerical error reduction, clause consistency, regulatory compliance).

As AI maturity increases, end-to-end solutions correlate with ROI

Organizations leveraging *Agentic* workflows that purchased an end-to-end solution experienced a nearly 30% *higher* ROI (i.e., time savings, cost avoidance, cost savings, and revenue uplift) in the last 12 months compared to those that did not. Additionally, those with end-to-end solutions and *AI-Enabled workflows* reported a 13% higher ROI, and those with *AI-Assisted workflows* reported a 3% higher ROI.² This demonstrates that end-to-end solutions amplify returns as organizations advance their AI capabilities. Beyond ROI, 81% of organizations that purchased an end-to-end solution reported improvements in agreement accuracy, 15 percentage points higher than those without an end-to-end solution.

Exhibit 1.1
Benefits Reported from Implementing Automated Workflows & AI



Most functions are already seeing time savings from automated workflows and AI

Respondents across functions report time savings and improved metrics when deploying workflow automation and AI tooling, with Sales, Customer Experience, and HR reporting greater benefits, on average. These savings do not necessarily drive labor replacement, but instead a shift to more strategic work.

Agreement Insights & Intelligence capabilities offer the greatest future opportunity

When post-signature information informs the pre-signature agreement process, it can prevent policy breaks, extract more value from future agreements, and enable internal efficiencies. This includes evaluating vendor performance, assessing customer relationships, improving future negotiations, and redesigning the agreement management workflows themselves. Our respondents cited value capture from SLA recovery to more strategic negotiations. Yet despite these benefits, 61% of respondents still rely on manual processes, without automated workflows or AI to surface these insights.

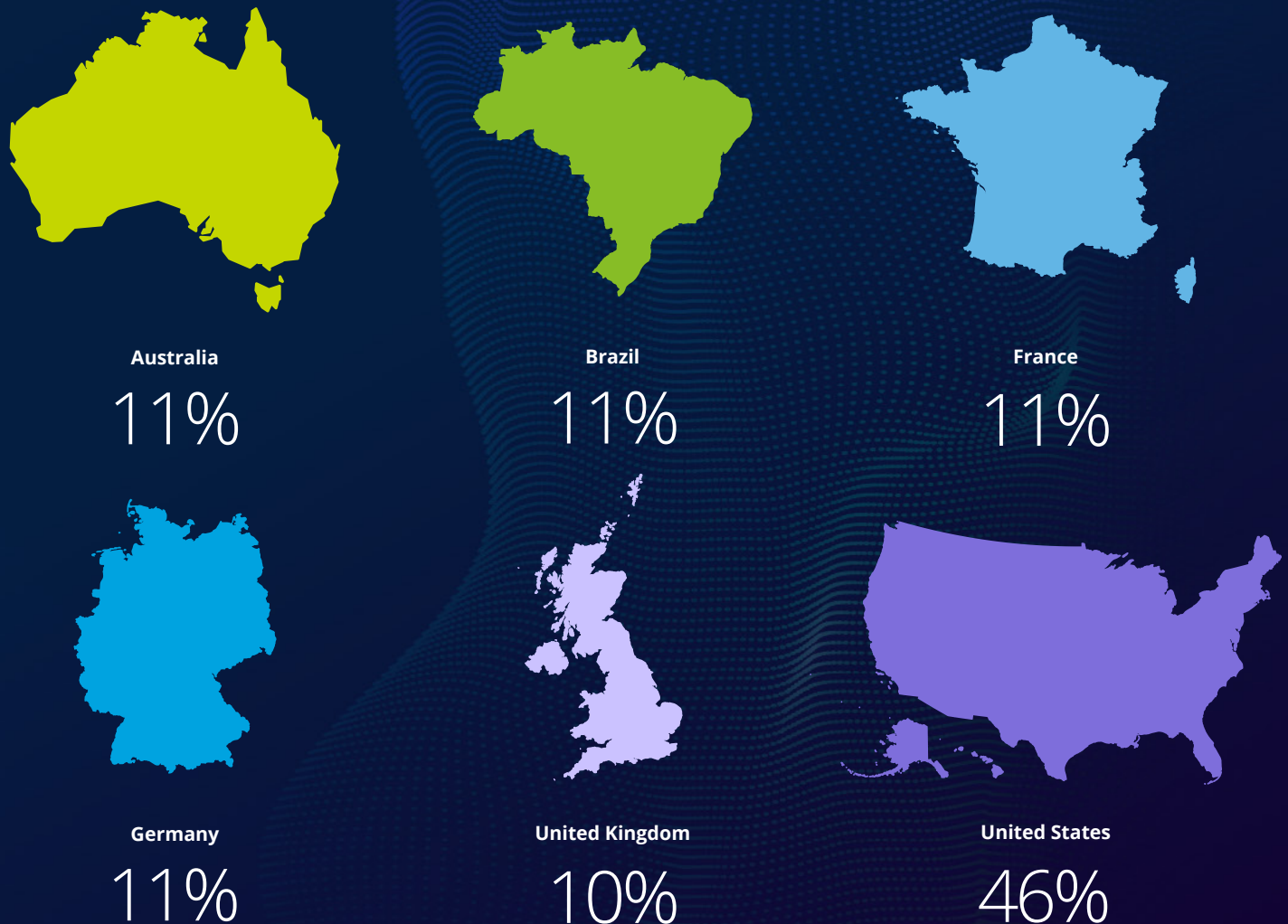
2 | Breadth of Study

To understand how organizations are using and deriving value from workflow automation and AI in agreement management, we surveyed senior business and functional leaders on maturity, adoption patterns, trust and security perceptions, and value realization across functions and enterprises. The survey exclusively focused on organizations with at least some agreement workflow automation in place, as defined by our AI & Automation Maturity Scale (see Page 8). Our 2026 survey included over **1,100 respondents across 6 countries** and 6 functions: Legal, Sales, Procurement, Customer Experience, HR, and IT.³

Respondent Overview

GEOGRAPHY

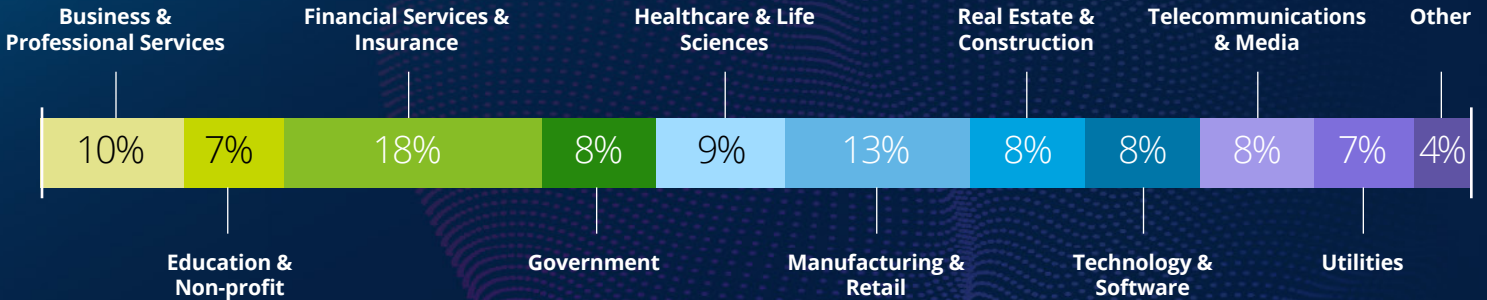
Exhibit 2.1
Country Breakdown



Respondent Overview⁴

INDUSTRY

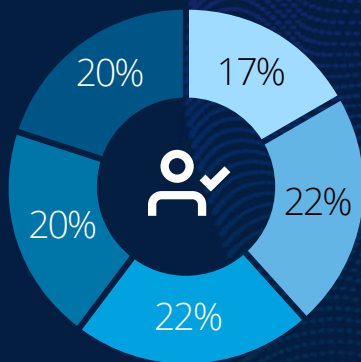
Exhibit 2.2
Industry Breakdown



HEADCOUNT

- 125 - 499
- 500 - 999
- 1,000 - 2,999
- 3,000 - 4,999
- 5000+

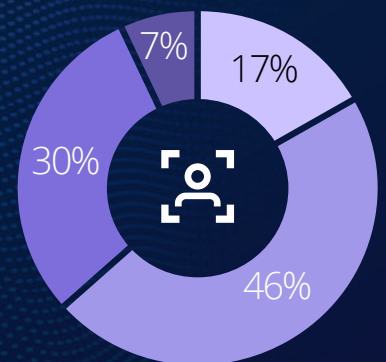
Exhibit 2.3
Headcount Breakdown



SENIORITY

- Director or equivalent
- Vice President or equivalent
- Senior Vice President or equivalent
- C-Suite Leader

