

NASHVILLE BUSINESS JOURNAL

**Best in
Business
Awards**

FINALIST: 26-100 EMPLOYEES

Document Solutions, Inc. (DSi)

Top Executive: Tom Turner

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Phone: (615) 255-5343

Web: document-solutions.biz

Founded: 1999



Serving law firms and corporate legal departments nationwide, Document Solutions, Inc. (DSi) is a litigation support services company that provides a wide range of traditional and technology-driven services.

HOW DID THE BUSINESS START?

Partners Tom Turner and Kevin Tyner founded DSi in Nashville in 1999 as a bulk photocopy firm serving the legal community. Early on in the firm's history, it became obvious that paper documents were becoming outmoded. As a result, DSi became one of the first firms in the country to do electronic discovery (e-discovery) work – beginning in 2001, just two years after the company's founding and five years before e-discovery was mandated by amendments to the Federal Rules of Civil Procedure.

GIVE US AN OVERVIEW OF THE COMPANY:

DSi's revenue has grown an average of 32% for the last four years. 20 new employees were added in 2010 and a new office was opened in Cincinnati, Ohio. We are planning for organic, controlled growth by: expanding into new second-tier markets, offering our services directly to corporate legal departments and expanding service offerings.

WHAT ARE SOME OF THE CHALLENGES YOUR BUSINESS HAS HAD TO OVERCOME?

Like most technology-driven businesses, there has been continual downward pressure on pricing. In our case, the downward pressure is driven by the phenomenal increase in volume of e-discovery work. We would have priced ourselves out of business if we had not lowered prices as volume increased.

WHAT LESSONS HAVE YOU LEARNED SINCE YOU STARTED YOUR COMPANY?

- 1) Be willing to change your business model to take advantage of new opportunities. DSi began as a photocopying company. It would have been easy to keep on doing what we knew how to do, but we would have traded away the opportunity to grow exponentially.
- 2) Being the first to bring a new technology to a market gives you a serious competitive advantage. DSi was the first company to offer document scanning and e-discovery services to the Tennessee legal community. It wasn't easy, because it meant educating clients about why new technology is better than the old ways. But we persevered and it paid off over the long run.
- 3) If your company is not the best provider of a service important to your clients, partner with a company that is the best provider of that service. Don't attempt to wing it on your own. This establishes trust with your clients, who see that you are looking out for their best interests, which leads to long-term client relationships.
- 4) Focus on markets where you can excel, where your unique selling points are appreciated. For DSi, this has meant growing by expanding into second tier markets, versus trying to compete in large cities.