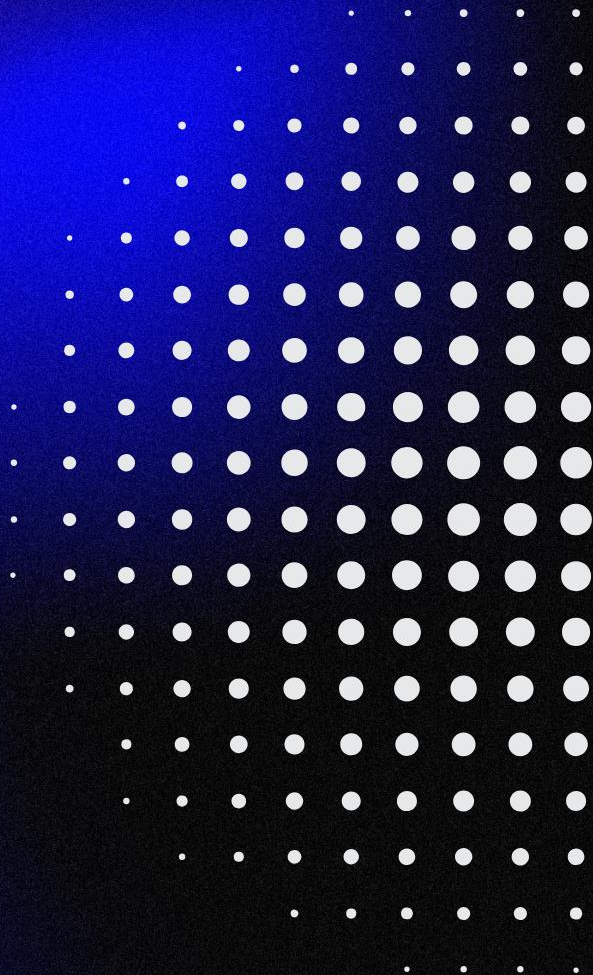WE ARE

Astronauts

Alterspective brand messaging

Target market

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WHO ARE WE TALKING TO?

	Transformation Project Manager	Platform Owner	Executive Sponsor (CEO, GM, COO, CIO/CDO)	IT Leader (CIO, Head of IT, Infrastructure Manager)
RESPONSIBILITIES	• Oversees the end-to-end delivery of the ShareDo implementation. • Balances budgets, timelines, and competing workstreams. • Acts as the bridge between the vendor and internal teams.	• Owns the long-term roadmap and operational performance of the ShareDo platform. • Coordinates across product owners for specific functional areas (e.g., litigation, contracts, client onboarding).	• Approves and champions the investment. • Sets the vision for the transformation as part of the firm's broader strategic agenda. • Often a user of the platform.	• Ensures ShareDo integrates securely and seamlessly with existing systems. • Manages the technical delivery resources, both internal and external.
GOALS	• Deliver the transformation on time and within scope. • Avoid scope creep and cost blowouts. • Achieve a smooth handover to operational teams.	• Maintain platform stability and scalability. • Introduce enhancements in line with business priorities. • Standardise processes while respecting different practice styles.	• Position the firm as modern, efficient, and competitive. • Improve profitability through productivity gains and better decision-making. • Enhance client experience with digital services and responsiveness.	• Minimise disruption to other IT projects and services. • Avoid customisation debt by leveraging best-of-breed integrations. • Ensure scalability, security, and mobile capability from day one.
CHALLENGES	• Managing stakeholders with conflicting priorities. • Navigating technical complexity without getting bogged down in detail. • Keeping teams motivated through a disruptive change.	• Avoiding fragmentation when each team tries to recreate their old ways of working. • Translating legal language and processes into ShareDo's terminology. • Balancing user freedom with the consistency needed for efficiency.	• Want certainty of delivery without needing to understand technical detail. • Need to see clear ROI and reduced business risk. • Balancing investment in technology with other strategic priorities.	• Limited in-house expertise on ShareDo's unique configuration model. • Balancing IT governance requirements with the business' need for flexibility. • Managing user expectations for "instant" benefits.
WHAT THEY VALUE	• Clarity on scope, timelines, and deliverables. • Risk mitigation through proven governance and guiderails. • Ability to translate ShareDo's flexibility into a fit-for-purpose design without endless iterations.	• Best practice design that's adaptable across workstreams. • Tools and accelerators that shorten time-to-value. • Ongoing advisory support for governance, capability building, and roadmap planning. .	• A trusted partner who can de-risk the project. • Legal-sector knowledge that shortens the learning curve. • Confidence that governance, design, and training will make the system useful for everyone, from fee earners to support teams to leadership.	• Deep ShareDo expertise that complements their internal team. • Cloud-first, Azure-hosted architecture that reduces operational load. • Clear guidance on integration patterns, security, and long-term maintainability.

