



# Cobra celebrates 10 years with launch of CobrATX technology division!

## What is the primary mission of your company?

Cobra Legal Solutions is a global organization specializing in creating value for Fortune 500 companies and the law firms that support them by providing people, process and cutting-edge technology to revolutionize the delivery of legal support services. Cobra focuses its service delivery on: compliance & risk management, document review and analysis, M&A due diligence, litigation technology solutions, multi-system integration, application development and contracts management. Our mission is to establish enduring, collaborative partnerships with the world's leading corporations and to lead the market by providing the most intelligent, agile and customer-focused legal support strategies in the world.

## What sets you apart from your competitors?

Cobra's goal is to build long-term relationships with its clients. To that end, Cobra is constantly looking for ways to collaborate with our clients and improve processes and create value. We continually test and train on new technology so that we can make proactive recommendations to leverage technology solutions for our clients.

**CULTURE:** Cobra has been successful in fostering a positive and progressive corporate culture. The combination of professionalism accompanied by the rich experience of the senior management team has enabled Cobra team members to understand and partner with our clients.

**CAPABILITY:** Cobra maintains state of the art facilities around the world to provide global coverage and leverage resources to achieve maximum cost savings for clients.

**INNOVATION:** CobraPulse™ is our proprietary, real time dashboard that generates valuable metrics for every attorney on every project, allowing more strategically allocated human capital hours and more informed budget considerations. With CobraPulse you can regularly review the performance of individual attorneys and project teams. CobraPulse provides clients with control over their projects and the ability to access reports that will help defend their legal team's decisions and reduce potential issues before they become costly problems.

## What if anything has changed since your business was founded?

Cobra began in 2007 with a single, keen focus, document review. Today, we are

proud to deliver end-to-end legal and technology solutions to the world's leading corporations and law firms. We remain independent, private and have not undergone any mergers or acquisitions during this time.

- 2008 - Began work for first Fortune 100 Client in the global technology industry
- 2010 - Obtained both ISO 9001 and ISO 27001 ratings for process and technology
- 2010 - Hired current CEO
- 2013 - Launched technology solutions division incorporating processing, ECA, hosting and production
- 2013 - Expanded client base and grew revenue by 600%
- 2015 - Launched CobraPulse™ - Its interactive client dashboard, to increase efficiency and productivity also providing full transparency to its clients.
- 2016 - Was named the Association of Certified eDiscovery Specialists (ACEDS) - Service Provider of the Year.
- 2016 - Obtained cybersecurity insurance in India and scaled technology solutions to include KCura - Relativity and Nuix processing.
- 2017 - Expanded data capacity to include a second center in Chicago, Illinois.

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## The defining moment you knew your business would be successful?

I'd like to share a story with you... The Scenario: The Cobra team is in Charlotte, NC presenting to a Fortune 100 client. Our team members each introduce themselves. "Hello, I am Candice Corby, the CEO of Cobra. I have been with Cobra for 7 1/2 years..." You know your company is a success when your client then stands up and says, "Hello, my name is Mrs. XX and I have been with Cobra for 9 months." The partnership and trust in her statement tells the story.

# Transparency

Not the invisible kind. More like the "see-everything" kind.

How many attorneys do you need on your next project? Which teams have the best review record? What is the most equitable fee structure for you and your client?

CobraPulse™ generates real time metrics for every attorney on your team, allowing more strategically allocated man-hours and more informed budget considerations. Blended rates? Capped fees? Where can we cut costs without affecting quality?

The transparency of CobraPulse™ makes the answer obvious.



Monitor performance. Please the client. All in real time.

Learn more at [cobralegalsolutions.com](http://cobralegalsolutions.com)