



## SSP finds Whitespace Ltd as UK Distributor for eMERITUS

Emeritus is one of the smallest software companies that SSP has ever worked with. Indeed you cannot get much smaller than a one man band! Emeritus has developed a customer case management system that has been successfully used by accident claims departments as well as by law offices in the UK

However, as is all too apparent, it is very difficult for one person to write code, do the marketing, make the sales and do all the administration.



Claims Management Software

In late 2003 Emeritus made contact with a company with whom we were currently doing searches and contacted us to establish whether we could help them. This was a big step for Emeritus, so SSP was especially keen to make a difference.

Initially SSP conducted a search in the UK for potential complementary partners, particularly in the legal and insurance sectors and was able to identify seven potential companies that were interested in partnering with Emeritus. Meetings were held with all of these. Indeed the spread was fairly diverse ranging from companies geographically based in the north east in Manchester to some in the south. The size was also quite interesting in so much as there were companies not too dissimilar in size from Emeritus as well as one of the largest insurance software companies in the UK. Unfortunately, this company did not proceed but was nevertheless extremely interested. Undeterred, SSP continued to push for Emeritus.

Finally, in Jan 2005 London based Whitespace decided to proceed with negotiations to represent Emeritus. SSP assisted with the contract negotiations and by late February a contract had been drawn up which gave Whitespace the rights to distribute Emeritus software in the UK. In the initial instance SSP also provided a management service for Emeritus in order to make sure that Whitespace performed all the things that they said they were going to do in terms of the marketing and sales efforts, that are of course a prerequisite to a successful outcome. SSP was able to report back to Emeritus some outstanding work undertaken by Whitespace and indeed by April 2005 they had already concluded their first sale and are now well on the way to making more sales.

*Established in 1995, SSP is solely dedicated to helping Enterprise Technology companies expand both locally and globally through consulting, market research and establishing all forms of partnerships, including mergers.*

### Contact Information



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Case Study