WHAT ARE THEIR CONCERNS?

Delivering the promised transformation outcomes

Minimising disruption during change

Getting value from the investment

Ensuring adoption across the firm

Avoiding costly rework or false starts

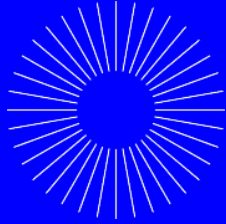Aligning technology to actual workflows

Reducing inefficiencies and manual effort

Maintaining performance and service quality during rollout

Keeping costs predictable and under control
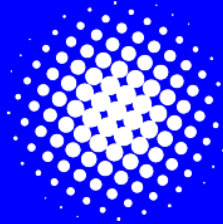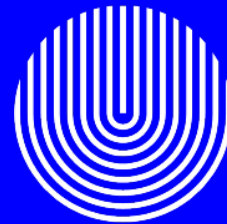
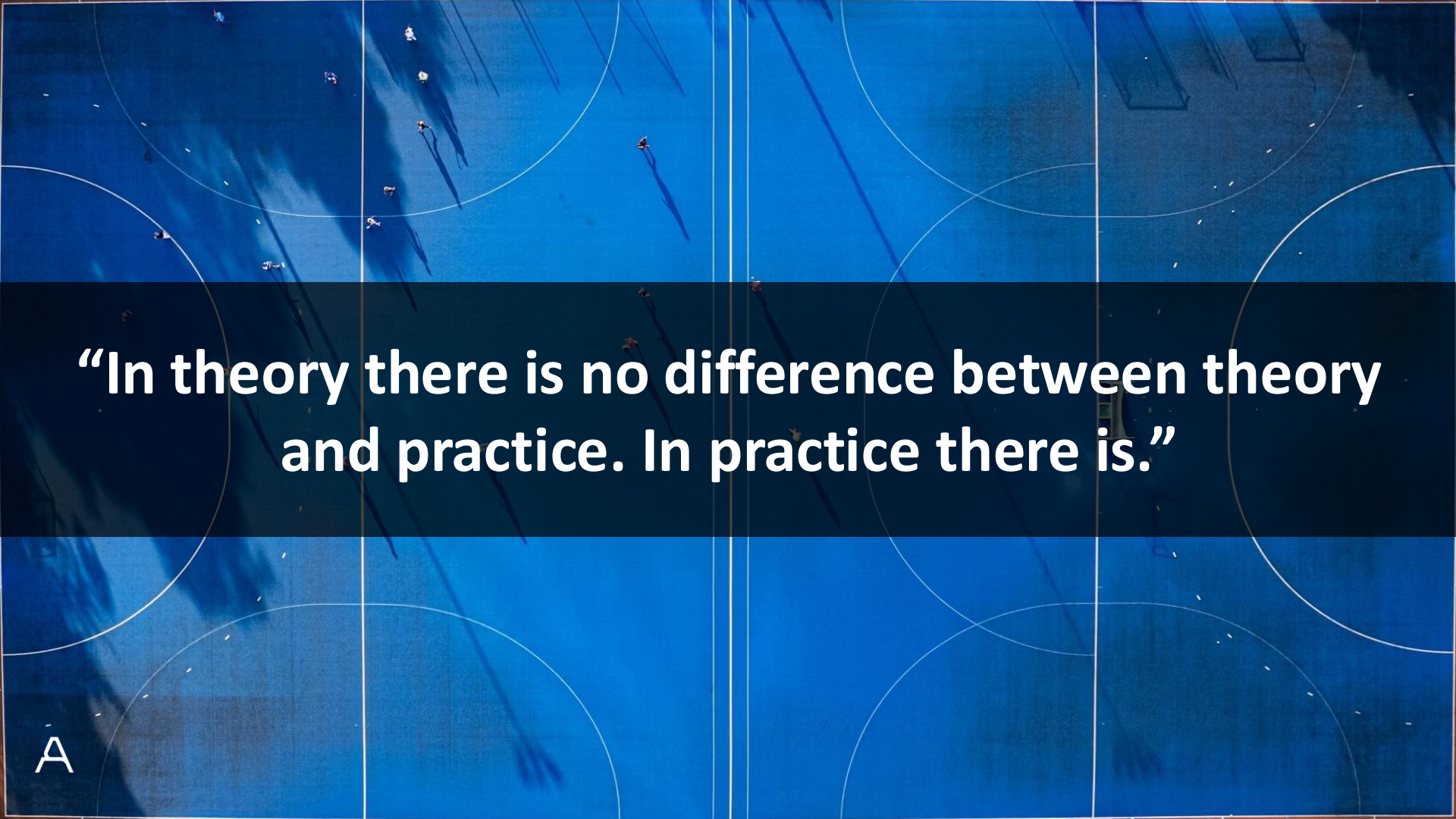Who are you?

