

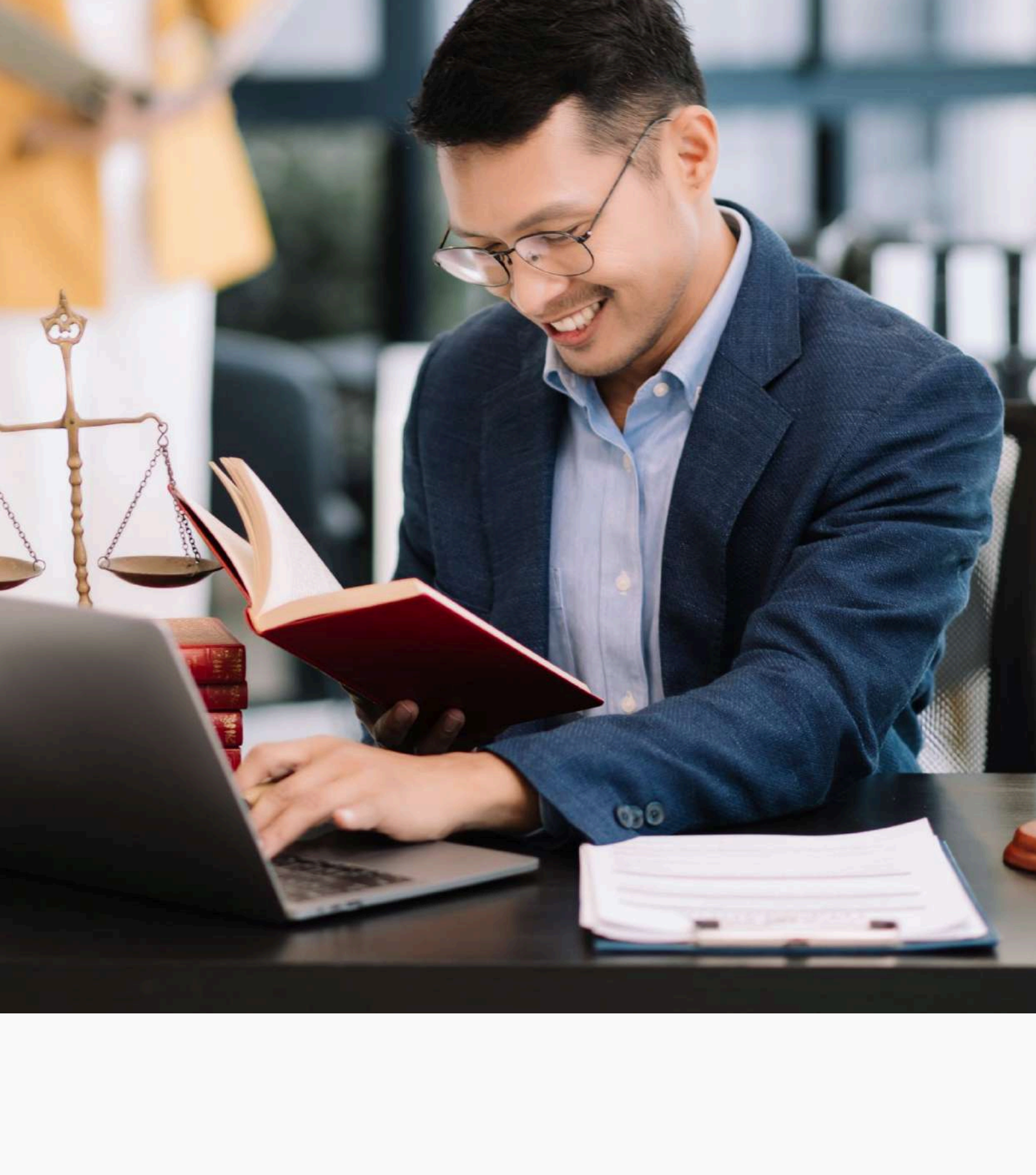
Million-Dollar Savings and Exponential Growth: Esquire's Success After a 40% Operational Boost

10%
Increase in
business value

40%
Boost in operational
efficiency

100%
Data
centralization

We built a scalable, centralized platform that enabled Esquire to handle more cases, unify acquisitions, and make faster, more informed decisions, all while driving growth and a 10% increase in enterprise valuation.