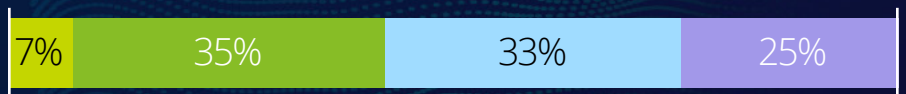
Exhibit 2.4
Seniority Breakdown



ANNUAL REVENUE⁵

- \$25M - \$50M USD
- \$50M - \$200M USD
- \$200M - \$1B USD
- \$1B+ USD

Exhibit 2.5
Annual Revenue Breakdown



AGREEMENT VOLUME

- 50 - 499
- 500 - 999
- 1,000 - 4,999
- 5,000 - 9,999
- 10,000+

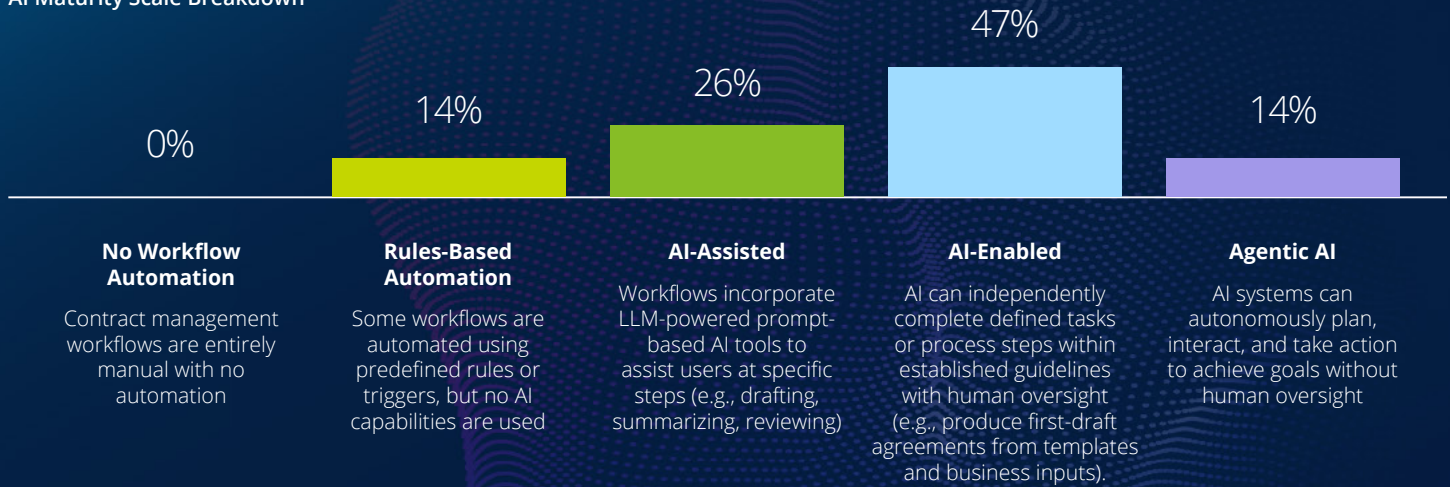
Exhibit 2.6
Contract Volume Breakdown



AI & Automation Maturity Scale

To compare results, we established an AI & Automation Maturity Scale in which respondents self-selected into the level that best matched their organization’s use of automation and AI in agreement management workflows.

Exhibit 2.7
AI Maturity Scale Breakdown



ROI

For the purposes of this report, we asked respondents to define ROI as one of the following:

- 1. Efficiency:** Time savings, reduced cycle time
- 2. Risk Mitigation & Cost Avoidance:** Reduction in risk exposure, errors, and compliance-related costs
- 3. Cost Savings:** Reduction in labor costs and outside counsel spend
- 4. Revenue Uplift:** Increase in renewals and closed opportunities

Exhibit 2.8
ROI Definition Breakdown



Accuracy

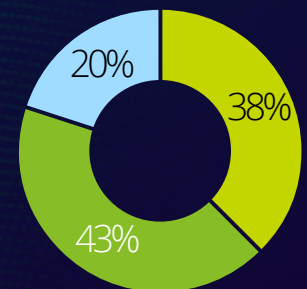
Respondents were also asked what best described the accuracy improvements since implementing automated workflows and/or AI tools in the agreement management process:

- Clause Consistency:** More standardized language and more consistent use of approved clauses
- Regulatory Compliance:** Stronger adherence to legal, regulatory, and policy requirements
- Clerical Error Reduction:** Fewer manual errors, omissions, and inconsistencies

In addition, we interviewed executives to contextualize the quantitative findings and understand how business leaders derive value from their automated workflows and AI agreement management solutions.

The resulting dataset captures senior leaders with direct responsibility for agreement management across diverse organization sizes, industries, and geographic regions, enabling meaningful conclusions about how these tools drive measurable ROI.

Exhibit 2.9
Accuracy Improvements Breakdown

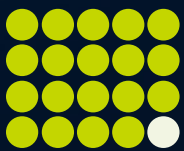


- Regulatory Compliance
- Clause Consistency
- Clerical Error Reduction

3 | The AI & Automation Landscape in Agreement Management

Throughout this report, “agreement management” refers to the operational lifecycle that organizations employ to develop, execute, and derive value from their legal documents (“agreements”) with customers, employees, suppliers, partners, and other external stakeholders.

The momentum is clear: **the share of organizations using AI in pre-signature capabilities has increased 19%** year-over-year, on average, with dramatic acceleration in Contract Creation (60% YoY), Review & Risk Evaluation (41%), and Enterprise Integration (50%). This adoption is poised to continue, as 61% of respondents reported an increase in their agreement management software budget in the last year.



Among organizations not currently using AI in agreement management workflows **95% either intend to use it or are considering it**

Additionally, among organizations not currently using AI in agreement management, 95% either intend to use it or are considering it. More broadly, the Deloitte State of AI report⁶ found that workforce access to sanctioned AI tools rose 50% in the past year. As such, it is no longer a question of whether to adopt AI-driven agreement management, but how to do it in a way that maximizes returns.

However, as with every technological shift, **we see businesses at vastly different stages of maturity.**³ Among organizations using AI or automated workflows today, 14% are using Rules-Based Automation, 26% have AI-Assisted capabilities, 47% are AI-Enabled, and 14% are deploying Agentic AI. Organizations are also taking a range of approaches to mature their capabilities: purchasing end-to-end solutions designed specifically for agreement management, assembling multiple tools to address different stages or functional needs, or a hybrid of the two.

As a result of the AI experimentation, companies often have a fragmented tooling landscape, presenting both opportunities and complexities for vendors and customers. 72% of organizations use multiple tools in the agreement management process, either across stages in the lifecycle or for discrete functional purposes. Moreover, our data shows that 65% of organizations use 4 or more tools, while only 7% use a single integrated agreement management solution. This landscape underscores the challenge leaders face: how to create a coherent, high-performing agreement management capability when the market offers a myriad of tools but few scalable, reliable, high-value systems.

Despite this challenge, **the internal business case for agreement management technology has never been stronger.** As agreement management tools, now bolstered by AI, offer more value than ever before, each dollar invested goes further today than it has in the past. Organizations leveraging workflow automation and AI in agreement management are already seeing returns on their investments. While “ROI” can mean different things to buyers, the majority measure ROI through efficiency gains, risk mitigation, and cost savings. ROI via revenue uplift is still nascent. In practice, those who have implemented these workflow automation and AI technologies report an average 36% efficiency gain across the agreement process, 36% cost avoidance due to mitigated risks, and 29% cost savings from lower labor costs in the last 12 months. On top of these returns, 72% of respondents report improvements in agreement accuracy (i.e., clerical error reduction, clause consistency, regulatory compliance), and 76% of those that monitor risk assessment scores reported improvements. These gains translate to faster workflows, increased productivity, and freed capacity for strategic work.

One thing is clear: investing in automated workflows and AI tooling in agreement management can generate meaningful benefits. This study, our third in an annual exploration of agreement management technology, explores **how value accrues across three critical dimensions:** (1) the tooling approach organizations select, (2) which agreement management capabilities they prioritize for automation, and (3) which functions deploy these capabilities. The patterns that emerge can provide a roadmap for leaders and organizations navigating their own AI maturity journey and shed light not just on what is possible, but on what actually drives breakthrough results.

4 | Tooling Approaches

As organizations evaluate their tooling options, they often find that the agreement management solutions market offers no shortage of choices.

As one Chief Legal Officer at a global manufacturing company put it:

“We can do one solution, or we can do multiple...and sometimes that changes over time.”

From end-to-end agreement management software solutions to tools that focus on a specific capability or function, they face a critical decision: Which tooling approach is right?

Benefits of End-to-End and Point Solutions

Based on our findings from the 2026 study, it is evident that **end-to-end solutions are key drivers of AI enablement across the agreement management technology ecosystem**. This is especially evident as organizations advance their AI maturity across workflows, requiring a central hub to coordinate across tools.



