



**Growing together:** Working with partners to bring innovative and specialist solutions to our clients

Katherine Ainley, MD Better World & Tikit

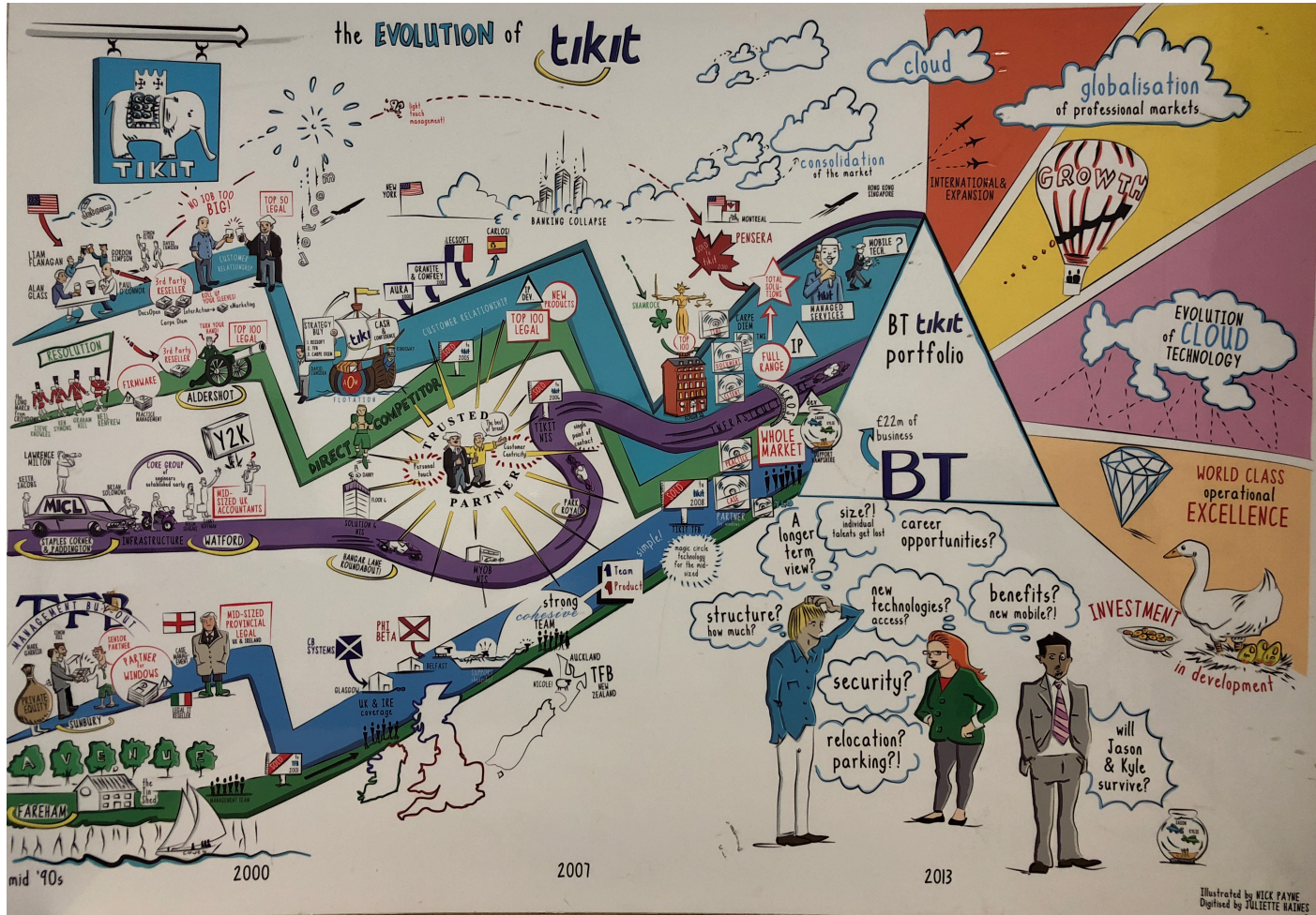


# Agenda



- Our history and partners
- How do partners fit into our strategy?
- How we find and onboard a new partner
- Managing partners

