

# CASE STUDY

## CaseGlide

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### Background

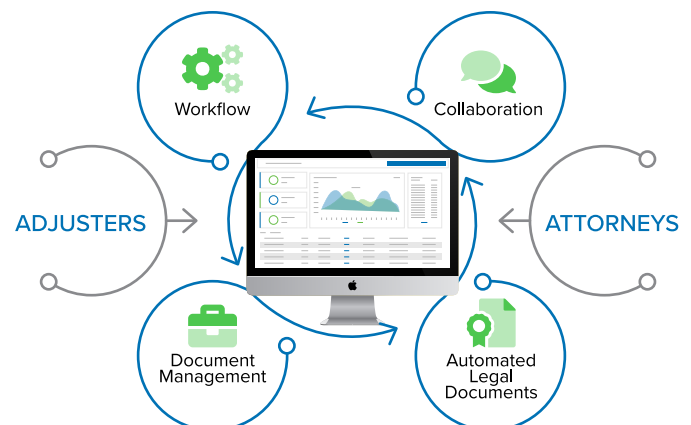
CaseGlide is the nation's fastest growing provider of claims litigation management, reporting, analytics, attorney scorecarding, and legal e-billing software. CaseGlide's SaaS platform provides legal departments, staff counsel, and law firms a central hub that eliminates clerical work, reduces legal spend, and provides key intelligence, and transparency.

Caseglide was founded by lawyers to improve collaboration among attorneys and insurance companies when evaluating and processing claims. The founders experienced firsthand how insurance companies struggled with assigning the right attorney to a case and tracking work and data in claims litigation. They conceived of a common work platform where each player could coordinate and share information effectively to improve efficiency of claims management.

### Approach

Caseglide initially chose to build their case management platform on a modification of leading CRM, paying them per user then pitching use cases of benefits of their product to law firms and insurance companies.

They successfully configured their product and brought in six customers. They quickly became profitable, proving their business model.



## Challenge

Caseglide quickly realized that each customer had specific and unique needs that they expected them to try to satisfy with their product. But that was a big problem.

1

Using a leading CRM required going back with each new feature request but the CRM vendor was backlogged 3-6 months.

2

The CRM was limited in terms of how much customization could be done to limit impact on other CRM customers.

3

There were scaling costs due to the CRM solution charging per user licensing.



Scaling became difficult and customer onboarding was time consuming, hampering Caseglide's ability to grow. They came to realize they needed a more flexible product.

## Response

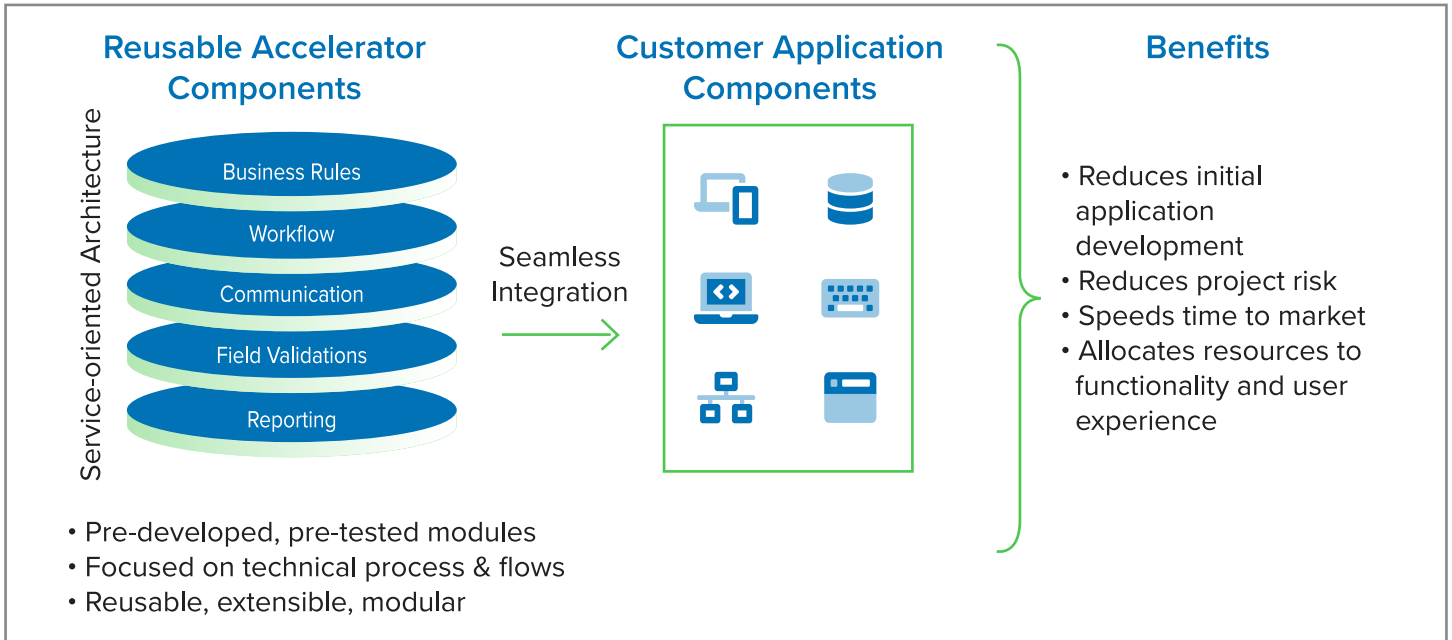
Caseglide's priority was growth, with most of their spend focused on marketing and sales. SSTech helped with the discovery process and to develop a complete description of needed functionality, which they then issued as an RFP to 6 AppDev service providers. They initially wanted to go to Open Source Sugar CRM since it had no per user fee, had zero initial cost, and could be customized. They asked SSTech to respond to the RFP for the development phase.