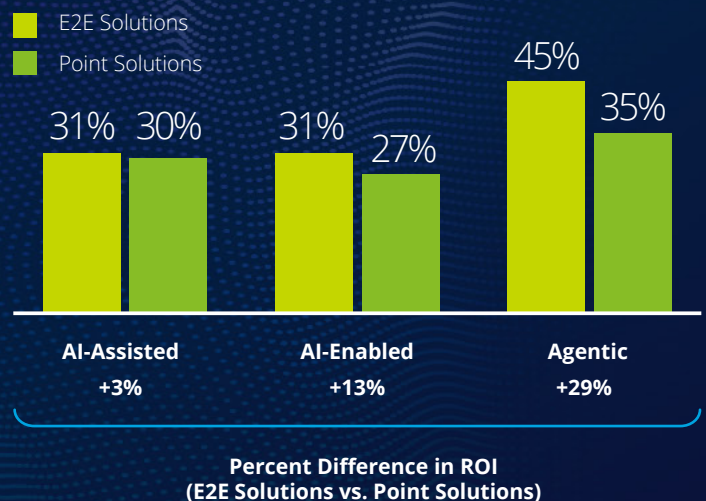
29%

higher ROI (i.e., time savings, cost avoidance, cost savings, and revenue uplift) **for organizations leveraging Agentic workflows that purchased an end-to-end solution** in the last 12 months compared to those that did not

Specifically, organizations leveraging Agentic workflows that purchased an end-to-end solution experienced a nearly 30% higher ROI (i.e., time savings, cost avoidance, cost savings, and revenue uplift) in the last 12 months compared to those that did not.

Additionally, those with end-to-end solutions and AI-Enabled workflows reported a 13% higher ROI, and those with AI-Assisted workflows reported a 3% higher ROI. This demonstrates that end-to-end solutions amplify returns as organizations advance their AI capabilities.

Exhibit 4.1
ROI by Tooling Approach (Weighted Average)*



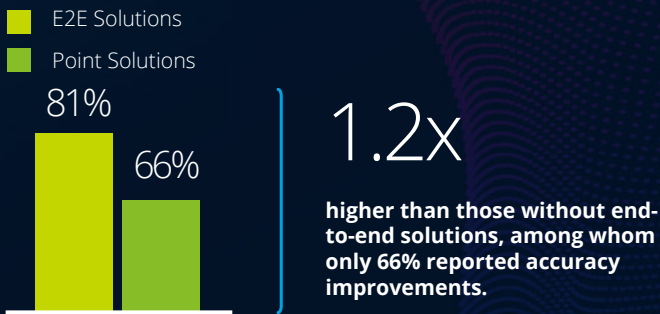
* “E2E Solutions” refers to respondents that have purchased an E2E solution. “Point Solutions” refers to respondents that did not purchase an E2E solution. This group may leverage a single or combination of functional tool, capability tools, LLMs, etc.

One HR Leader at a hospitality company, who is in the midst of implementing an end-to-end solution, shared their time savings expectations:

“Some of our contracts have up to a 3-month cycle, and our goal is to get those down to 30 days or less. More transactional contracts like SOWs and Change Orders should come down from 4-6 weeks to less than 2 weeks over the next 3 years.”

The advantages of end-to-end solutions extend beyond time savings and ROI to accuracy gains. Of those that purchased end-to-end solutions, 81% reported that accuracy (i.e., clerical error reduction, clause consistency, regulatory compliance) had improved since implementation. This is 1.2x higher than those without end-to-end solutions, among whom only 66% reported accuracy improvements. The data integrity that end-to-end solutions provide is one driver of these meaningful accuracy improvements.

Exhibit 4.2
Share of Respondents Reporting Accuracy Improvements*



* "E2E Solutions" refers to respondents that have purchased an E2E solution. "Point Solutions" refers to respondents that did not purchase an E2E solution. This group may leverage a single or combination of functional tool, capability tools, LLMs, etc.

Our survey also revealed that those who have purchased an end-to-end solution tend to have the highest trust in their systems.

73% of all survey respondents reported "high" or "very high" confidence in the security and integrity of agreements managed through digital systems, and 65% reported "high" or "very high" trust in their workflows' ability to flag local regulatory risks. Respondents who purchased an end-to-end solution were nearly 2x as likely to report "very high" trust and "very high" confidence compared to those who had not.

Exhibit 4.3
Share of Respondents Reporting "Very High" Trust & Confidence by Tooling Approach



However, despite the outsized returns from end-to-end solutions, 64% of respondents have yet to purchase one. Instead, several built solutions or bought tools for specialized use cases, AI use cases, or business function-specific needs.

Interviewees noted that there are conditions where a point solution makes sense in the short-term: optionality, a specific use case, or other strategic imperatives. Point solutions can offer simpler entry points for smaller companies or those with smaller investment budgets. Buyers can prioritize their highest value use cases upfront and grow into the platform as they scale over time.

Ultimately, while point solutions offer adoption speed, vendor flexibility, or serve a specific industry or business need, their primary benefit is often time savings. However, organizations with end-to-end solutions and advanced AI capabilities extract more value from their agreement management technologies. Unlocking transformational change, while maintaining control and managing risks, typically requires an end-to-end solution.

5 | Capabilities: Where Automated Workflows & AI are Delivering Value

In our 2024 report, we established 5 stages in the agreement management lifecycle: **Initiate, Develop, Sign, Inventory, and Analyze**. In our 2025 report, we studied 8 associated capabilities within these stages. Our 2026 report uses the same framework to assess AI and workflow automation adoption and returns.

Where ROI is Proven Today: Pre-Signature Automation

Beyond tooling, a critical question is which capabilities to prioritize for automation. Survey results suggest business leaders are seeing value across agreement management capabilities, but returns vary by stage. As AI in agreement management matures and is increasingly deployed across the organization, new pockets of ROI are emerging. In this section, we explore where, and why, organizations are seeing the strongest impact today.

Agreement management buyers indicate they see the highest ROI (i.e., time savings, cost avoidance, cost savings, revenue uplift) from automated workflows and AI in pre-signature capabilities, particularly in Routing, Editing, & Approval. 65% of agreement management buyers identified the Routing, Editing, & Approvals capability as one of the top capabilities⁷ where automated workflows and AI have created value. In line with the agreement lifecycle framework established in our 2025 study⁸, Routing, Editing, & Approval sits at the center of the lifecycle, connecting functions such as Legal, Procurement, Finance, and Sales. When these are automated, agreements move more efficiently between stakeholders, reducing coordination friction and accelerating workflows that would otherwise be impacted by handoffs.

Exhibit 5.1
Percent of Respondents Who Selected a Capability As One of The Highest ROI Capabilities (Top 3)



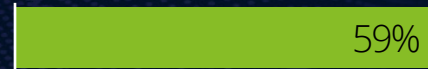
Initiate: Align on the need for an agreement, determine the type of agreement required, and identify previously approved agreements to emulate

Contract Creation

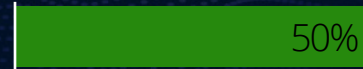


Develop: Draft agreement with internal stakeholders, incorporate edits, conduct risk assessments, and finalize draft to share

Review & Risk Evaluation

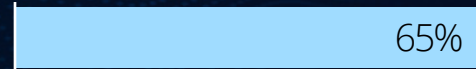


Enterprise Integration



Sign: Share draft with counterparties to negotiate terms, respond to redlines, and track signatures

Routing, Editing, & Approval



Customer Experience



Inventory: Store signed agreements and critical metadata in a secure repository, track the latest versions, and provide access to approved stakeholders

Contract Storage & Categorization

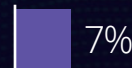


Analyze: Track agreement intelligence such as key terms, deadlines, renewal dates, obligations etc., and take actions based on the insights

Obligation & Renewal Mgmt.



Insights & Intelligence



59% of buyers also highlighted the Review & Risk Evaluation capability as one of the capabilities where automated workflows and AI have the highest ROI.⁹ Automation allows teams to more quickly identify deviations from standard language, flag potential compliance risks, and accelerate the review process. Rather than manually analyzing each clause, organizations can leverage automated review tools to surface issues earlier and streamline escalation to legal or compliance teams when necessary.

Further, agreement management buyers identified Enterprise Integration as one of the top areas where automated workflows and AI are delivering ROI, with 50% ranking it among the most valuable capabilities.¹⁰ These capabilities enable data exchange with other enterprise systems (e.g., CRMs, ERPs, HCMs), allowing organizations to connect agreement insights to operational planning and decision-making. Contract Creation and Customer Experience followed closely behind, with 39% and 34% of respondents selecting them as capabilities with the highest ROI, respectively. The one post-signature capability that rivaled the pre-signature capabilities was Contract Storage & Categorization, with 35% highlighting it as one of the highest ROI capabilities³.

