

“There is a significant but subtle difference between good enough legal, which is mostly all about painkilling, and excellent legal, which can accelerate an organization. modCounsel is that accelerant.”

—Zack Rosen, CEO and Co-Founder, Pantheon

Case Study

Pantheon

Fast facts

Client: **Pantheon**

Headquarters: **San Francisco, California**

Industry: **Technology**

Employees: **450+**

Website: <https://pantheon.io/>

Results with modCounsel:

- 50 legal matters per month resolved
- Over 51% cost savings of budgeted spend
- Over 95% adherence to 24-hour response time
- Every dollar spent with modCounsel supports a minority and women-owned business

Executive Summary

B2B technology companies must adapt quickly to both fluctuating market conditions and scaling and growth opportunities. When SaaS-based website operations (WebOps) company Pantheon needed to build a legal department as a competitive advantage, they turned to modCounsel.

Combining the unique approach of building efficient legal operations with effective risk management, modCounsel’s legal team-as-a-service provided an intelligent solution for Pantheon’s growth needs.

Pantheon Accelerates Growth with modCounsel as Trusted Legal Partner

Growth technology company leveraged innovative legal service model to save costs and meet ambitious goals

Pantheon empowers marketers and developers to create, iterate, and scale websites on the open web to reach billions of people. With a mission to build the world's best WebOps platform, a trusted legal partner was mission-critical to global business growth. Pantheon CEO and Co-Founder Zack Rosen shared, "Legal is a unique function that is truly woven into everything the organization does—we needed to get it right."

Pantheon Protects Its Growth Through Governance and Compliance

Following a successful funding round, Pantheon's legal focus needed to shift to sustaining robust corporate governance and compliance functions. Rosen noted, "We got far patching it together with outside lawyers, but we reached a point where we required a legal function that could integrate with all aspects of the business—operations, contracts, employment agreements, risk management—without slowing anything down."

Pantheon's commitment to the growth of WebOps led the company to operate across three continents with a global base of customers and suppliers. Protecting this rapid growth required a scalable compliance program to meet the standards of enterprise customers, diverse market regulations, and a fast-scaling business where all global teams—particularly those in business enablement—worked closely together to build effective compliance programs.

In response to maturing organizational demands, Rosen recognized the importance of a deliberately crafted legal program to address emerging risks and to support its

ambitious expansion. He shared, "If one function doesn't work in the machine, the whole machine can't work. We needed best-in-class legal for both the operations and counsel side to achieve those aggressive growth goals."

Sustainable Growth Required a Modern Legal Approach

Beyond legal acumen, Pantheon needed a closely aligned team capable of collaborating with Pantheon's leadership and the entire organization to meet its ambitious goals. As market conditions shifted and business priorities had to adapt, enablement functions like legal had to adapt as well.

In the face of tightening budgets across enablement functions, Rosen explored cost-effective legal solutions. The quest for efficiency led Pantheon to modCounsel's adaptable and scalable approach, where the company engaged a strategic in-house legal team service without incurring hourly rates. With modCounsel, Pantheon's leadership could focus their energy on the market with the assurance that modCounsel's expertise would adjust proactively to meet their next business priority.

"There are two different approaches to legal at the stage we were at. Many just cover risk and a few intangibles. But businesses like ours also need help with legal operations and scale; it's all about process, systems, and structure, and it exercises very different muscles. What we found with modCounsel's unique model, was both."

—Zack Rosen, CEO and Co-founder, Pantheon

From “Controlled Chaos” to Future-ready Framework

Early on, modCounsel established a roadmap for what legal department maturity would look like at Pantheon. This structured and phased approach enabled the company to tie those investments in legal to business outcomes and very clearly understand the benefits of the processes and frameworks deployed to Pantheon’s goals. Rosen shared, “We went from somewhat controlled chaos to, ‘Here is how the stuff should work in the end.’ From our first 1:1, I knew that modCounsel had a vision and plan for our legal strategies; we were in good hands with Ronak and his team.”

Expertise that spans the entire business

modCounsel first introduced a captive relationship team across insurance, privacy, employment, and corporate. Each legal executive came with in-house experience from B2B technology growth companies, and modCounsel’s team worked as a single unit to be hyper-responsive to the business. As Pantheon’s requirements for expertise moved into other areas—including litigation, legal operations, and contracts—modCounsel engaged appropriate resources to meet those demands without additional ramp time.

Differentiated flexible, efficient legal support with modCounsel

The concierge model offered flexible resources to Pantheon’s in-house legal team for quarter-end contracts support, on-site quarterly board meetings, and the crisis-of-the-day issues common to growth companies. Under a fixed-fee arrangement, modCounsel provided uninterrupted support to Pantheon and its leadership team, while the relationship team maintained high availability on Slack and Pantheon email to span coverage across Pantheon’s global team.

“We had big make-or-break deals to get done, and Ronak [of modCounsel] drove them; he was an amazing partner for me and Pantheon. Also, the level of operational rigor is impressive. Ronak did it in a way that really works for the company: it’s very cost-effective and integrated into the rest of our functions. The team he built is here and doing great. It’s just excellent work.”

—Zack Rosen, CEO and Co-founder, Pantheon



modCounsel Delivers Demonstrated Client Impact

Together, Pantheon and modCounsel managed legal requirements that supported business maturity with projects in global expansion, workforce changes, budgeting, debt transactions, external audit, and the continued development of strong corporate governance.

By engaging modCounsel, Pantheon turned on a fully optimized legal team combining human expertise with scalable processes and technology not available to most legal departments.

Additionally, Pantheon realized

- Support across an average of 50 legal matters per month
- A cost savings of more than 51% of budgeted spend
- 30% quarter-over-quarter jump in efficiency without quality degradation, resulting in higher recurring revenue and a higher valuation at financing
- Over 95% adherence to 24-hour response time from request to initial redline, including for complex deals
- 2,000 strategic client engagements reviewed and prioritized with account management for renewal and renegotiation
- Scalable framework and structure to bolster ambitious growth objectives
- Every dollar spent with modCounsel backed a minority- and women-owned law practice

For Rosen, removing friction was one of the most remarkable benefits for Pantheon. “It turns out that when you get into bigger enterprise deals, how your procurement, finance, and legal are set up can let you out-compete your competitors,” said Rosen, who continued, “If you have a thoughtful approach to legal, you can not only take all the friction out of the system, but you can design for a really good experience around people.”

modCounsel’s Innovative Approach Gives Pantheon a Competitive Edge

Pantheon takes pride in supporting innovative solutions, and modCounsel’s concierge legal team service stands out in a crowded legal market. As Rosen looks to the future, he reflects on how transforming the company’s legal and risk management into an asset has given Pantheon a competitive edge:

“When you do legal well, you can increase the trust in the system, the trust between employees and employer, trust between the customer. If you can amp that up, it helps to make everything at the organization easier. Based on our experience, this is why I believe modCounsel is unique, as an accelerant and an advantage for how a company can operate.”

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