How are you
different?

How can you
help me?

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Messaging options

What's the most important thing to communicate?

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"In theory there is no difference between theory and practice. In practice there is."

Customer insight

In a profession built on precedent, we need to modernise without losing the proven ways we work. Every tech project risks either locking us into rigid processes that ignore human judgement; or leaves too much open and inconsistent. We need a partner who can help us strike the right balance; keeping our processes intact while evolving how we work.

Business insight

We preserve what works in your practice's experience and bring proven legal and technology best practice from ours, so your new system feels familiar where it should, and better where it can. We make ShareDo fit the way lawyers and support teams actually work, so adoption is smooth and productivity climbs from day one.

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Sound in principle. Proven in practice.

We blend legal-domain insight with technical mastery to design systems that work for your firm's processes and your people. That means workflows that
are compliant and efficient, but also intuitive for the lawyers, paralegals,
and support teams who use them every day. Because a solution is only
'best practice' if it works in your world, from day one, and for years to come.

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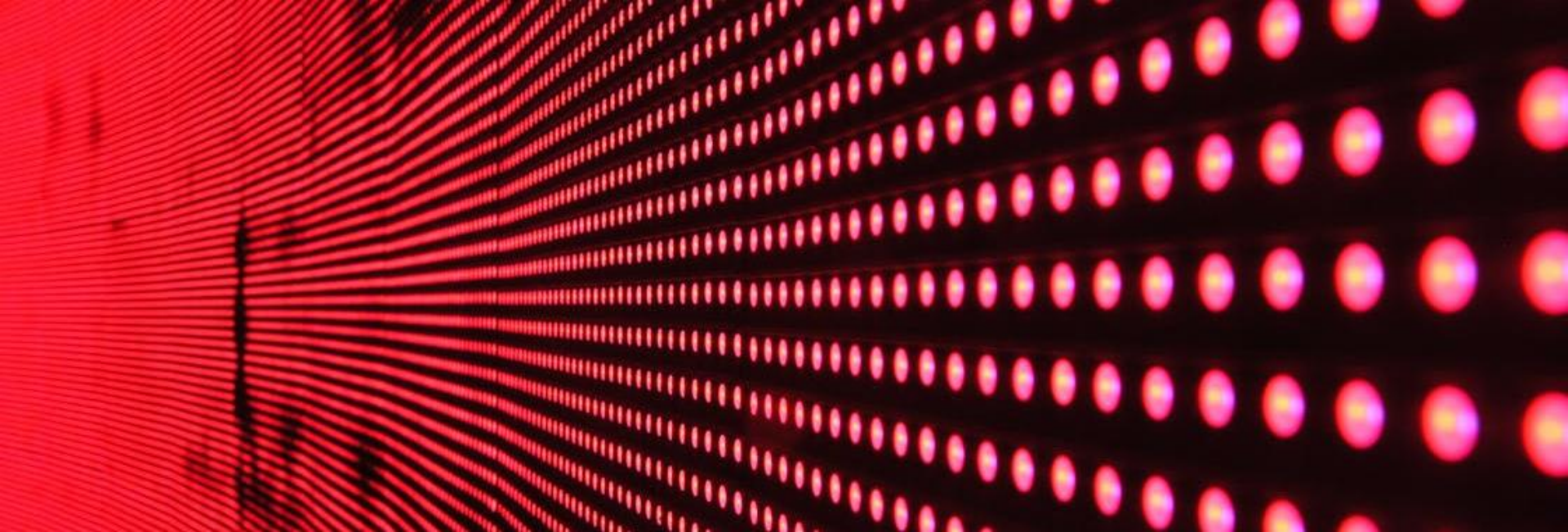
Proof points

How will your customers know to believe your messaging?

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POTENTIAL EVIDENCE TO BELIEVE