A Chief Procurement Officer shared her perspective on this value:

“Workflows (how a contract moves from the moment someone needs a contract through post-execution) are where we have found the greatest value. By automating the tactical work, like a factory line, and enabling technology to track the contract, we have seen 40-60% time savings depending on the role.”

Beyond automating the Initiate, Develop, and Sign stages, the next opportunity is in translating stored agreements into actionable insights.

The Next Frontier: Intelligence & Insights

As more agreements are digitized, organizations are beginning to analyze them to inform business decisions and process design. This includes evaluating vendor performance, assessing customer relationships, improving future negotiations, and redesigning the

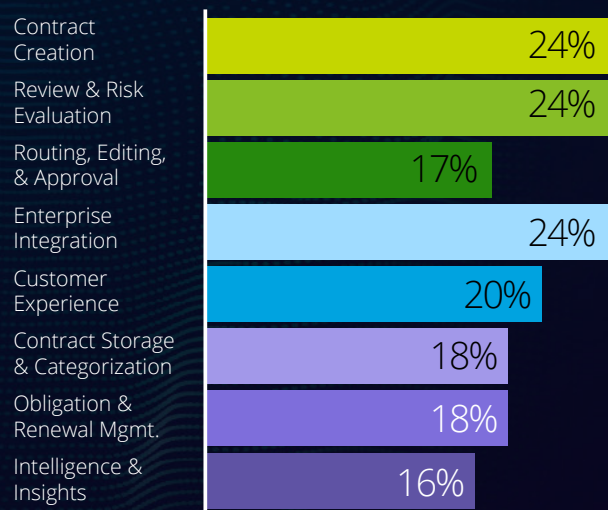
agreement management workflows themselves. When post-signature information informs the pre-signature agreement process, it can prevent policy breaks, extract more value from future agreements, and enable internal efficiencies. As our 2025 study found: *“29% are more likely to report outperforming financial goals with advanced insights and intelligence capabilities”*.^{11,12}

A former Head of Procurement Operations at a financial services company described this shift clearly:

“Having the ability to pull trends from agreements helps us understand what’s happening in the relationship and informs both day-to-day and executive decisions.”

Despite this potential, the research suggests that most organizations are still early in this transition. The agreement Intelligence & Insights capability (i.e., analyzing agreement data to generate business insights) is the least advanced today, as measured by respondents’ maturity. Only 16%¹³ report using advanced analytics and AI to analyze agreement data, compared to 24% in Contract Creation, and Review & Risk Evaluation.

Exhibit 5.2
Percentage of Respondents that Reported Using AI for Each Capability

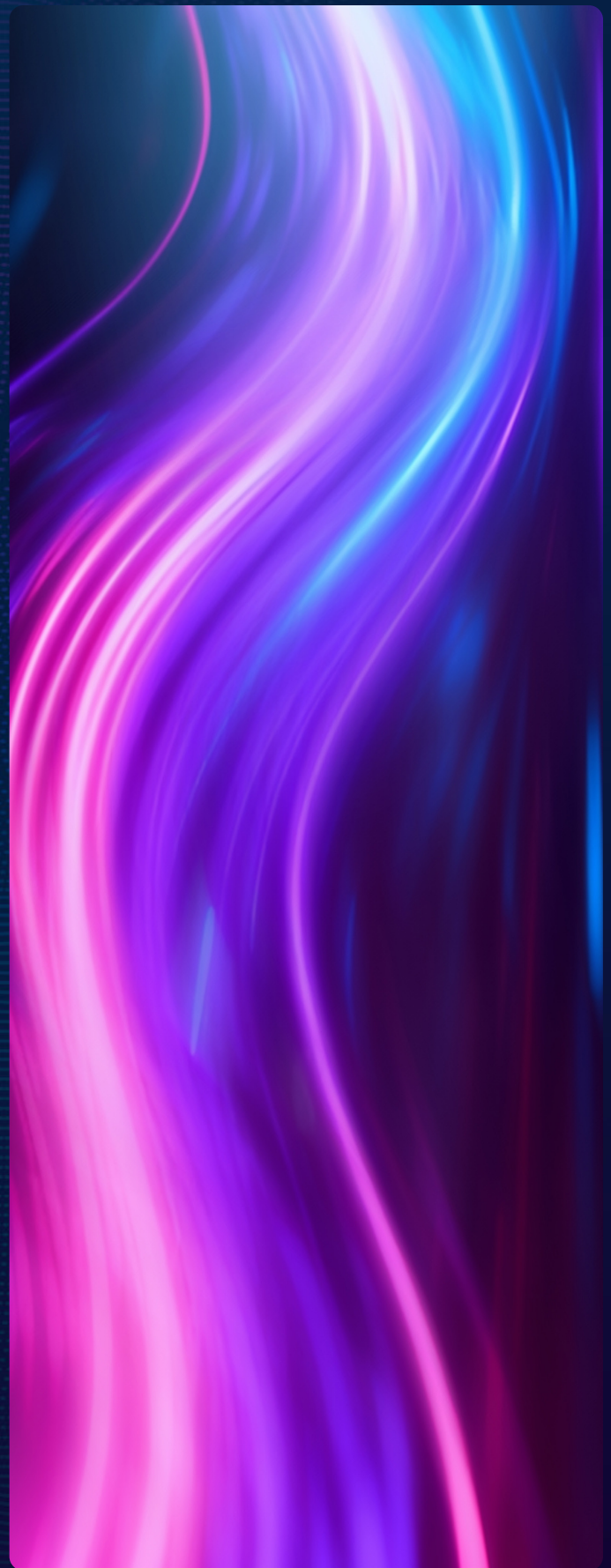


This points to a natural evolution in how organizations adopt agreement automation. Organizations typically initially invest in accelerating manual, labor-intensive processes required before signature, before leveraging automated workflows and AI to unlock insights from agreement data. However, organizations that do not make this transition risk limiting the value of their automation investments. Without incorporating insights back into upstream processes, organizations will not create the feedback loops required to continuously improve agreement design, negotiation strategies, and operational decision-making.

Jonathan Jones, a Managing Director in Deloitte's Legal Business Services & Contract Lifecycle Management practice, summarized it this way:

"Value comes from moving the Intelligence & Insights phase to the front of the contract management process - using this data to not only inform future contracts, but also to shape all subsequent steps of the contract management process and ultimately transform business processes."

After identifying where in the agreement management lifecycle to invest, organizations must evaluate which functions to enable with the technologies.



6 | Functions: How Automation & AI Deliver Value Across the Enterprise

Our 2026 survey revealed time savings and improved metrics across functions after implementing automated workflows and AI tools for agreement management. However, business leaders shared that these savings do not necessarily drive labor replacement, but instead a shift to more strategic work.

A former Head of Procurement Operations in Financial Services described the tangible impact:

“Automation freed our team from tactical redlining to focus on strategic relationships while finally capturing what fell through the cracks, such as vendor SLAs. That alone has recovered over \$500,000 in credits that teams had been too stretched to claim.”

While these benefits extend across the organization, Sales, Customer Experience, and HR respondents reported greater benefits, on average. Notably, these functions also shared another characteristic: they reported among the highest levels of Agentic AI maturity across the agreement management process. These teams interact with external stakeholders—prospects and candidates—at critical moments, where friction incurs a high cost, and where advanced automation can drive a disproportionately higher-quality experience. Interestingly, this marks a change from last year’s report. When it comes to Agentic AI, scale drives benefits, so we would expect larger functions to benefit more quickly.

Exhibit 6.1
Average Time Savings Reported Across Agreement Management Capabilities Since Implementing Automated Workflows & AI

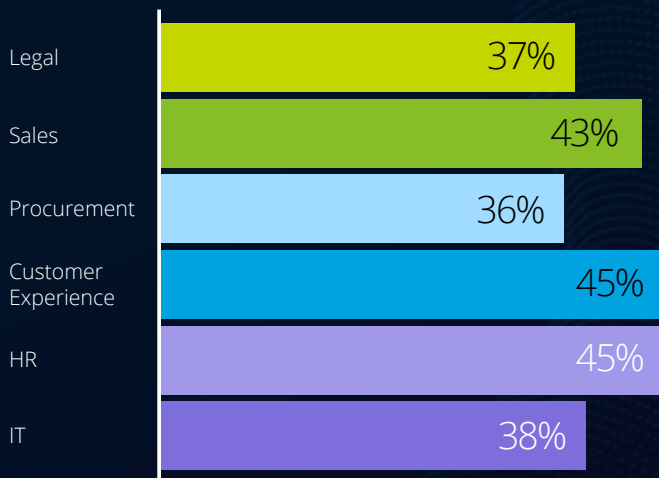
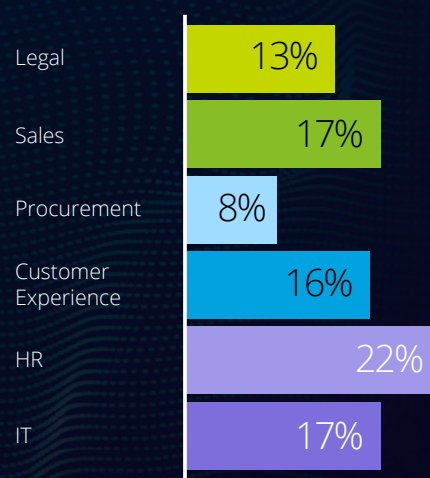


Exhibit 6.2
Share of Respondents Reporting Use of Agentic AI (for at least one capability)



In addition to agreement management buyers identifying it as one of the capabilities with the highest ROI, respondents across most functions reported the most time saved during Review & Risk Evaluation. While relative gains were greater for some capabilities, respondents spent the most time on Review & Risk Evaluation, creating the largest baseline from which to drive value.

