

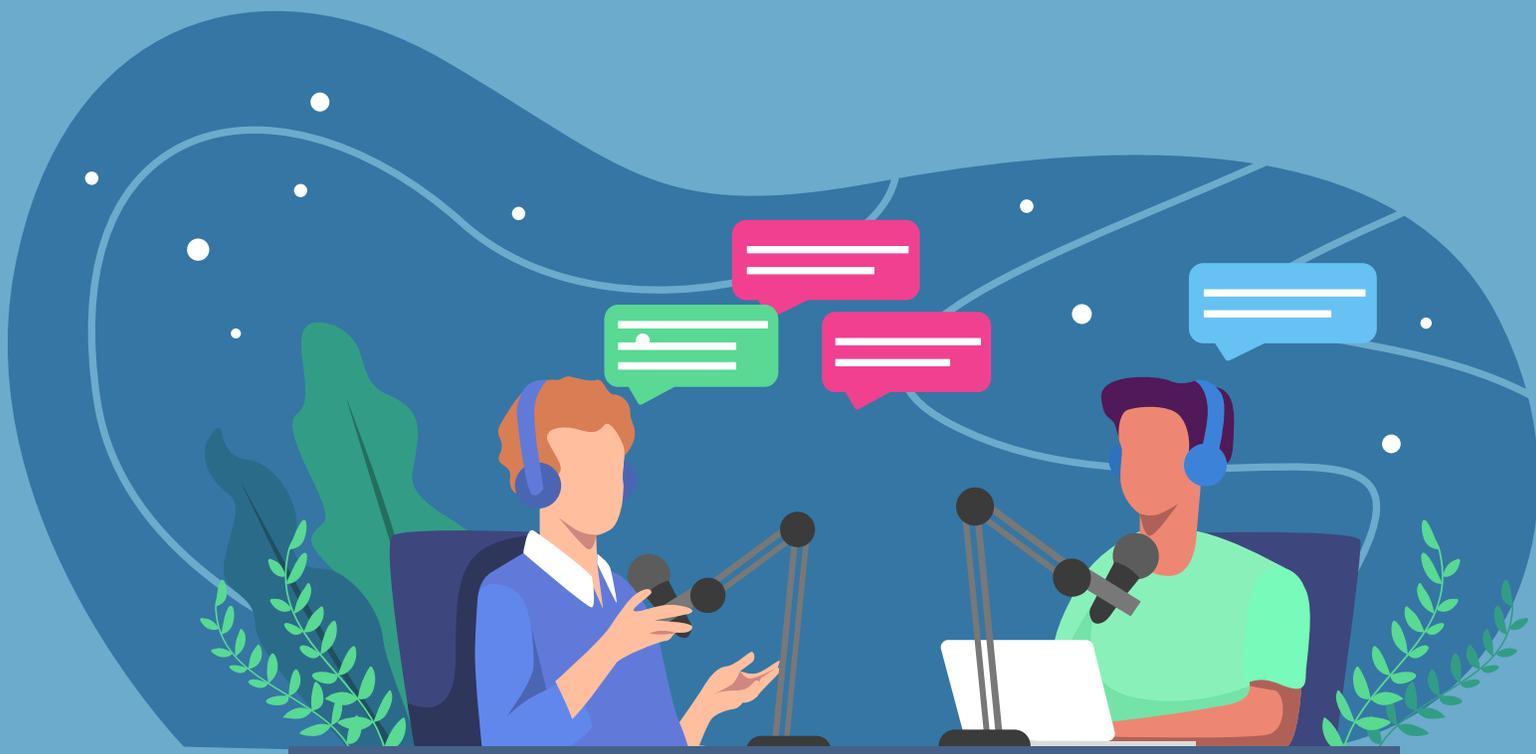


REINVENTING  
PROFESSIONALS

# Reinventing Professionals Podcast. June 2020

Ari Kaplan interviews Ray Meiring,  
CEO of Qorus Software

Proposal management software and the impact on law firms



## Ari Kaplan: I spoke with Ray Meiring, CEO of Qorus Software, a sales enablement platform for remote proposal management.



