



Success Story: Simmons Company Sleeping Easy with IntraLinks

“Our message throughout the company is simple. If you have any important documents that you need to work with, share or file, put them on IntraLinks so that they are always ready when you need them.”

- Kristen McGuffey
General Counsel
Simmons Company

Innovative mattress maker Simmons Company uses IntraLinks On-Demand Workspaces as a secure corporate repository for all key documents. Led by the legal team, departments across the company simplify information sharing, document reviews, and collaboration both internally and with outside partners, all the while keeping a single source of record for important information.

When general counsel Kristen McGuffey joined privately-held Simmons Company in 2001, the iconic American firm had no in-house legal department. Following several recent ownership changes, the mattress maker kept legal files and contracts dispersed throughout the company. The sales department kept customer contracts, the supply chain group held their contracts – the scene replayed on desktops and in file cabinets throughout the corporate divisions.

As her first priority, McGuffey sought to centralize Simmons' legal documentation. Initially, McGuffey's legal team began collecting paper files. Then, they hired a contractor to design a homegrown contract database for housing the information.

“He had set up a similar system for another company,” explains McGuffey. “We thought it would be an effective approach given our small budget and staffing level. Hindsight is 20/20.”

The IT project stalled early on. The database proved difficult to use, with the contractor the only person who knew how to access the information locked inside.

“The good news is that he did collect a lot of our documents and centralize them in one location,” says McGuffey.

Sparking Change

Two years later, McGuffey found what she needed. Simmons' owners sold the company to private equity firm Thomas H. Lee Partners in 2003 for \$1.1 billion. At the time of the sale, the company's owners, Fenway Partners, suggested Simmons use IntraLinks On-Demand Workspaces to manage the due diligence process.

“At the time we were just two attorneys and two paralegals, and the burden of collecting and sharing all the due diligence documents fell squarely on our shoulders,” says McGuffey. “With IntraLinks, we could post our documents as we collected them, and hundreds of reviewers could conduct their due diligence without having to contact us every time they wanted something. We would have lived at the office 24/7 without IntraLinks.”

The experience rekindled McGuffey's desire for a change in the way the company managed important documents. Having scanned and organized the company's key documents for the transaction, McGuffey wanted to continue the practice, and expand it to include other departments, so Simmons would have all of its key documents in a single, secure place. Her team looked at various online document management systems, searching for a secure way to easily store and share documents without requiring IT resources.



It was then they realized IntraLinks could serve as the company's central repository for all important documents.

Now, Simmons uses IntraLinks for a variety of purposes, including tracking intellectual property, managing litigation, managing vendor and real estate contracts, documenting corporate governance and regulatory compliance, managing acquisitions, and facilitating stockholder relations.

"We've been incorporating IntraLinks into our daily business as our central document repository," explains Beth Reese, IP paralegal. "It's much easier now to find and share information securely and quickly."

Instant Access

Before IntraLinks, the legal team would often scan documents and email them to colleagues at their external law firms, such as Weil, Gotshal & Manges and Morris, Manning & Martin, in order to keep digital records of the communication. Often, the electronic files proved too large for email, resulting in McGuffey's team spending valuable time printing and sending them via courier or overnight mail.

Now, Simmons simply provides outside counsel with access to relevant information in IntraLinks workspaces. Simmons can provide access to whole workspaces, or only to specific documents or folders.

"When our real estate law firm wants to get to a lease and any relevant amendments, it's available to them right away," says McGuffey. "They don't have to call us with the request, take up our time with administrative work, and then store huge files on their end. They need only to pull down the information when they need it."

Always Prepared

In addition to the daily uses, IntraLinks helps McGuffey stay constantly at the ready should the company's private equity owners decide to pursue a future sale or public offering.

"As general counsel, I need to make sure that we're prepared when we're called upon," McGuffey says. "My team has everything ready on IntraLinks, so we can build a dealroom quickly when needed, and spend evenings at home instead of chasing documents in the office."

McGuffey also appreciates access to documents when she's traveling.

"When I need a document at 10 o'clock at night and nobody's in the office to send it to me, I know I can get to it on IntraLinks," McGuffey says. "I can travel without feeling like I have to print and carry every document I might possibly need just to be able to do my work."

Follow the Leader

Following the legal team's lead, several other departments at Simmons are looking to IntraLinks to simplify information sharing, document reviews, and collaboration, and as a single source of record.

"We invited other teams to use IntraLinks, and the response has been very positive," explains Donna McCormick, corporate legal assistant. "It helps them organize and share all of their key documents, and it's so easy to use that it doesn't get in the way of people focusing on their work."

The human resources department is using IntraLinks to store labor and employment information. The taxation group posts tax documents for internal specialists to review and store for state and federal agencies.

The marketing department plans to use IntraLinks to improve the process for approving new advertisements. The legal department must review all advertisements,

which are created by outside marketing firms. Rather than rely on email – especially troublesome given the large file sizes of artwork – the department plans to have their agencies post the ads to an IntraLinks workspace.

"We'll be able to review and approve the ads any time of the day, and much more quickly," explains McGuffey. "It will help us with product launches, when things start moving very fast."

Additionally, Simmons will keep records substantiating claims made in ads together with the artwork itself. The Federal Trade Commission mandates the company have documentation to support advertising claims for two years.

"Instead of creating dozens of files and having to find them two years later, we'll keep all our substantiation on IntraLinks right where we need it and can retrieve it quickly," notes McGuffey.

While the legal department supports many different departments, McGuffey aims to lessen other groups' dependence on her team. Moving other organizations to post their own documents frees up McGuffey's staff for other, less administrative tasks. IntraLinks' Workspace Builder is an intuitive tool that enables department administrators to quickly upload and organize large numbers of documents at one time.

"Our message throughout the company is simple," McGuffey states. "If you have any important documents you need to work with, share or file, put them on IntraLinks so that they are always ready when you need them."

About Simmons Company

Atlanta-based Simmons Company, through its indirect subsidiary Simmons Bedding Company, is one of the world's largest mattress manufacturers, manufacturing and marketing a broad range of products under brands including Beautyrest®, Beautyrest Black™, Natural Care™, ComforPedic by Simmons™, Beautyrest Beginnings™ and Deep Sleep®. Simmons Bedding Company operates 21 conventional bedding manufacturing facilities and two juvenile bedding manufacturing facilities across the United States, Canada and Puerto Rico. Simmons also serves as a key supplier of beds to many of the world's leading hotel groups, casinos and resort properties. Simmons is committed to developing superior mattresses and promoting a higher quality sleep for consumers around the world. For more information, visit the company's Web site at www.simmons.com.

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