Legal

Legal teams often serve as the final approvers and accountable party for risk evaluation, making their workflows critical for business. Automated workflows and AI tools for Legal deliver risk scoring that prioritizes their time appropriately, fallback language to minimize back and forth with business partners, and more streamlined searching and post-signature agreement management.

Beyond efficiency gains, automated workflows and AI tools enable a new Legal operating model built around structured intake, intelligent triage, exception-based review, governed playbooks, and post-signature obligation oversight.

As Mark Ross, a Principal in Deloitte's Legal Business Services & Contract Lifecycle Management practice, explains:

"Agreement management transformation is Legal department transformation: it moves Legal from being the final review bottleneck to being the steward of contract risk, governance, and obligations across the enterprise."

With automated workflows and AI, routine work is standardized while leadership gains visibility to track and manage agreement risk across the organization.

The result is that legal professionals can redirect hours previously spent on routine tasks toward higher-level work, such as complex negotiations, edge cases, and latent risk scenarios.

One Chief Legal Officer at a Technology company described the tangible impact:

"The savings allow people to focus on higher-priority strategic work rather than pushing paper: Attorneys are now able to focus on exceptions requiring critical thinking, scaling their capacity from 100-200 contracts per year to 1,000."

Further, each hour reclaimed is an hour reinvested toward mitigating risks and delivering the strategic guidance that experienced Legal teams can provide.

Survey data found that Legal respondents experienced, on average, 37% time savings across agreement management processes. When considering how their

time is distributed, the most time was saved at the Review & Risk Evaluation capability. Yet the full ROI story extends beyond productivity: organizations are realizing cost avoidance through optimizations in outside counsel spend, improved accuracy in obligation tracking, and earlier identification of non-standard terms that could create downstream risk.

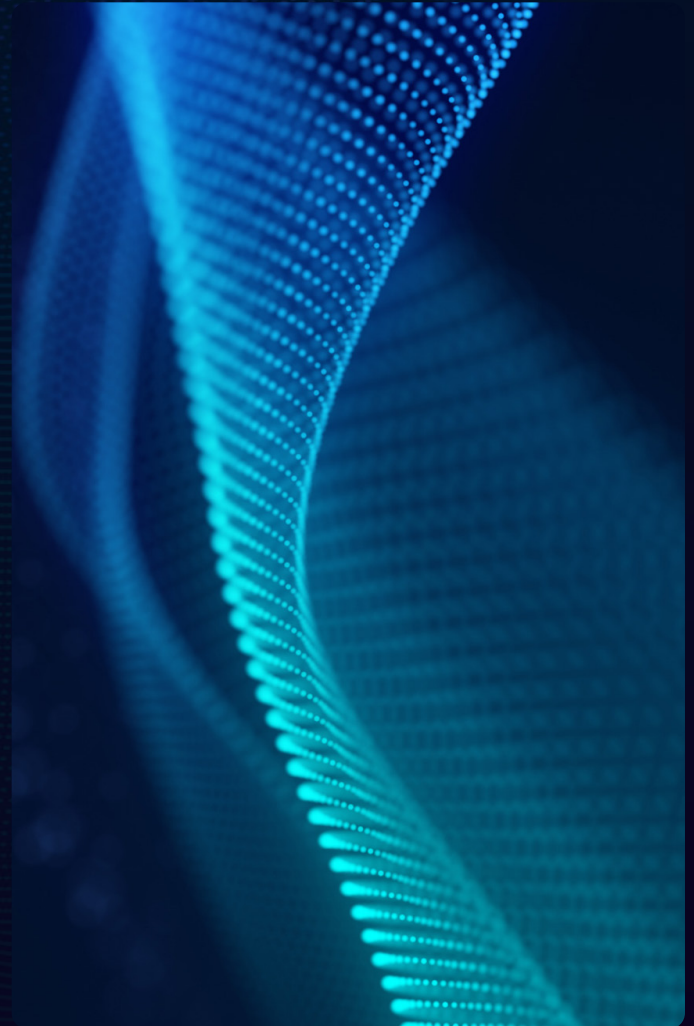
Exhibit 6.3

Legal - Average Percent of Time Saved Across Capability Since Implementing Automated Workflows & AI



37%

time savings across agreement management capabilities after implementing automation and AI tools



Sales

Agreements sit at the center of deal execution, and delays in drafting, review, or approvals can slow deal velocity. Today, **Sales teams are increasingly using automation and AI to remove friction from the deal process.**

As our 2025 report found:

“Sales leaders with more mature capabilities across every stage of the agreement lifecycle also reported an average of 29% fewer contracting-related deal delays”.¹⁴

Automated workflows help Sales teams generate agreements faster, route approvals more efficiently, and gain better visibility into agreement status.

A Sales executive in the automobile industry described how leveraging automated workflows and AI is:

“Generating actionable insights from past interactions, suggesting optimal engagement strategies, and highlighting cross-sell or upsell opportunities.”

Survey data shows that Sales respondents reported an average of 43% time savings across agreement management capabilities after implementing automation and AI tools. The largest gains were seen in Contract Creation, where pre-filled standardized templates and dynamically created agreements reduce coordination across teams. Automation is also helping manage renewals more effectively. Since implementing these tools, Sales respondents reported that agreements that renew within the target timeframe increased from 36% to 38%. Survey respondents, on average had 300 annual renewals and a deal size of \$670K, which translates to an incremental \$4.8M, or 1-2% in annual revenue uplift.¹⁴

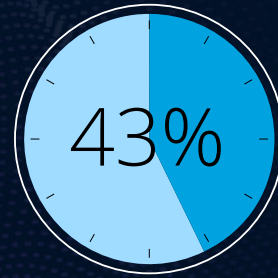
However, to realize these benefits, it's critical that tools are seamlessly integrated into the Sales tech stack.

One Head of Legal Strategy at a technology company shared the importance of this for her Sales teams:

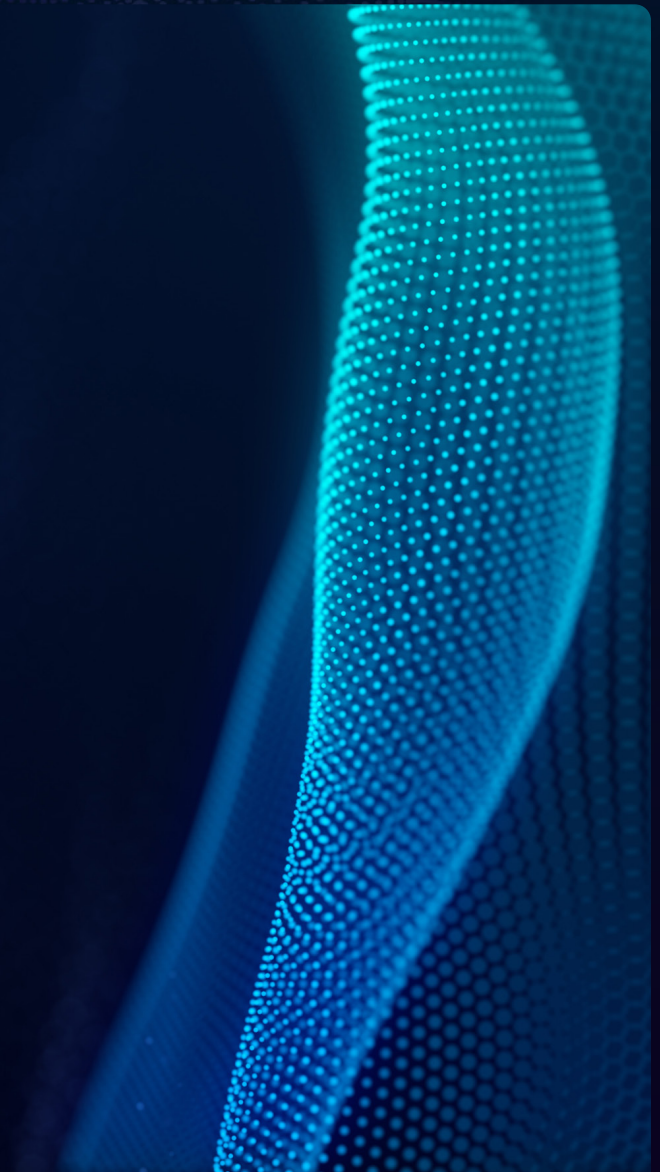
“We are trying to create as many self-service opportunities as possible for the business. This means that, for everything we purchase, we try to integrate it with the tools our users are most comfortable with.”

