



How Tiny Helps Catapult's Clients Cut Down Proposals Responding Times by 90%

CASE STUDY



"One of my favorite things about Tiny is that they respond wicked fast. And I promise you, we're not spending a million dollars a year to get that level of attention. It's a thrill to feel like we're a number one client."



Justin Witz

CTO and Co-Founder, Catapult

RESULTS

50,000
to
60,000

Number of times the text editor has been used by Catapult's clients so far

90%

Request for proposal response time cut down thanks to TinyMCE and Catapult's automation algorithms

SOLUTION

A White Label Rich-Text Editor

- » Premium support
- » Flexible plugins
- » Beautiful UX
- » Commercial licensing

Catapult is an all-in-one request for proposal platform that helps companies automate and streamline their procurement processes. Catapult allows teams to create and respond to new proposal opportunities, evaluate contract terms, automate question structure, and deliberate over responses in a fast and collaborative fashion.

Justin Witz is the CEO and co-founder of Catapult. He's also an Air Force Veteran and social entrepreneur.

Challenges

FINDING A LIGHTWEIGHT TEXT EDITING SOLUTION WITH A STRONG DEVELOPER COMMUNITY

When he first founded Catapult, Justin Witz had a problem: he needed to find a rich text editor that could integrate seamlessly into Catapult and help his customers curate answers to requests for proposals.

He started with the idea of integrating Word into the platform, but it quickly became too bulky and heavy. Instead, he needed a solution that was lightweight and came with a strong developer community, something that had been tested and validated by millions of users.

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“We really wanted something supported by a community of millions, where we knew everything had been tried, tested and validated. We knew that would give us more confidence in the quality.”

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Solution

A RICH TEXT EDITOR WITH IMPECCABLE CUSTOMER SERVICE AND WHITE LABEL CAPABILITIES

After narrowing his options down to two possible text editors, Justin and Catapult's employee number one locked themselves in a hotel room in Atlanta for three days to compare them. When they emerged, they knew TinyMCE was the clear winner in terms of price, scalability and customizability.

Justin loved Tiny's white label features and built-in security encryptions, which allowed Catapult's users to seamlessly input content on a familiar, secure platform while also maintaining Catapult's branding. He also appreciated the extensive customization options available for his customers, who could add fonts, colors, tables and images into their proposal requests easily. Another selling point was Tiny's flexibility, which allowed his development team to adjust the APIs even further and fully customize the text editor to Catapult HQ's needs.

Another big selling point for Justin was Tiny's reliability and history: he wanted to work with a company that had been around 5+ years, one that offered consistent product updates. But most of all, he loved Tiny's extensive support community and fast customer service.

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“My favorite thing by far is the support and how hands-on they are, even after the initial 45 days. With launching Catapult, we're trying to run as fast as we can, we're basically building the plane as we're flying it. When you do that, you want somebody who can guide you along the way. Tiny has done just that.”

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Results

BETTER PROPOSALS AND HUNDREDS OF HOURS SAVED FOR CATAPULT'S CLIENTS

Justin estimates that his customers have used the TinyMCE text editor 50,000 to 60,000 times since they integrated it into their platform.

