

# Streamlining SOWs with Collaboration, Curation, and Customization

**Rapid7** has been recognized by Frost & Sullivan as one of the fastest-growing cybersecurity companies – with 13 global offices, 7,900 customers, and 48 Fortune 100 clients to its pedigree. Its new client relationships begin with a formal scope of work (SOW) document, which defines deliverables and billables upfront. However, Rapid7's content management system (CMS) that helped create those documents could no longer keep up with the accelerated pace of business. Of course, revenue can't be collected until the work begins. And the work can't begin until the SOW is completed and signed.

## CHALLENGE

### **CMS Crashes:**

Sheer volume of stored data led to long load times, crashed the system, and required manual SOW restructuring.

### **Time-Consuming Customization:**

Rapid7's SOW templates were not editable, leaving their CMS vendor to perform that additional task.

### **No Centralized Workflow:**

Tasks fell through the cracks as deadlines loomed.

## SOLUTION

### **Controlled Access:**

One modern platform can now handle the volume as well as organize and streamline access to all of the content relevant to SOWs.

### **Advanced Authoring:**

Rapid7 can now curate reusable scope content versus re-creating from scratch; and it can customize templates and formats, personalizing SOWs to each specific client.

### **Centralized Collaboration:**

Today, tasks are assigned and tracked centrally, and the entire team is able to access progress reports from anywhere.



Ombud is the fastest, most efficient, and easiest solution I've used in my professional career.

-Robbie Cooper  
Manager of Content Strategy

## RESULTS

Rapid7 uses Ombud's content collaboration platform driven by machine learning to automate the SOW process and keep up with the pace of business – ensuring quality of output while aligning with client expectations right from the start. And ultimately generating revenue sooner versus later.



**30% Less Time:**  
required per SOW on average



**5 Minutes or Less:**  
spent on some SOWs



**6 Teammates:**  
created more than 2,000 SOWs in one year



**Additional Responsibility:**  
given to Rapid7's content team because of how they optimized the SOW process.

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**OMBUD**

### **About Ombud**

Customers rely on Ombud to automate the content-centric activities in their sales processes. Our platform combines content collaboration, project management, and machine learning to streamline the creation of sales documents like RFP responses, security questionnaires, sales proposals, statements of work, and much more.