

From maintenance mode to growth mode

Modularis PlatformPlus gives software development company LiveEdit the “R&D in a box” it needs to start growing post-acquisition.

THE CHALLENGE



No matter your industry, there are bound to be growing pains following an acquisition. Such was the case for LiveEdit, a software company that offers website building and online scheduling tools, after it was acquired by Neul Capital Holdings. Following an initial technology assessment, LiveEdit found itself struggling to configure its internal research and development team to ensure that the right people were in the right roles to maximize efficiency and stay competitive. What's more, newly hired CEO Rebecca Leddick soon found that she was spending half of her time fighting fires due to gaps and limitations in LiveEdit's software, as well as nurturing and advising an internal team that was still trying to settle into their roles.

THE SOLUTIONS

TECH 360 ASSESSMENT

LiveEdit's partnership with Modularis began when Neul Capital Holdings brought Modularis in for a Tech 360 assessment; a deep due diligence effort focused on LiveEdit's software, R&D team, and development processes designed to help Neul de-risk the acquisition and identify opportunities for improvement post-acquisition.

POST ACQUISITION STABILIZATION

Following the acquisition, Modularis helped to secure intellectual property, blueprint critical assets and processes, and provide the technical leadership needed to ensure the stability of the entire R&D organization.

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Without the Modularis team, their robust skill set, and the technology and knowledge they offer, we wouldn't have been able to scale our business with the team we had in place.”



Rebecca Leddick
CEO of LiveEdit

Rebecca realized that she needed someone to be her technical advisor and provide strategy and mentorship for her team so she could focus on other aspects of the business, like sales, marketing, and operations. Plus, LiveEdit saw an opportunity to expand its business into a new market, and it wouldn't be possible without some R&D support. Something had to change. So, she turned to Modularis, who had handled the initial Tech 360 assessment for Neul.

PLATFORMPLUS

When it became clear that LiveEdit needed help mentoring its development team and modernizing its software to improve customer satisfaction, bringing Modularis on board to implement PlatformPlus was a no-brainer.

PlatformPlus and the Modularis team provided LiveEdit with an efficient software development platform that offered an extensive end-to-end platform, powerful automation capabilities, and access to experienced R&D leaders who integrated seamlessly with LiveEdit's own team and freed them up to focus on building new features rather than infrastructure. “We were spending 80% of our R&D budget on maintenance before engaging with

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Modularis has done a fantastic job of embedding within the team. It's much more of a partnership than an outsourcing – we all welcome them with open arms.”



Rebecca Leddick
CEO of LiveEdit

Modularis more deeply,” Rebecca says. “They helped us to turn that on its head, and now we’re spending only about 20% on maintenance, and 80% of our R&D efforts are dedicated to building new features and extensions that let us light-up new recurring revenue streams.”

Implementing PlatformPlus with the Modularis team was almost like getting an “R&D in-a-box,” according to Rebecca: 30 years of experience, all the tools and methodology needed to make a team run efficiently, and a solid platform to build on to make it less expensive and more scalable – plus a mentor to walk the team through it all.

In no time, LiveEdit had made huge improvements to its existing product and was able to launch an entirely new offering, enabling the company to get its foot in a new vertical within the health and wellness industry – something that became especially important when the coronavirus pandemic hit.

THE RESULTS

Now almost three years into the relationship with Modularis, Rebecca is free to **spend the vast majority of her time focused on sales, marketing, and strategic partnerships**, rather than wrangling with and worrying about R&D. In fact, **she directly attributes the success of becoming Partner of the Year for MindBody – the largest software platform in the beauty, fitness, and wellness industry** – with her continued relationship with Modularis. “We hadn’t developed anything new [for MindBody] in a long time, and Modularis allowed us to come back to the forefront with that partnership,” Rebecca says.

Additionally, LiveEdit was able to **enter a new market vertical and support its end customers** (hair salons, fitness studios, and wellness operations) by introducing digital tools to help them connect with their clients during the pandemic. Thanks to Modularis, Rebecca says, LiveEdit was able to **pivot its business and diversify its portfolio to take advantage of new market opportunities**. Had LiveEdit not already been working with Modularis to extend its software capabilities, the company would’ve lost out on a huge amount of revenue.

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We’ve seen phenomenal night-and-day differences on hitting milestones, releasing things on time, being reactive to emergencies that come up, and also still hitting plan priorities.”



Rebecca Leddick
CEO of LiveEdit

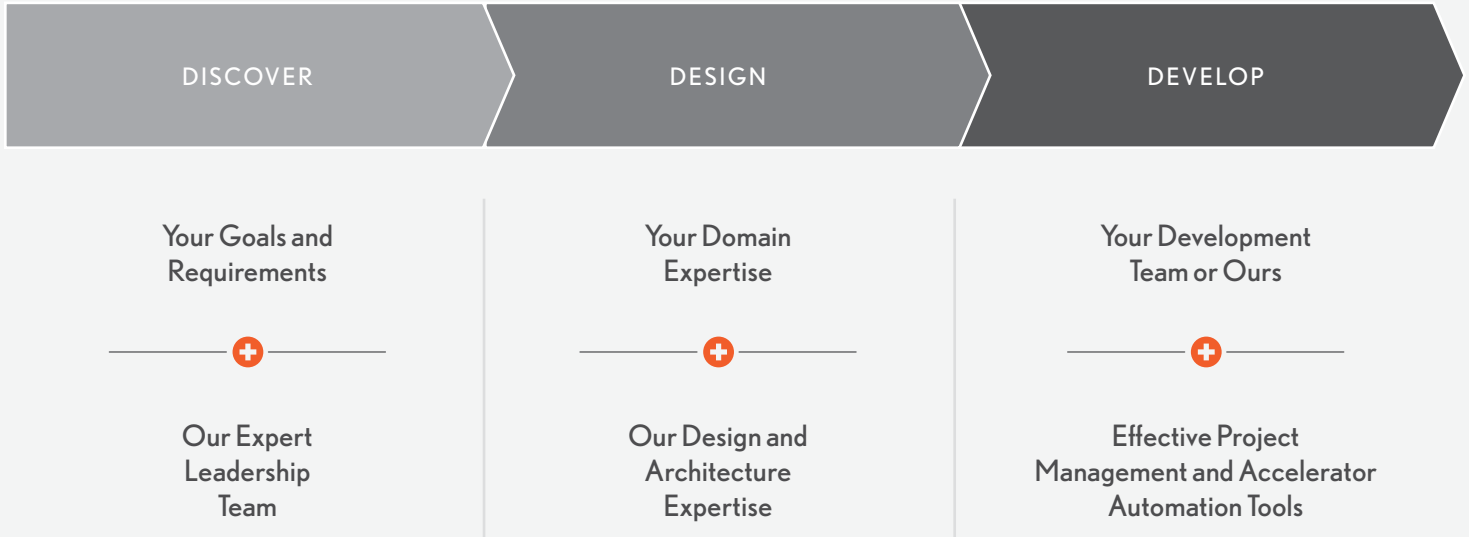
More than anything, Rebecca and her team are thankful to have a partner they trust. “It’s just that relief of going from a constant worry over what’s going to happen with R&D tomorrow to knowing that when something goes wrong, my R&D team will tell me about it, take ownership of it, fix it, and take steps to make sure it doesn’t happen again,” Rebecca says. “That’s the kind of trust we have knowing they’re so invested in our success.”

Ready to see how **Modularis** and **PlatformPlus** can help your company move forward?

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