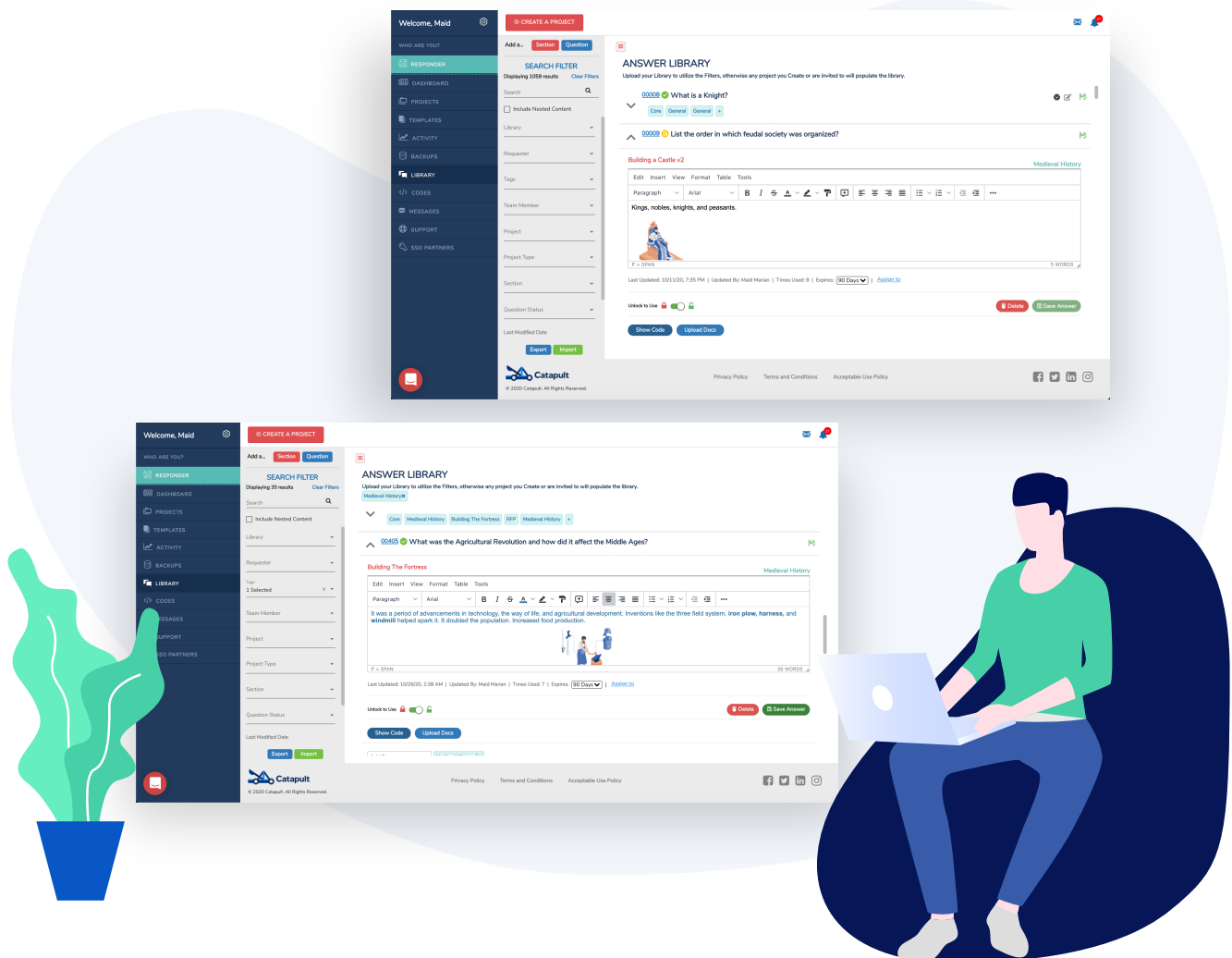
Adding TinyMCE has allowed Catapult to build out their automation algorithms, which in turn allows their customers cut the time it takes them to create proposal requests by as much as 90%—in some cases, cutting the time down from 39 hours to less than 45 minutes.

Most of all, Tiny's fast, reliable customer support allows Catapult to deliver the same high-quality product and service, every time. Thanks to the white label options Tiny offers, Catapult can continue to build trust with their customer base and grow their reputation as a premium, all-in-one request for proposal platform.

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“TinyMCE has allowed us to stand apart from our competition. We can now say that we have a solution that truly allows our users to customize how their content looks as easily as they would a Word document, but still keep our own branding.”

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**Customize your software with a
white label rich text editing solution
that's easy to integrate and even
easier to use.**



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