**Ari Kaplan:**

**Ray, tell us about your background and the genesis of Qorus software.**



**Ray Meiring:**

We started as a document generation company in Cape Town, South Africa, back in 2013. As we were producing that software, we saw that people were using it for proposals and RFP responses extensively. In 2014, Thomson Reuters Elite were evaluating the market for proposal tools and they were looking to partner with a company that was providing those tools. They selected Qorus to be their partner and that really introduced us into the legal market, we saw fantastic growth off the back of that partnership, expanding into many law firms on a global scale. I relocated from Cape Town, South Africa to Seattle Washington in 2015, and the company is now headquartered here, where we continue to expand and grow.



**Ari Kaplan:**

**How is sales enablement impacting law firms?**



**Ray Meiring:**

Sales enablement is not often a term that you would associate with law firms, but we're now seeing that law firms need to be able to put together compelling pitches and proposals using the best experience and biographies they have. Going through that process and doing it manually is very time-consuming, incredibly prone to error, and it can be very costly as well. Having a tool like Qorus, which effectively works with sales teams, business development teams, and marketing teams – and helps them to automate that process to produce proposals, pitches, and respond to RFPs – saves a huge amount of time and it increases the deal flow as well, which is very valuable to a small firm.



**Ari Kaplan:**

**How does Qorus help law firms specifically respond to RFPs?**



**Ray Meiring:**

Law firms are increasingly being asked to respond to RFPs, which is a very onerous activity. Qorus automates a lot of this process. For example, it allows law firms to select questions in an RFP and to have our AI service automatically insert and answer and recommend content. You're essentially saving 60% of the time it would usually take, and this also ensures that the best content is used to win the deal.



**Ari Kaplan:**

**How has COVID-19 impacted the way law firms approach RFPs and proposal management?**



**Ray Meiring:**

COVID-19 forced law firms to go remote. It's making law firms look at cloud technologies more seriously than they have in the past. If you just take a typical RFP response, there's often a lot of collaborative work required as part of the response. Qorus was built to support remote teams, so we provide several capabilities that allow the type of collaboration that was happening in the office to very seamlessly now take place online.

We've been monitoring the platform usage during this Covid period and we've seen some interesting trends around it. We definitely saw usage of the platform take a bit of a dip in April, and it seems like law firms were reconfiguring themselves to be able to cater for the new remote working situation. We saw that usage of the platform increased in May and June, indicating that people are using tools like Qorus to be able to work more effectively on their pitches, their proposals, and their RFP responses.



**Ari Kaplan:**

**What does your recent funding round indicate about the impact of proposal management software?**



**Ray Meiring:**

We've seen tremendous growth in the space of proposal management and clearly we have investors now that would agree that there's a big market opportunity here and it's an exciting growth space.

Procuring legal services is getting more competitive and more regulated. This means there's a growing need for software to improve efficiency. We're super excited about the space, how we see the growth in that space and the potential to be able to use proposal management software like Qorus to solve that problem.





**Ari Kaplan:**

**You mentioned artificial intelligence, how is AI impacting this field's development?**



**Ray Meiring:**

It's really starting to play a critical role in the type of software we have. Let's just take that RFP response example. Depending on who's sending you that RFP, each question is posed in a very different way. Historically, it's been quite hard for systems to be able to understand the natural language that's in those RFPs and answer those questions in an automated fashion. With artificial intelligence, and with the improvements in natural language processing, we're able to quickly pick up the variations in the way that questions are asked and still recommend the right content to go into that RFP response, or in a pitch or proposal. As this technology evolves, we see systems being able to understand natural language in a better way. We're seeing massive improvements coming down the line in predictive analytics and we're including all of those artificial intelligence elements into our platform so that it can drive further gains in automation, improvements in efficiencies, and increases in deals and win rates.



**Ari Kaplan:**

**Where do you see RFP and proposal management for law firms headed?**



**Ray Meiring:**

We see law firms having an increased need to respond to RFPs just as that market becomes more competitive, and we see the same increased need for proposal management tools to assist with what could be a very manual process in automating that. Proposal management applications are now business critical for law firms who are looking to compete in the market. As we include more AI and automation features in the product, law firms will be able to respond to RFP faster and faster. It also means that sales and business development teams can shift their focus from the more administrative processes of producing documents and producing RFP responses to the high value part of developing relationships and selling into their clients and growing their businesses.

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Thanks to Ari Kaplan for featuring Qorus on his Reinventing Professionals Podcast. You can follow the podcast at [www.reinventingprofessionals.com](http://www.reinventingprofessionals.com).

If you would like to connect to Ari or Ray, please find them on LinkedIn by following the links below.



*Ari Kaplan*



*Ray Meiring*



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