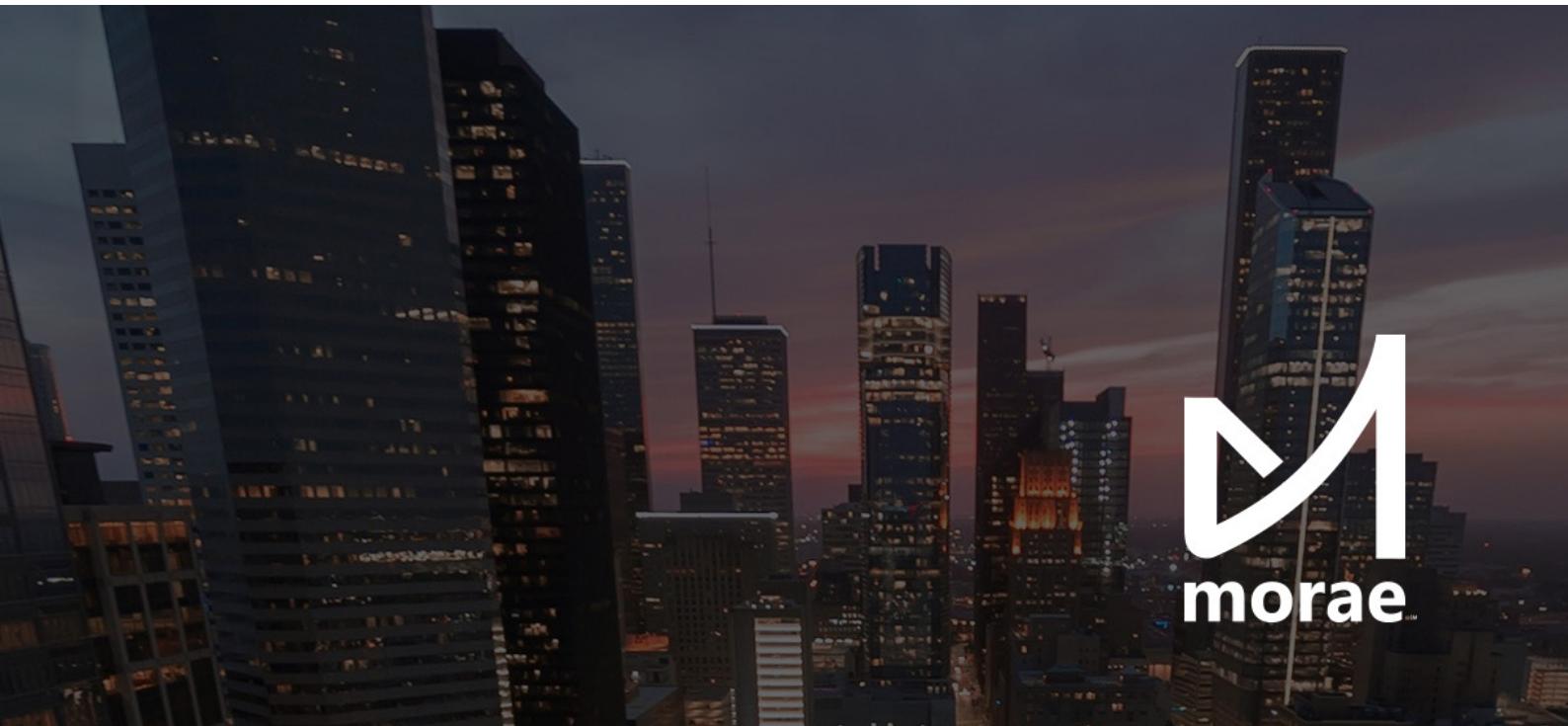


DocsCorp and Morae's Phoenix Business Solutions: a partnership based on teamwork and trust



About Phoenix Business Solutions

Phoenix Business Solutions, a Morae Corporation company, is an information and document management specialist, providing strategic consultancy, software solutions, and systems integration to legal and professional service markets across the globe. As a trusted advisor to its client base, it looks for innovative ways to transform the accessibility and management of documentation and the flow of information across clients' businesses.

Enterprise solutions that work for partners and clients

DocsCorp is a leading provider of document productivity tools for law firms and financial and accounting services. Its suite of products provides businesses with document comparison, metadata cleaning, PDF editing, and bulk processing services for OCR and image compression. All products integrate with leading document management systems, including iManage.

DocsCorp and Morae's Phoenix group have been partners since 2006. Today, DocsCorp and Phoenix have more than 150 shared clients globally. The clients tend to be in the legal industry, with many being long-term customers. As a Premium Reseller Partner, Morae's Phoenix team supports these clients by helping with the deployment of the software and providing first-level application support and training.

According to Phoenix Senior Managing Director David Malkinson, "partnering with DocsCorp gives us best-of-breed technologies that we can recommend to our clients based on their specific needs. And the fact that the products all integrate with iManage is a bonus."



Reseller



Global



Partnered 2006

Learn how Australian software company DocsCorp teamed up with Morae's Phoenix technology solutions group to grow its global operations and sales. The relationship continues to deepen and strengthen after almost 15 years of selling solutions as a team.

“Partnering with DocsCorp gives us best-of-breed technologies”

David Malkinson, Phoenix Senior Managing Director

“Once a firm has a DocsCorp product, it is much easier to upsell other products in the suite because firms want to standardize on a single technology partner to reduce the complexity and challenges of dealing with multiple vendors.”

The start of the business relationship

DocsCorp was looking to expand its business into Europe in 2006 and was looking for a reseller partner to help it grow sales in the region. It wanted to work with an established iManage partner that could help sell its PDF creation and editing application, pdfDocs, which integrated with iManage.

DocsCorp President and Co-Founder, Dean Sappey, recalls the early days of the relationship. “Phoenix at the time was one of the top iManage resellers, and they seemed to be exactly what we were looking for in a partner. As we started to engage with them, it became clear that we had a similar way of working and that they would be a good fit for us – and they were.”

Before setting up its own premises and staff in London, DocsCorp staff visiting from Sydney would often work out of the Phoenix offices. They identified prospective clients, partnered on deals, ran joint marketing campaigns, delivered product demonstrations, hosted webinars, and attended conferences and networking events together.

The relationship has continued to develop and strengthen as the two companies have expanded their footprint in Europe and North America. Morae’s Phoenix group also has offices in Sydney and has steadily grown its APAC business over the years, working closely with DocsCorp in the region. Today, Morae’s Phoenix Business Solutions is proudly the largest iManage reseller globally and one of DocsCorp’s largest resellers.

Commenting on why the relationship has been so successful, Dean states that, “the relationship is built on trust. It has always been a very open and honest relationship, one in which we are both comfortable in giving each other frank and honest advice and feedback. We continue to have discussion and consultation all the way through the different management structures.”

Summary

DocsCorp and Morae’s Phoenix group have collaborated since 2006 to deliver enterprise solutions that empower mutual clients to work efficiently and securely. This includes document comparison, metadata cleaning, email recipient checking, PDF editing, document bundling, and automated OCR and image compression services.

Clients appreciate the quality of solutions generated from the tight-knit partnership, which leverages a uniquely strong foundation of over 15 years working and growing together to address global business needs.