



Hard Data and Accountability Help KidKraft Create an Efficient Billing Process



KidKraft®



KidKraft specializes in products that are inventive, interactive, and educational. Play kitchens, dollhouses, furniture, train tables, and large outdoor play sets and playhouses are just some of the many items that KidKraft is recognized for throughout the world. With products sold in more than 90 countries by more than 28,000 sellers worldwide, the humble startup has expanded into an industry-leading global business.

The Challenge

Jonathan Hawkins joined KidKraft as their General Counsel and began building the legal department from scratch. With ten years of experience working in-house for a company that dealt heavily in litigation, he was all too familiar with the time-consuming, manual process for managing outside counsel spend. Implementing a simple e-Billing and matter management solution would create a foundational billing process and be crucial in managing budgets for the exhaustive list of global law firms KidKraft works with.

Jonathan had previously evaluated potential solutions, concerned most by their complexity. They were all a different flavor of the same thing. The amount of development work required, paired with the upfront costs to implement these solutions, further placed them out of reach of KidKraft's budget and needs. However, after attending the Association of Corporate Counsel (ACC) Conference in San Francisco, a general counsel roundtable discussion revealed another option, SimpleLegal. The consensus was that SimpleLegal was unlike other solutions, was easy-to-use, and provided legal departments with a lot of value for the cost. This spurred the decision to evaluate and later implement SimpleLegal at KidKraft.

Most lawyers don't have the subject matter expertise to compare systems and advise on what technology to purchase. Knowing other people that trusted SimpleLegal and vouched for it gave me peace of mind.

- Jonathan Hawkins | General Counsel

How SimpleLegal Helped

SimpleLegal's user-friendly functionality is a huge benefit for KidKraft's legal team. There's no need to spend time going through training for features unrelated to the department's goals. SimpleLegal provided immediate visibility into where spend was going. This data made it easy for Jonathan to run reports in the system which are used to assess costs on a macro level and during internal budgeting sessions. Reports are also shared with the accounting team to ensure that they have visibility into the process and there is cross-functional alignment.

SimpleLegal has emerged as the system of record for the KidKraft legal department. Senior Paralegal, Brandy Musick, keeps a close eye on costs and is thrilled that SimpleLegal provides a single place to keep all their invoices and related matter details. Brandy relates SimpleLegal to a contract management system, but for invoices. She can easily and quickly look up anything she needs, whenever she needs it.

Results

SimpleLegal created an efficient billing process for KidKraft's legal department that new additions to the legal team can easily learn as the department grows. Having a streamlined e-Billing process directly impacted overall productivity of the legal department and resulted in:

- Countless hours saved by eliminating manual processes
- More time for the General Counsel to focus on strategic business objectives
- Ability to analyze billing data for budgeting and easily share with accounting
- Instant access to invoicing information and historical data

KidKraft looks forward to connecting SimpleLegal with the new ERP system that will be implemented for further process efficiencies and time savings.



About SimpleLegal

SimpleLegal provides a modern legal operations management platform that streamlines the way corporate legal departments manage their matters, track and interpret spend, and collaborate with vendors and law firms. SimpleLegal combines e-Billing and spend management, matter management, vendor management, and reporting and analytics into one comprehensive application to optimize legal operations and the management of the entire legal department.

For more information visit: www.simplelegal.com