Exhibit 6.4

Sales - Average Percent of Time Saved Across Capability Since Implementing Automated Workflows & AI



time savings across agreement management capabilities after implementing automation and AI tools



Procurement

Automated workflows and AI streamline procurement processes by facilitating intake requests and renewals across the sourcing and negotiation lifecycle. For example, by automatically comparing vendor language against internal playbooks, **procurement teams can identify non-standard or risky clauses earlier and accelerate negotiations.** This type of AI-based clause comparison can rapidly flag non-standard terms while maintaining a consistent risk posture across suppliers.

Procurement respondents reported an average 36% time savings after adopting automated workflows and/or AI tools, with the largest savings in Review & Risk Evaluation.

These teams also reported meaningful financial impact, with vendor spend decreasing by an average of 33% as improved visibility into spend patterns and agreement terms enabled stronger supplier negotiations and more strategic sourcing decisions.

Exhibit 6.5
Procurement - Average Decrease in Vendor Spend Since Implementing Automated Workflows & AI



33%

decreased vendor spend

As one Procurement leader in a non-profit summarized:

“Workflow automation enables us to analyze spending patterns, negotiate better terms, and improve supplier performance tracking for stronger long-term partnerships.”

Customer Experience (e.g., Digital, User, or Channel Experience)

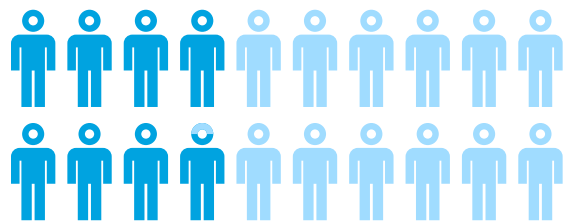
Automated workflows and AI enhance the customer experience by increasing transparency, reducing process friction, and optimizing customer-facing agreement journeys. By implementing conditional workflows, leveraging AI to pre-populate terms based on customer profiles, and shortening turns between parties, **organizations can deliver smoother and more user-friendly digital engagement.**

Customer Experience respondents reported an average 45% time savings after adopting automated workflows and/or AI tools, with the largest savings in Review & Risk Evaluation. In addition, organizations report measurable improvements in user outcomes: the percentage of abandoned processes declined from 35% to 32%, while teams moved 39% more customers through the agreement process using automated workflows and/or AI tools.

One Customer Experience C-Suite leader in technology and software described the future potential:

“Automated workflows and AI can instantly flag risky clauses, track deadlines, route contracts to the right people, and reduce back-and-forth emails, making the whole process faster and smoother. This not only improves internal efficiency but also creates a better digital experience for clients and partners by ensuring transparency, speed, and consistency.”

Exhibit 6.6
Customer Experience - Average Increase In Customers Moved Through The Agreement Management Process Since Implementing Automated Workflows & AI



39%

more customers through the agreement management process

HR

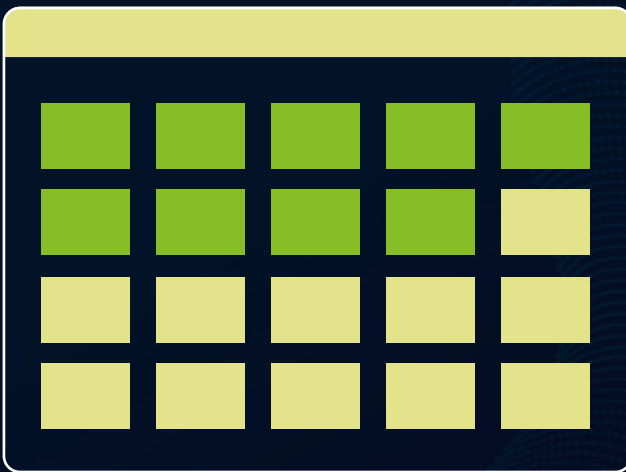
HR teams are seeing value primarily in automating high volumes of standardized agreements, such as offer letters and NDAs. These processes are often repetitive and time-sensitive, making them well-suited for automated workflows and AI-supported drafting.

In this year's survey, respondents reported an average of 45% time savings across agreement management processes after implementing automation and AI. The largest gains were observed in the Contract Creation capability. **Automation is also improving the hiring process** by enabling faster agreement turnaround and more consistent documentation.

As one HR VP in professional services noted:

"In my role, faster routing and approvals through automated workflows help shorten offer turnaround time and improve the candidate experience."

Exhibit 6.7
HR - Average Percent of Time Saved Across Capability Since Implementing Automated Workflows & AI



45%

time savings across agreement management capabilities after implementing automation and AI tools

IT

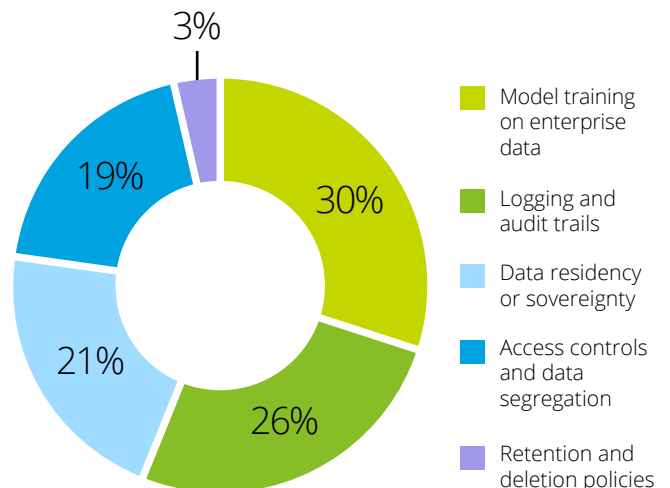
As both users and owners of agreement management tools, IT professionals have a unique role in adopting automated workflows and AI. Our research shows that data privacy concerns from models training on enterprise data, logging and audit trails, and data residency or sovereignty are most frequently ranked as the top consideration influencing IT's support for automating workflows and leveraging AI.

In addition, **IT leaders reported improved vendor cost management and higher-fidelity strategic planning from agreement insights.** Internally, this means IT leaders can develop more accurate budgets grounded in agreement realities, and externally, they can drive more effective vendor negotiations. Respondents also reported an average 38% time savings across the lifecycle after implementing automated workflows and AI tools; the greatest value was in the Review & Risk Evaluation capability.

One VP in a real estate and construction company described the future opportunity for AI in the Review & Risk Evaluation capability:

"AI-powered agreement risk scanning could automatically identify potential cybersecurity and data privacy risks before agreements go to executives for approval."

Exhibit 6.8
IT- Top Considerations For Support of Automated Workflows & AI Tooling



7 | Best Practices When Automating Workflows and Deploying AI in Agreement Management

As AI continues to evolve at a breakneck pace, it's clear that agentic capabilities will soon proliferate across the enterprise. Deloitte's 2025 State of AI report found that nearly 3 in 4 companies plan to deploy agentic AI within two years¹⁶, yet only a fraction are fully prepared to capture its value.

This creates an inflection point. Organizations that act to embed automated workflows and AI into their agreement management processes can drive efficiency gains of 36%, cost avoidance due to reduced risk of 36%, and 1-2% incremental revenue from renewals. As such, **leaders should focus on four critical areas to ensure successful implementation and sustainable value creation.**

Enable Cross-Functional Connectivity

This year's study confirmed that significant additional value can be unlocked beyond technology alone - from coordination across processes, teams, and systems.

Agreements are one of the most cross-functional elements of a business, and as leaders select tools, it is critical to (1) ensure the operating model is designed to reinforce connectivity across functions and (2) that the tools can support multiple teams. Value-maximizing organizations will be those that streamline AI-powered workflows, direct human focus towards establishing complementary relationships, and infuse strategic oversight across teams.

One Chief Procurement Officer at a technology company shared:

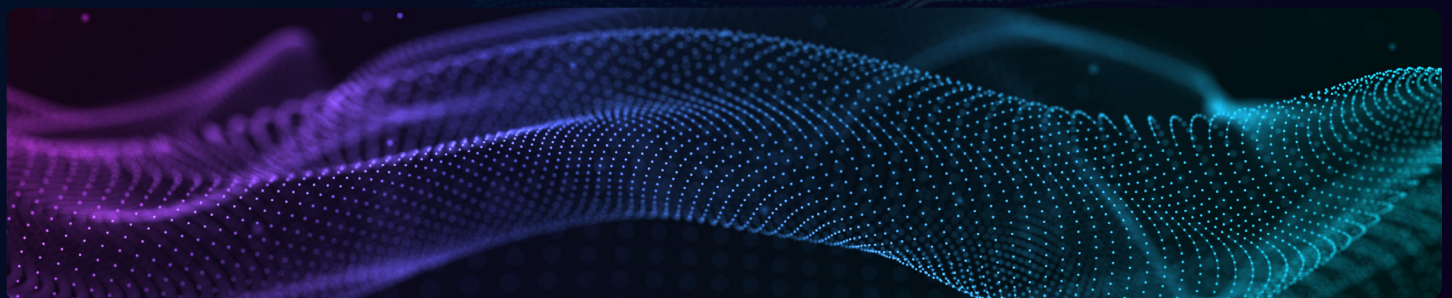
"AI won't connect business units. So if you create the right operating model, the possibilities are endless. I've always been a champion of having all the disciplines participate in the contract."