Some respondents based their proposal on Sugar CRM but SSTech realized, despite benefits of Open Source and an initial cost concern, that a better approach, given Caseglide requirements and Sugar CRM limitations, would be a full custom application.

Open Source did provide an initial cost benefit as well as no vendor lock-in but given Caseglide's core business was dependent on subscription to their application and if based on Open Source it (1) might be more easily copied and (2) has less unique IP which depresses investor valuations. They would still need to customize and engage expertise in Sugar CRM.

## Solution

Caseglide decided on SSTech's custom approach. Despite its 3x initial cost vs Sugar CRM, the 18-month TCO analysis showed a cost advantage. They chose SSTech due to its extensive technical expertise, its track record in application development, and its approach of using its broad library of pre-tested, common design modules to speed development and lower cost by 50%. They also found appealing SSTech's collaborative approach and SMB focus.



SSTech first provided a low-cost custom build with maintenance, which was funded by elimination of CRM payments. The SSTech approach avoided any licensing costs or per user fees and gave them proprietary IP (and stronger market value).



Fast completion time



50% of cost of standard custom



Technical expertise



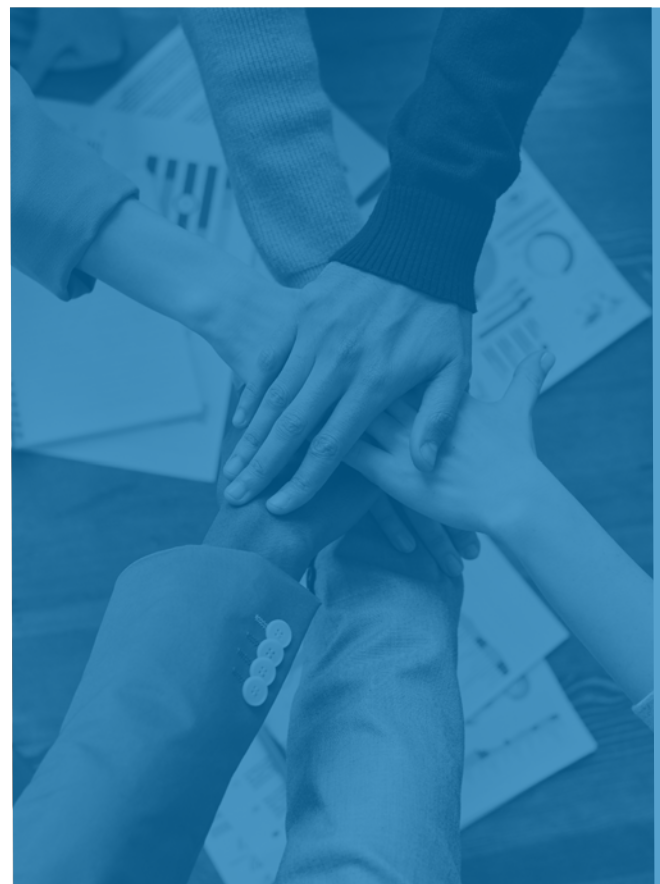
Flexibility



Ongoing support



Collaborative approach



## Solution

SSTech also provided targeted enhancements quickly and helped develop a new product to expand their market, which can work as stand alone or in conjunction with their core case management software. This product, E-billing, helps achieve legal spend control and compliance with transparent reporting into each client's investment in legal services. E-billing and legal bill review save CaseGlide clients an average of 5 to 15% in legal expense per year.

## Features

- ✓ Dashboards + scorecards
- ✓ Invoice management
- ✓ Highly configurable
- ✓ Automated + human review processes
- ✓ Real-time budgeting

**Once built, SSTech helped port all their customers to the new platform within 6 weeks.**

## Results

Caseglide was able to leverage SSTech's resources and expertise to quickly and cost-effectively revamp and expand its core product line. They obtained enhanced functionality, extensibility, and integration ability, all of which helped them expand their market and enhance customer satisfaction.

"SSTech was able to complete the custom application in 9 months. And with this application, Caseglide was able to reduce claims management and collaboration expenses by 50%. They reduced new customer onboarding from 60 to 3 days and operating costs by \$500,000 per year. They also received substantially higher market valuation for the company." Wesley Todd, Founder and CEO, Caseglide.


## How can SSTech help you?


Let's explore that together.

Whatever your IT needs, we have the technical acumen, experience, and collaborative approach to help boost your competitiveness and market success while reducing your overall costs.

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