

INTELLITEACH REBRANDS AS FRONTLINE MANAGED SERVICES

The company's new Frontline name reflects its growth in administrative, financial and IT managed services, it says. CEO Seelin Naidoo hopes the new branding reflects the value companies like his can bring law firms.

BY ZACH WARREN

In the past several years, Intellitech has increasingly grown its legal IT solutions and back office service portfolio, most recently through the acquisition of Hilltop Consultants in 2020. Now, with that direction firmly cemented, the company is taking the next step to affirm its market direction: a name change.

Today, Intellitech announced that it will be rebranding as Frontline Managed Services. With the new tagline "out front on every front," the new name "reflects the company's significant growth and expansion of its administrative, financial and IT managed services lines," it said in a press release.

Frontline Managed Services CEO Seelin Naidoo told Legaltech News that new branding has been an option for the company for a while, and it was even exploring an official announcement during last year's ILT-ACON. And after seeing how clients turned to the company in their time of need during the early days of the COVID-19 pandemic, the direction of the new branding was clear.

"We were there on the front line of their support, which led me to pick that name. Because that's really what we are doing in all parts of their business," he explained.

Frontline had been named Intellitech since 2012, when then-

named CMS Management Solutions acquired Intellitech and adopted the acquired company's branding. While the combined company originally did offer some training services, that fell by the wayside as it focused more heavily on IT support and managed financial services. Due to that established name on the IT side of the business, Naidoo said, "I've been deadly afraid to lose the brand equity that existed."

Ultimately, though, he felt the company was now in a comfortable enough place with its big law and mid-size firm clients that losing brand equity would not be as high of a concern. The new Frontline name reflects what the company calls its "office in a box" strategy, he said: providing any back office function needed with a combination of low-cost U.S. services, offshored services, or a hybrid model of the two as needed.

IT outsourcing continues to be a prevalent fixture in the legal industry, although not universally adopted: The 2020 LTN Tech Survey found that 58% of respondent firms outsourced tech support in some fashion. Naidoo believes there is more work to be done educating the legal market about the value services companies like Frontline provide, which he hopes the new branding can push even further.



"I think organizations like ours have pushed the industry to not think about reducing costs, but think about changing their service delivery model," he explained. "Send certain functions that's not your core competency to organizations like ours where it is our core competency, and you can leverage not only the costs but it gets you out of the capital expenditure business and get you into enabling technology solutions that you otherwise wouldn't be able to invest in yourself."

In the end, he added, it's about working smarter. "It's not just about our selling you a widget, but it's about what that widget can do for the organization, both from cost reduction as well as from a marginal profit improvement to the organization."

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