Top 5 Pitfalls in CLM Rollouts (and How to Avoid Them)

by Steinberg Consultancy

Introduction

Too many contract lifecycle management (CLM) implementations stall after kickoff. Whether you're deploying CobbleStone or another platform, the same root causes show up again and again. This quick-read guide highlights the 5 most common pitfalls — and how to prevent them using a structured, enablement-first approach.

Top 5 Pitfalls

1. Fuzzy Requirements and Config Overload

Rushing into configuration without fully aligned internal goals leads to confusion and rework.

> *Solution: Start with clear business outcomes and stakeholder priorities — not just features.*

2. No Internal Owner or Champion

CLM rollouts fail when no one drives internal accountability.

> *Solution: Designate a cross-functional leader who owns adoption, not just IT setup.*

3. User Training is an Afterthought

Many teams assume users will "figure it out" — they won't.

> *Solution: Build onboarding, quick-reference guides, and role-based training into the rollout plan.*

4. Legal and Procurement Are Not Aligned

If legal and procurement aren't on the same page, contract processes break down.

> *Solution: Co-design workflows with input from both groups. Use a phased rollout if needed.*

5. Measuring "Success" is Too Vague

If your KPIs are "get the system live," you'll miss the real ROI.

> *Solution: Define and track adoption, cycle times, and user engagement from Day 1.*

About Steinberg Consultancy

Founded by Rob Steinberg, Steinberg Consultancy helps SaaS vendors and procurement teams fast-track adoption, scale implementation success, and avoid common post-sale pitfalls. Rob brings 30+ years of experience in SAP, SAP Ariba, and B2B enablement leadership.

Want to avoid these pitfalls in your rollout?
Let's talk.

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