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# Simplifying Your Workload

**Infoware designs and delivers innovative document automation solutions that help law firms and their employees work more efficiently. Over the course of 30 years, the firm has built a strong reputation for creating successful customers through their expertise in Microsoft Word customization, and document workflow applications.**

For over 30 years, Infoware has developed document automation solutions for the legal sector. From day one, the firm's strategy was to design tools that simplify tasks associated with creating and formatting documents. We spoke to Michael Barrons, Director of Marketing, who gave us a brief overview of the company and how they have impacted the market.

"Microsoft Word is a great product but it was not designed specifically for the legal industry. Our focus as a company has been on developing solutions that optimize Microsoft Word for legal professionals and legal document creation. Our suite of software products provide a wide range of time saving features and tools that are add-ins to Microsoft Word and are designed to improve document quality, consistency and accuracy. Our customers range from sole proprietors to leading global firms and are trusted by over 25,000 users across 17 countries. With the accelerating pace of technological advancement and the demand for mobile solutions, we are aggressively advancing our products to both enhance their feature sets and enable them to be accessible through the cloud and on a broader set of devices."

**Infoware has a strong reputation in the Canadian marketplace. Michael explains how their key principles have helped their success.**

"Our core focus is on delivering

customer success and we believe that software can only be as good as its adoption rate. Ensuring that our tools and solutions achieve high levels of adoption is the benchmark we strive for. Everything we do from the perspective of enhancing features, usability, training and implementation are designed to drive this. We approach the final rollout phase of client's implementation as an event in the lifecycle of a customer not a destination. This is simply the beginning and our customer success team stays involved on an ongoing basis to ensure clients are realizing the full value of their investment.

**When first dealing with a client, Infoware takes a consultative sales approach from start to finish. Product demonstrations help clients decide on what they are looking for as Michael explains.**

"Our engagement process with customers focuses heavily on their document workflow processes. Our sales qualification process is heavily reliant on product demonstrations to allow prospects to evaluate their features and to spark dialogue around the issues and objectives they are trying to solve. This also allows us to better understand a customer's unique document workflow process which is critical to determining if our solutions can address their needs. Once a client has agreed to purchase a solution they go through a rigorous on-boarding

and implementation process that involves detailed requirements gathering, development of pilot versions of their software installation, client testing and feedback. This is followed by a final rollout that involves user training to ensure user adoption across the firm.

**Infoware operates in the legal sector which is a challenging industry. Michael discusses what trends the firm is following to ensure their success over the next five years.**

"Law firms today are facing increasing challenges. There is greater competition than ever and significant pressure on firms to enhance their offerings and deliver greater value for money. Slow industry growth and downward pressure on fees requires firms to reduce their overhead and operate more efficiently. For Infoware, we do see this as somewhat of an opportunity as our software products provide tools that can help firms significantly enhance their document creation processes, saving support staff and lawyers time while improving the quality, and accuracy of their documents. We pay close attention to where document creation technology is headed and given how closely aligned our products are with Microsoft it is critical that our roadmap is aligned with them. There is a lot of discussion happening about where, and on what devices documents will be accessed and generated which is extremely exciting for us as we advance our

solutions in support of our clients."

**Looking towards the future, Michael talks about a new product which will help clients transform their document creation process. Products such as these show why clients keep coming back to Infoware.**

"We recently launched a new version of our Word LX™ template management and document formatting solution which is called Word LX™ Professional. This provides many of the same features and benefits of the Word LX™ Enterprise edition but is optimized for small and medium-sized law firms that typically require less customization. The solution includes administration tools for firms to define and implement their own document standards. The administration module also allows firms to quickly and easily create a collection of firm branded templates for correspondence and other frequently used documents which ensures a fast and easy implementation process.

"We are very proud of our impeccable customer retention rate. For the last seven years, our flagship product, Word LX, has boasted a 97% retention rate along with receiving very high ratings of customer satisfaction. The long standing relationships we've had with our clients is a testament to our ability to meet and exceed their expectations on a consistent basis."