

stp.one aquires amberlo

Frequently Asked Questions (FAQs)

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1. What was announced today?

On April 10th, we have announced the acquisition of Amberlo. Amberlo is a cloud-based solution designed to empower legal professionals with efficient case management, client communication, and document handling. With this strategic merge, we have taken a major step towards our common goal of becoming the leading provider of legal tech in Europe.

2. Who is the new company that is now part of the stp.one group?

Amberlo was founded in 2017 and is headquartered in Ireland, with a strong R&D Team in Lithuania. Amberlo is a cloud-based solution that provides legal professionals with efficient case management, client communication and document management. With over 1,000 customers in several countries across Europe, Amberlo has an international orientation and will greatly strengthen the stp.one team in its growth area.

3. What is the goal of the acquisition?

The merge with Amberlo supports stp.one in the following three core areas and will help to achieve the goals smarter and faster:

1. Strengthening the Cloud and SaaS Capabilities:

Amberlo has a track record of building robust cloud-native SaaS solutions for law firms. By combining both technologies and teams, stp.one can push boundaries and develop an even more powerful suite of products – enlarging the stp.one Legal Tech Compass.

2. Expanding the European Footprint:

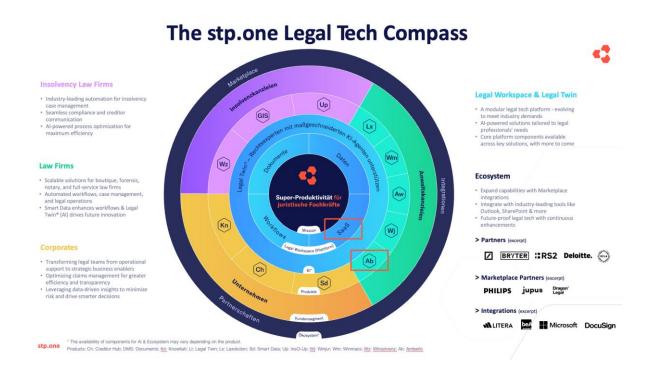
stp.one is on its path to become the leading legal tech software provider in Europe, and Amberlo already has a strong presence in several European markets. Together, we can reach more customers faster.

3. Advancing the Al Initiatives:

stp.one has been working on Al-driven tools like the Legal Twin, and Amberlo also has exciting tech in this space. By joining forces, we can innovate faster and create a truly best-in-class experience for all our clients.

4. How does Amberlo fit into the stp.one product portfolio?

Amberlo will be the international addition for the Law Firm Management segment, especially around small and medium-sized law firms. With Amberlo, stp.one now has an international solution for the European market in addition to Advoware. With these solutions for LFM stp.one now has an even stronger position in the SMB segment. With a strong market position of the Advoware solution in the DACH region and now the international addition of Amberlo stp.one will expand to the rest of Europe with its LFM solutions for small and medium sized law firms. Additionally the company will start developing components for the legal workspace based on the Amberlo cloud native SaaS platform, all existing SMB customers can benefit from in the near future.



5. What are the added values for stp.one customers?

Amberlo is stp.one's new SaaS native product for law firms. It will serve as an interesting addon for our broad Advoware customer base soon. It is intended as an interesting add-on to the existing LFM SMB solutions and a save pathway into a SaaS native future.

With the client portal, improved billing and a SaaS native environment, Amberlo shows the over 4,000 SMB customers from stp.one interesting extensions for their existing Advoware. With these improved functionalities, the Advoware customers will be provided with a smart and simple pathway into the cloud. Amberlo does not replace Advoware, but complements it in the future with modern, interesting features for our customers.

In summary, the following three key benefits are decisive for our customers:

1. A Broader Range of Solutions:

By integrating Amberlo's cloud-native tools into the stp.one Legal Tech Compass, customers can choose from a wider range of products—whether they need something quick and out-of-the-box or a fully customized enterprise platform. Especially the integrations with our Legal Workspace and our Al based Legal Twin will be exciting for our joint customers.

2. Faster Innovation & Al Advancements:

Our combined R&D teams will be able to release updates and new features more quickly. Plus, our shared focus on AI means customers can expect cutting-edge capabilities to help them stay ahead in an ever-changing market.

3. Enhanced Global Support:

With a larger, more geographically distributed support team, we can offer extended service hours and localized expertise. Essentially, wherever our customers are, we'll be there to help.

Nothing will change for our Winmacs, Winjur and Lexolution customers for the time being. However, the merger means more Saas focus in the stp.one group and this also leads to some positive effects for them in the future.

6. What are the added values for Amberlo customers?

Amberlo customers can above all be offered a better experience and service due to more resources in the organizational structure such as a great, international support team and wider R&D and service organization. The larger organizational structure will help us to retain existing customers and attract new ones, especially in new European countries. Amberlo's customers also get access to our stp.one marketplace. Where partner solutions like for example Philipp Speechlive can offer them a great added value.

7. Who can I contact if I have further questions about the integration?

If you have any questions about the acquisition, please contact us at marketing@stp.one.