# the EVOLUTION of tikit



mid '90s

2000

2007

2013

Illustrated by WICK PAYNE  
Digitised by JULIETTE HAINES

Leading provider of innovative and specialist  
technology to the Legal and Professional  
services sector



# What do we do

Tikit focuses on 4 key areas

Time  
Recording and  
Forecasting

Practice and  
Case  
Management

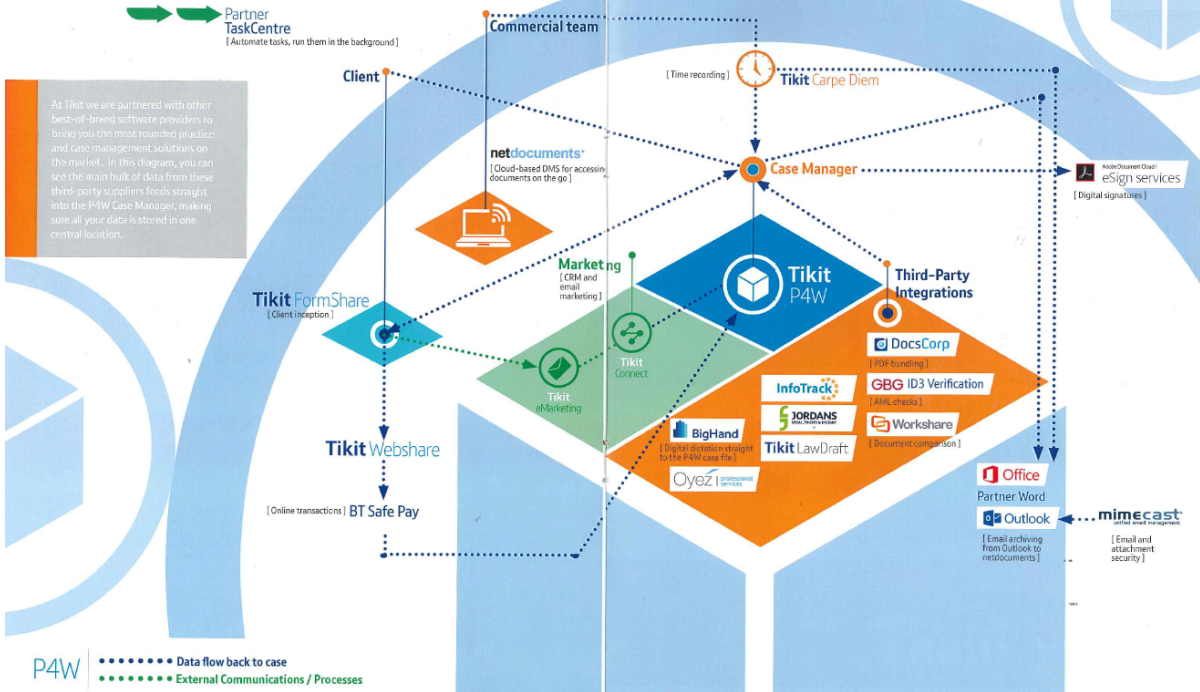
Marketing and  
CRM

Document  
Production  
and Matter  
Lifecycle

Security

# Lifting the lid off a law firm

## Tikit P4W technology ecosystem



Practice and Case Management



# How do we find and onboard a partner?

- Starts with our strategy
- Push and pull
- Clear selection criteria and process, including
  - Specialism and innovation
  - Integration into our own IP
  - Value that Tikit brings to the partnership
  - Security, reference and procurement checks
  - Sponsorship and buy in
- Sales, training and deployment plans

# Ongoing partner relationship



Dialogue

Mutual benefit

Investment  
(time and  
money)

Honesty and  
challenge