Acceleration

"45 minutes vs 4 weeks" resolution.

Accelerated delivery through acceleration tools and platform expertise.

Reduced rework via early validation and fewer false starts.

Anticipating blockers and surfacing them early in the process to prevent delays.

Deep platform and domain expertise

Direct ShareDo and Clio experience, contributing to the open knowledge base.

Legal fluency from junior to partner-level roles, plus cross-industry process insight.

Ability to design around real-world legal nuances, not just textbook workflows.

Focus on users

Designing around how people actually work, not just the process map.

Workflows that feel natural to lawyers, paralegals, and support staff, so adoption is frictionless.

Balancing compliance and efficiency with usability and clarity.

Early user engagement to uncover needs and embed champions before go-live.

Transparency and trust

Advance warning on risks or delays, not explanations after the fact.

Clear governance models and standards to keep delivery aligned to expectations.

Open dialogue throughout the project, making clients feel informed rather than managed.

Offering solutions alongside problem identification, so issues never arrive without options.

Robust design and change management

Overlaying requirements with product capability, best practice, and human adoption focus.

Balancing automation and adaptability (sat nav, not railway track).

Engaging a variety of roles to uncover hidden needs and create embedded champions

Governance, compliance, and best practice

Proven governance frameworks and business maturity analysis tools.

Best practice documentation, SOPs, and naming conventions for long-term sustainability.