About Esquire

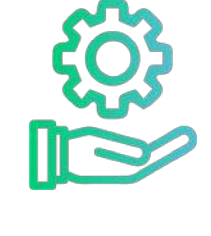
Esquire Depositions is a portfolio company of Gridiron Capital, an investment firm dedicated to partnering with founders, entrepreneurs, and management teams to create value and build industry-leading companies in the U.S. and Canada. When Esquire was acquired by Gridiron Capital, they faced the challenge of driving both organic and acquisition growth, while simultaneously optimizing operations and workforce efficiency. Making Sense partnered with Esquire to leverage technology to meet these goals keeping recurrent costs at minimum.

Challenge Goals



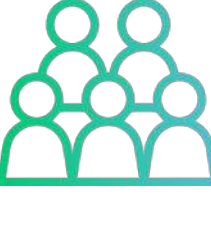
1. Increase Company Valuation:

Through a dual strategy of organic growth by acquiring new customers and expansion through acquisitions.



2. Operational Optimization:

The company needed to become more efficient, as they were experiencing reactive changes due to the pandemic.



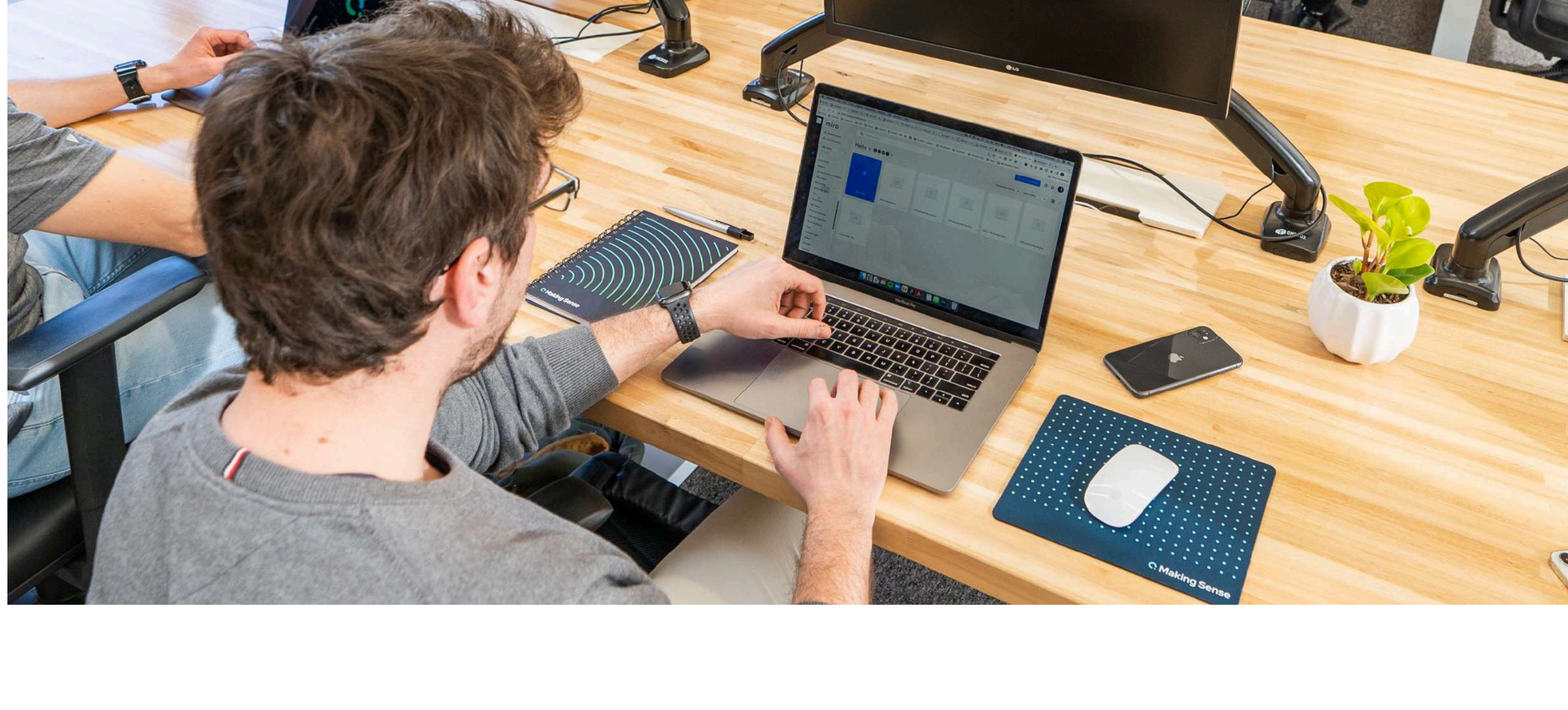
3. Workforce Efficiency:

Esquire needed to scale without adding new hires, making workforce optimization crucial.



