



Case Study

As a non-profit organization, Michigan Women Forward has a vision where women and girls are empowered to be leaders, inventors, dreamers and doers. That's why it has been dedicated to women's success and equal opportunity for more than 33 years. MWF has made countless strides, but its work is far from over. Women's Entrepreneurship programs, mentorship opportunities and investments break barriers and open doors for MI female entrepreneurs.

"Each of our contract packages has somewhere between 5 and 7 related documents of roughly 10+ pages each. And we do over 60 contracts per year. This has made my life dramatically easier." — Michael Canale

Michael Canale is, among other things, Loan Fund Manager and Portfolio Manager responsible for the review and processing of legal and financial documents related to loans for Michigan Women Forward (MWF), a microlender in the State of Michigan. Michael says he used to spend his days preparing documents manually and this involved extensive and tedious work making sure that items matched from document to document. It was a drain of time and brain power that could have been spent on more important things. He also says that he would be working on a document and then find himself going back to it because he missed a section that needed to be filled in. It was a manual line-by-line effort.

He was introduced to Celant Innovations through another employee who was aware of their software product. Improving document management and ensuring the individual terms and items matched between documents is something that he wanted to do for a while. Michael evaluated multiple solutions before selecting Celant. He says: "It was an easy decision. Some of the bigger vendors were unresponsive, others didn't understand our unique needs and yet others did not offer the functionality that we

needed. Celant had the right product and the right terms for us."

Michael explained: "When we shipped them our documents, they uncovered several issues and errors that our lawyers agreed needed to be revised. This was a huge benefit. That was a great added value to their service. This is something that other companies might miss when evaluating alternatives. So, that made me even more comfortable with them."

"You can tell that these guys are also lawyers and — not just software people."

The elapsed time from getting a contract done for the software and the time that they went live was really short. Michael explained: "Celant personnel were great to work with and had us up and running quickly and without effort on our part. Training time was minimal and then we went live. The software is very intuitive."



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Michael was one of the decision makers and is the primary user of Celant. He says getting approval for the software was pretty easy: “We could justify this since we could save so much time on each and every set of contracts we produce. And we do a lot of contracts and documents!” He says that Celant also prevents the inevitable errors that would occur with complex documents.

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When asked about his favorite capability Michael adds: “Well, the product is fairly simple to use and that's probably my favorite feature. You go in, you create a new project, it populates all the documents you need. From document to document, there are certain things that go into each... like in every document there will often be, for instance, the amount of the loan and that'll populate in two or three of the documents. If you put it in one document, it shows up in the other ones automatically. Then you move on to the next document, and maybe you only have to fill in half of that one. Then you move on to the next document, maybe you only need to fill in a couple of lines and

so on and so forth. So, it's all interconnected. I thought that was a really, really nice feature that was simple for me to understand and use.”

Michael adds that MWF was an early Celant customer but this didn't seem to be a risky decision for them. He says that MWF likes and understands the hungry and aggressive nature of early stage companies and because of Celant better service often results. “These guys were not going to drop the ball on us. They were going to make sure that we were successful. I like that. They can handle smaller clients and larger ones as well.”

Michael adds that MWF is happy to be a Celant reference. He touts Celant's responsiveness, their knowledge of legal documents, the intuitiveness of the software, the functionality of the software and the fact that they are legal experts. He adds: “Managing legal and financial documents is mission critical to our business, but the least favorite part of my job. Celant has made my job easier and more enjoyable. What more could I ask for?”