

# Kruger Products' Solo In-House Counsel Credits Serengeti Tracker with Major Efficiency Boost

CASE STUDY

## Kruger Products Limited

Kruger Products Limited is the leading Canadian manufacturer and distributor of bathroom and facial tissue and napkin and paper towel products for both consumer and commercial use. A \$1.2 billion company, Kruger brands such as Cashmere®, Spongetowels®, and White Cloud® are household names in North America and throughout the world.



### ► The Challenge

Alex Teijeira must be one of the busiest lawyers in the tissue business. As Director, Human Resources and Legal Counsel for Kruger Products, Teijeira single-handedly manages the company's litigation, contracts, compliance, employment, international IP, and other legal issues. As a result, Teijeira relies heavily on his team of outside counsel across Canada, the United States, and Mexico, as well as his IP firms around the world, to help manage his busy practice.

Teijeira needed a system that would 1) consolidate and organize all of Kruger's legal-affair matters, 2) provide secure, 24/7 access to any file from anywhere in the world, 3) facilitate management and distribution of assigned work, and 4) enhance business intelligence with automated reporting.

What's more, because he didn't have an in-house team to configure and implement the system, the solution had to be quick to set up, intuitive to use, and simple to connect with outside counsel.

### ► The Solution

Today, Teijeira relies on Serengeti Tracker to address the challenge of being a solo in-house attorney at a billion-dollar company. "With most systems I was looking at months of configuration and data entry," he said. "Tracker allowed me to quickly connect my firms—all of which were already in the system—then have *them* administer my matters. The process took weeks, not months."

Once implemented, Tracker saved Teijeira time right away. He received budgets and status reports directly from firms, got alerts of key dates and significant developments, and most important, sped up his invoice review process. Because Tracker integrates with Kruger's SAP accounting system, Teijeira could replace the stacks of paper bills he used to receive with a fast, on-line process.

Outside Counsel appreciate Tracker's efficiency because their bills get paid faster than ever before, and Kruger's accounting department also noticed an improvement. Said Teijeira: "Now the only emails I get from accounts payable are notes telling me how much they love the new system."

**"My firms have responded very positively to Tracker. The system has significantly enhanced my relationships with outside counsel."**

Alex Teijeira

### ► The Serengeti Advantage

Small law departments often believe that they can't afford the time or expense of a matter management or e-billing system. While this may be true of competing systems, Serengeti Tracker's unique design and pricing make it cost-effective even for the smallest law departments. With Tracker, a solo in-house attorney can quickly implement the system, connect all their firms, and start receiving information directly through the same system being used by the world's largest law departments—at a fraction of the cost.

"All my outside counsel—both in Canada and internationally—were already on the Serengeti network, so with their help I was able to fully implement my practice in less than three weeks. Today, Serengeti keeps all my legal files and related spending at my fingertips."

**Alex Teijeira**  
Director, HR & Legal Counsel  
Kruger Products Limited

"Serengeti is a great fit for law departments of all sizes—especially small ones. We're seeing that companies with as little as \$500,000 a year in outside legal spending are getting a positive R.O.I. in year one from Tracker's e-billing/budgeting alone."

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