Integrate Tooling

While an organization's industry, size, and business needs may drive the choice between end-to-end and best-of-breed solutions, this year's data emphasized the value of integration in all contexts. From implementing a platform that serves as the spine of the agreement ecosystem, to building integrations between separate tools, or creating processes that drive connections across teams and tools, organizations seeing strong returns are prioritizing integrated solutions.

One IT Leader of a global manufacturing company shared that while they have had to maintain separate tools across different lines of business, they have:

"Moved towards centers of competence and centers of excellence, which means we can standardize much more. While teams can have discrete tools, they must be harmonized around our contract workflow."



Establish AI Governance

This year's research continually highlighted that one of the biggest enablers of value is proper oversight and governance of tools. Organizations need to ensure the right governance structures (i.e., oversight processes, systems to inventory tooling, defined use cases & boundaries, tool monitoring) are in place before implementing these tools to build trust and confidence.

According to Deloitte's 2025 State of AI report, while 74% of companies plan to deploy agentic AI within two years, only 21% say they have a mature governance model in place for autonomous agents.¹⁷ **Organizations are racing to scale AI capabilities, while the governance frameworks to support them lag behind.** Similar to the emergence of Chief Data Officer roles a decade ago, we expect to see an uptick in Chief AI Officers as organizations stand up these formalized structures. Ultimately, governance and guardrails are essential to scaling AI safely.

Prioritize Agreement Management Across Enterprise AI Strategies

The value of automating agreement workflows is no longer theoretical; it is measurable, material, and increasingly differentiating. Organizations that fail to prioritize agreement management within their broader AI strategy risk missing out on significant ROI, leaving value on the table.

Treating AI in agreement management as core to strategy, rather than a cost-saving tool, opens the door to transformational value beyond internal efficiency. This is not just about digitizing old processes, but reducing risk exposure, extracting more value from future agreements, and creating a competitive advantage.



Australia

AI Maturity



87%

of Australia respondents reported at least some level of AI maturity in their agreement management workflows (i.e., AI-Assisted, AI-Enabled, and Agentic)

Value Created



32%

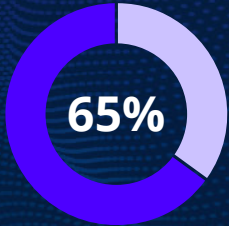
average ROI* in the last 12 months from automated workflows and/or AI tools

*Defined as efficiency gains, risk mitigation, cost savings, and revenue uplift

Benefits Realized

18 hours

representing a 34% end-to-end cycle time reduction since implementing automated workflows and/or AI tools



of Australia respondents reported that accuracy has improved since implementing automated workflows and/or AI tools in the agreement management process



39%

reported clause consistency improved the most



42%

reported regulatory compliance improved the most



18%

reported clerical error reduction improved the most

Risks Mitigated

For those that measure exceptions/deviations & dispute frequency for automated agreement workflows and/or AI tools



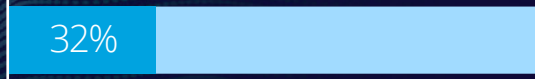
6 out of 10 indicated the exceptions/deviation rates had improved



Just over 4 out of 10 indicated the dispute frequency had improved

Value Capture Horizon

Share of Australia respondents expecting to realize the full ROI of their investment in automated workflows and/or AI tools



in the next 2 years



in the next 4 years

1. "2026 Deloitte & Docusign Survey: 1,100+ respondents globally, with 100+ from Australia"

Brazil

AI Maturity



87%

of Brazil respondents reported at least some level of AI maturity in their agreement management workflows (i.e., AI-Assisted, AI-Enabled, and Agentic)

Value Created



24%

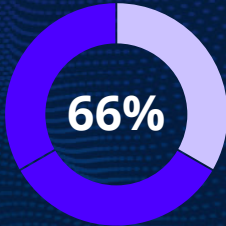
average ROI* in the last 12 months from automated workflows and/or AI tools

*Defined as efficiency gains, risk mitigation, cost savings, and revenue uplift

Benefits Realized

14 hours

representing a 29% end-to-end cycle time reduction since implementing automated workflows and/or AI tools



of Brazil respondents reported that accuracy has improved since implementing automated workflows and/or AI tools in the agreement management process



54%

reported clause consistency improved the most



30%

reported regulatory compliance improved the most



16%

reported clerical error reduction improved the most

Risks Mitigated

For those that measure risk & dispute frequency for automated agreement workflows and/or AI tools



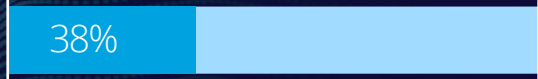
7 out of 10 indicated the risk assessment score had improved



6 out of 10 indicated the dispute frequency had improved

Value Capture Horizon

Share of Brazil respondents expecting to realize the full ROI of their investment in automated workflows and/or AI tools



in the next 2 years



in the next 4 years

1. "2026 Deloitte & Docusign Survey: 1,100+ respondents globally, with 100+ from Brazil"

France

AI Maturity



77%

of France respondents reported at least some level of AI maturity in their agreement management workflows (i.e., AI-Assisted, AI-Enabled, and Agentic)

Value Created



45%

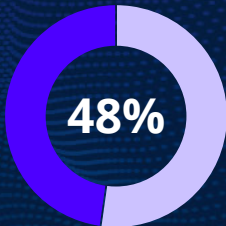
average ROI* in the last 12 months from automated workflows and/or AI tools

*Defined as efficiency gains, risk mitigation, cost savings, and revenue uplift

Benefits Realized

35 hours

representing a 43% end-to-end cycle time reduction since implementing automated workflows and/or AI tools



of France respondents reported that accuracy has improved since implementing automated workflows and/or AI tools in the agreement management process



52%

reported clause consistency improved the most



27%

reported regulatory compliance improved the most



21%

reported clerical error reduction improved the most

Risks Mitigated

For those that measure user adoption & compliance for automated agreement workflows and/or AI tools



Nearly 6 out of 10 indicated the user adoption rate had improved



Nearly 5 out of 10 indicated the compliance rate had improved

Value Capture Horizon

Share of France respondents expecting to realize the full ROI of their investment in automated workflows and/or AI tools

50%

in the next 2 years

100%

in the next 4 years

1. "2026 Deloitte & Docusign Survey: 1,100+ respondents globally, with 100+ from France"

Germany

AI Maturity

Value Created



Benefits Realized



Risks Mitigated

For those that measure dispute frequency & compliance for automated agreement workflows and/or AI tools



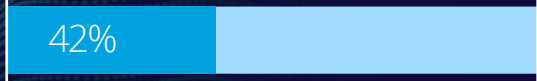
Nearly 7 out of 10 indicated the dispute frequency had improved



Nearly 7 out of 10 indicated the compliance rate had improved

Value Capture Horizon

Share of Germany respondents expecting to realize the full ROI of their investment in automated workflows and/or AI tools



in the next 2 years

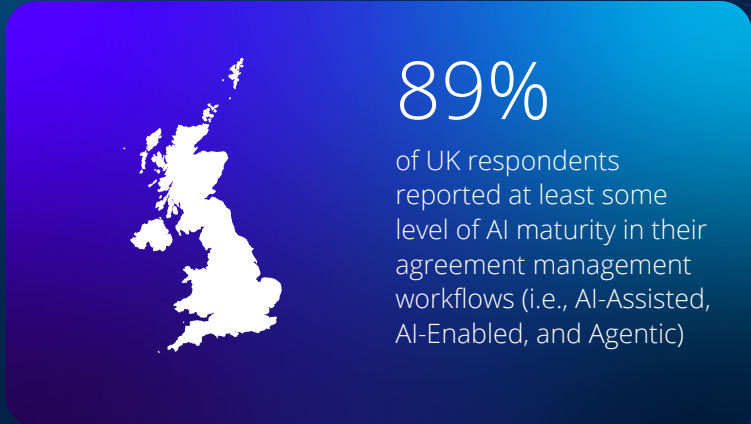


in the next 4 years

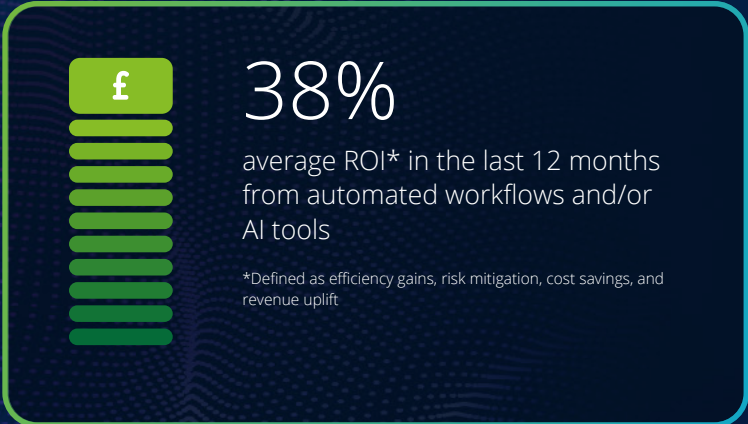
1. "2026 Deloitte & Docusign Survey: 1,100+ respondents globally, with 100+ from Germany"