4. Enhancing Customer Satisfaction:

The process for requesting services had improvement opportunities. By applying the right technology, there was significant potential to simplify and speed it up, delivering a better experience for Esquire's users.



Enablement focus

We built a scalable, centralized platform that enabled Esquire to handle more cases, unify acquisitions, and make faster, more informed decisions, all while driving growth and a 10% increase in enterprise valuation.

1 Ideation and Understanding

We hit the ground running to identify and prioritize objectives and KPIs. Our main aim was to ensure alignment with real business needs. During this ideation process, we also addressed concerns regarding secure data access, while understanding the priorities and requirements for the next phases.

2 Workforce Management Improvements

Managing staff availability, particularly during employee transitions such as vacations or departures, could be optimized. This presented the chance to improve visibility and accessibility of scheduling information to ensure smooth operations.

3 Real-time Data Synchronization

Ensuring that data remained up-to-date in real-time was a priority, especially to avoid overlaps in service provider assignments and improve scheduling efficiency.

4 Standardization Opportunities

There was an opportunity to create a more standardized approach to recording and accessing information, as some processes were customized by individuals, making it less efficient for team-wide collaboration.

5 ERP Enhancement Needs

With NetSuite—an ERP software that centralizes finance operations, and customer data—, there were still opportunities to improve Esquire's user experience and system performance. Enhancing the platform's flexibility was essential to better support Esquire's specific requirements and growth goals.

6 Data Mapping Optimization

Esquire's data management system was inherited, and while functional, it could benefit from a more streamlined approach. Mapping data more efficiently and organizing it to facilitate easier extraction would ensure the system runs even more smoothly.

Solution

Making Sense delivered a 360-degree solution that addressed Esquire's operational efficiency, processes, data centralization, data consistency and enablement for future acquisitions. This holistic approach allowed Esquire to increase revenue while improving profitability by scaling without additional hires. We focused on streamlining operations and enhancing user experience, which led to significant improvements in client satisfaction and internal efficiency.

Outcomes and Impact



Streamlined Processes

With the new platform, Esquire's workforce could be 40% more efficient on the business core actions, supporting the company's growth without increasing headcount.



Scalability

This enabled Esquire to scale operations and improve efficiency, allowing them to acquire more companies and unify them under the same system.



Automation with Human Oversight

While much of the assignment process was automated, human decision-making remained critical to ensure personalized, high-quality service.

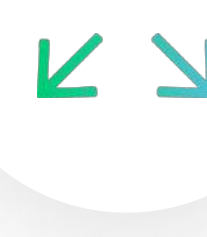


Improved Decision-Making

Centralized data and standardized processes empowered employees to make faster, more informed decisions, improving overall operational speed.

Why they chose Making Sense

Esquire selected Making Sense due to our extensive experience in the mid-market sector and a proven track record in the legal industry. Our deep understanding of industry-specific challenges allowed us to align seamlessly with their needs. Additionally, our ability to speak the same language—both in terms of legal business and technology—ensured a smooth, collaborative process, helping us deliver tailored solutions that drive growth and operational efficiency.



1. Growth vs. Scale:

Esquire's success illustrates the difference between growth and scale. Through automation and improved processes, Esquire was able to scale its operations and handle a larger workload without the need for additional hires.



2. Efficiency Drives Results:

Centralizing data and streamlining operations not only saved time but also improved workforce efficiency, contributing to the company's broader goals of increasing valuation.



3. Technology as an Enabler:

While automation played a significant role in optimizing processes, human oversight remained a vital component, ensuring that the technology complemented rather than replaced human expertise.



4. Technology Value Creators:

Esquire's transformation was driven by innovative tech solutions that maximized efficiency, enabled seamless scaling, and enhanced decision-making. Through real-time data synchronization, ERP enhancements, and centralized data management, Esquire streamlined operations, handled increased workloads without additional hires, and integrated acquisitions smoothly.

Got a big idea?

Let us help you turn your dream into software