Agility without compromising compliance or regulatory needs

Care and client advocacy

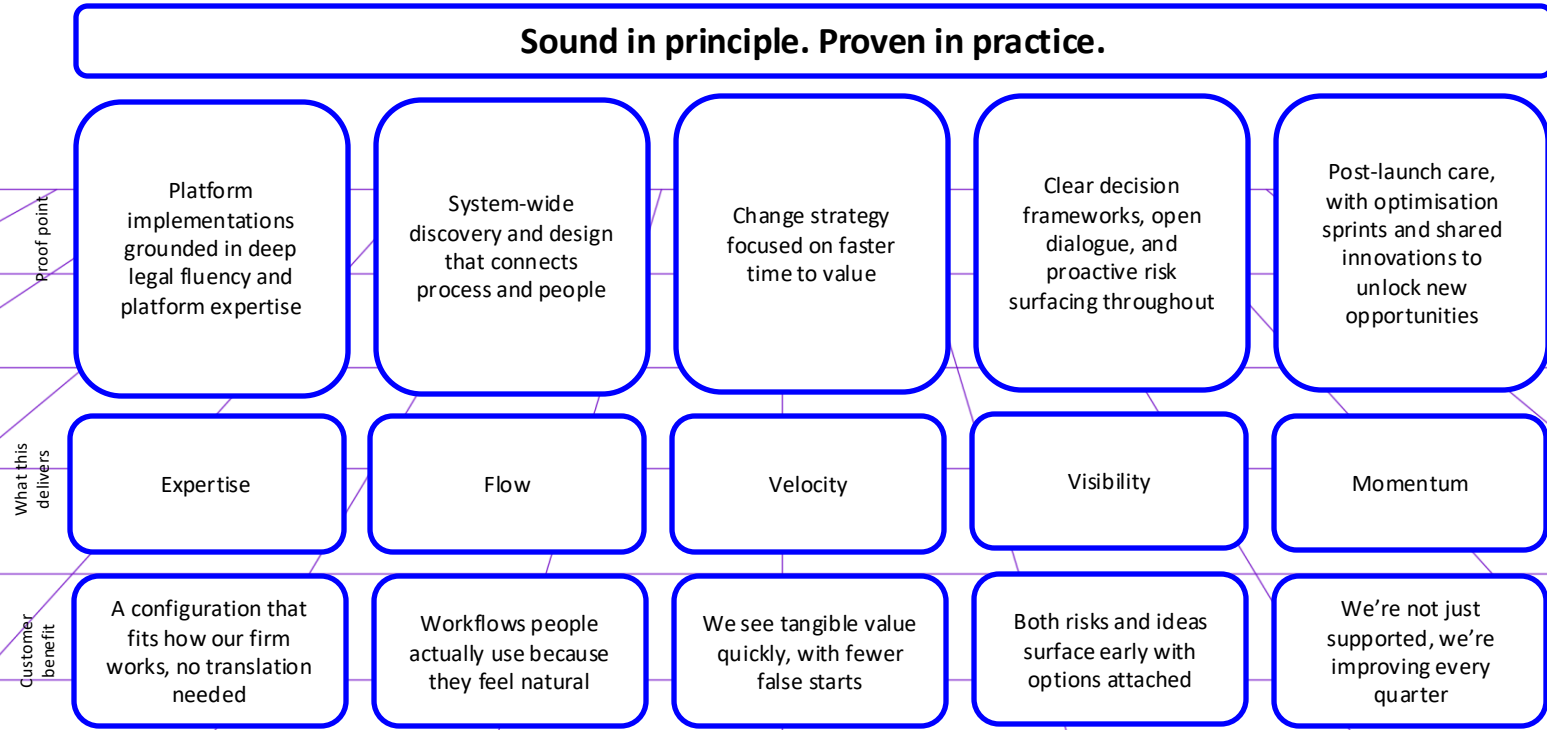Genuine care — "not just another client number."

Focus on client success beyond contractual obligations.

Cultural alignment with the client's ways of working champions.

Spotting issues before the client is aware, acting as a true advocate behind the scenes.

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PROOF POINTS

Key messages and key evidence point that directly support the brand messaging, to be expanded on in copy

Sound in principle. Proven in practice.

	Platform implementations grounded in deep legal fluency and platform expertise	System-wide discovery and design that connects process and people	Change strategy focused on faster time to value	Clear decision frameworks, open dialogue, and proactive risk surfacing throughout	Post-launch care, with optimisation sprints and shared innovations to unlock new opportunities
What this delivers	Expertise	Flow	Velocity	Visibility	Momentum
Customer benefit	A configuration that fits how our firm works, no translation needed	Workflows people actually use because they feel natural	We see tangible value quickly, with fewer false starts	Both risks and ideas surface early with options attached	We're not just supported, we're improving every quarter

Proof point (row label for first row)

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WE ARE

Astronauts

Next steps:

- Agree territory

- Refine proof points