United Kingdom

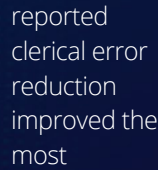
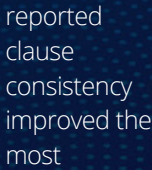
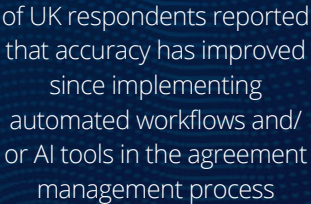
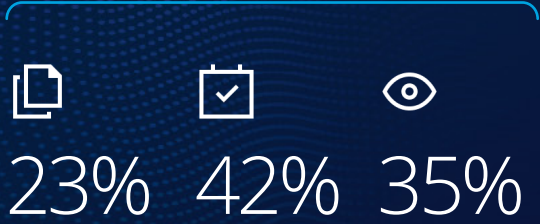
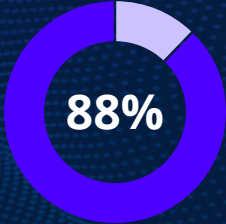
AI Maturity



Value Created



Benefits Realized



Risks Mitigated

For those that measure risk & dispute frequency for automated agreement workflows and/or AI tools



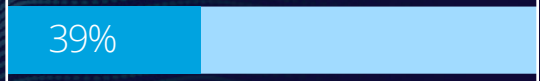
Just over 8 out of 10 indicated the risk assessment score had improved



7 out of 10 indicated the dispute frequency had improved

Value Capture Horizon

Share of UK respondents expecting to realize the full ROI of their investment in automated workflows and/or AI tools



in the next 2 years



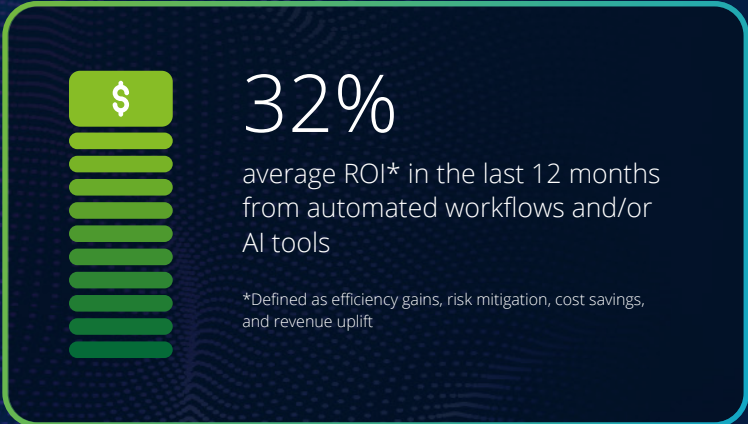
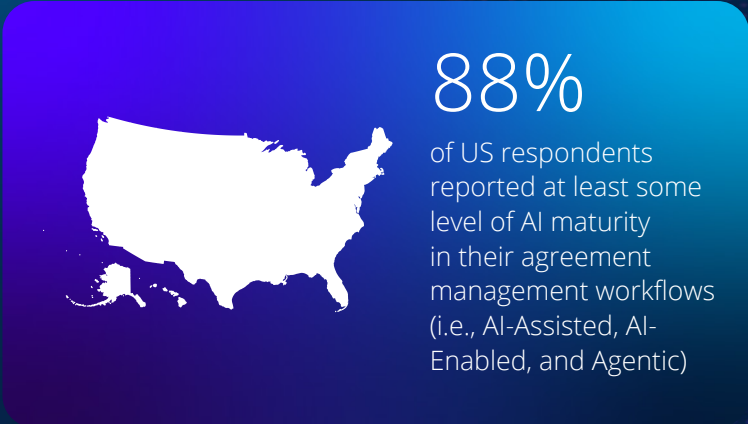
in the next 4 years

1. “2026 Deloitte & Docusign Survey: 1,100+ respondents globally, with 100+ from the UK”

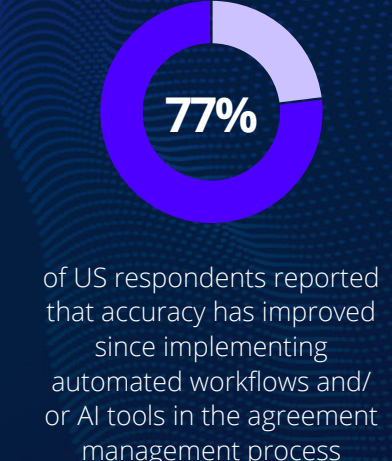
United States

AI Maturity

Value Created



Benefits Realized



Risks Mitigated

For those that measure risk & obligation fulfillment for automated agreement workflows and/or AI tools



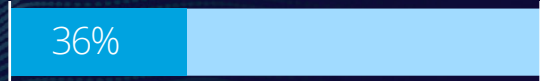
7 out of 10 indicated the risk assessment score had improved

65%

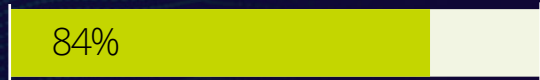
indicated the obligation fulfillment rate had improved (beating the global average by 4 percentage points)

Value Capture Horizon

Share of US respondents expecting to realize the full ROI of their investment in automated workflows and/or AI tools



in the next 2 years



in the next 4 years

1. "2026 Deloitte & Docusign Survey: 1,100+ respondents globally, with 500+ from the US"

Notes

1. B2B-focused includes Business & Professional Services, Utilities, and Tech & Software. B2C-focused includes Manufacturing & Retail, Healthcare & Life Sciences, Telecommunications & Media, Real Estate & Construction, Education & Non-Profit, Financial Services & Insurance, and Government.
2. Definition for different stages of AI maturity can be found in the [Breadth of Study](#) section
3. All statistics included in this report are based on sample sizes greater than 30
4. Percentages may not sum to 100% due to rounding
5. Revenue numbers were collected from survey respondents in local currencies. Based on currency fluctuations, annual revenue numbers should be considered within a plus or minus 10% range
6. [Deloitte State of AI in the Enterprise](#)
7. Survey respondents were asked to select the top 3 capabilities “where automated workflows and/or AI tools have created the most value” for their function
8. [“Optimizing Agreement Management, Deloitte and DocuSign, 2025”](#)
9. Survey respondents were asked to select the top 3 capabilities “where automated workflows and/or AI tools have created the most value” for their function
10. Survey respondents were asked to select the top 3 capabilities “where automated workflows and/or AI tools have created the most value” for their function
11. [“Optimizing Agreement Management, Deloitte and DocuSign, 2025”](#)
12. The definition of an ‘advanced’ Insights & Intelligence capability shifted slightly between 2025 and 2026, as the 2026 definition included explicit use of AI; however, this statistic is still helpful to understand the 2025 findings based on 2025 maturity definitions.
13. While the 2025 report found the percentage of those that reported the use of “Advanced Analytics” in Intelligence & Insights was 41%; this year’s survey specifically asked about use of AI to derive Intelligence & Insights. Thus, the maturity question was adjusted and cannot be compared year over year
14. [“Optimizing Agreement Management, Deloitte and DocuSign, 2025”](#)
15. Based on our 2026 survey, a typical sales organization processes ~300 renewals on average annually with average deal value of ~\$670,000
16. [Deloitte State of AI in the Enterprise](#)
17. [Deloitte State of AI in the Enterprise](#)

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This report represents a portion of the responses captured in our study. If you are interested in a deeper dive, please contact the authors and contributors.



Rohan Gupta

Principal
Strategy
+1 646 455 9632
rohagupta@deloitte.com



Jenny Spiel

Senior Manager
Strategy
+1 312 219 1241
jespiel@deloitte.com



Jonathan Jones

Managing Director
Legal Business Services & CLM
+1 973 602 6787
jonathjones@deloitte.com

Research, Analysis & Insights

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