

Best Practices in Law Firm Management

*The Laws of Law Firm
Technology Leadership*

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eSentio
Technologies

Agenda

- **How did we get here?**
- **What are The Laws of Law Firm Technology Leadership?**

■ **How Did We Get Here?**

– Technology Spending Per Lawyer

- 2002 – \$24,500
- 2005 – \$33,500

■ **How Did We Get Here?**

— End Users Per Technology Staff

- 2002 – 26:1
- 2005 - 23:1

■ **How Did We Get Here?**

— Services Provided

- 24x7 Coverage

- 2002 – 37%

- 2005 - 75%

■ **How Did We Get Here?**

- Some Leading Technology Topics – 2002
 - PDAs
 - Business Continuation Planning
 - Knowledge Management
 - Network Redundancy
 - Desktop OS

■ **How Did We Get Here?**

- Some Leading Technology Topics – 2005
 - Client Collaboration
 - Business and Competitive Intelligence
 - Search Engines
 - Records Management
 - Electronic Discovery
 - Project Management Offices
 - Blogs
 - Business Analysts
 - Voice Over IP
 - Wireless
 - Always On

■ **The Laws of Law Firm Technology Leadership**

- Technology Investments Should Be Based On Business Drivers
 - Client Service
 - Firm Profitability and Operations
 - Risk Management



- **The Laws of Law Firm Technology Leadership**

- Technology Plans Should Be Aligned with Firm Business Plans**

- a. Technology Should Not Be Viewed as Supporting The Firm
 - b. Rather, Technology Should Be Viewed As Supporting The Business of the Practice of Law

■ **The Laws of Law Firm Technology Leadership**

Listen to Your Stakeholders

- a. Clients
- b. Associates
- c. Legal Assistants, Case Managers, etc.
- d. Secretaries

■ **The Laws of Law Firm Technology Leadership**

- Technology Governance and Leadership Must Include Active Participation and Support From The Highest Levels of the Firm

- **The Laws of Law Firm Technology Leadership**
 - Good Business Practices Should Be Applied to Technology As They Should Be To Other Areas of Firm Management

■ **The Laws of Law Firm Technology Leadership**

- Technology Should Be Viewed as a Competitive Resource – Many of Your Competitors Already Do This

■ **The Laws of Law Firm Technology Leadership**

- Allowing the Attitude of “If it ain’t broke don’t fix it” to Drive your Technology Decisions Is Not Great

■ **The Laws of Law Firm Technology Leadership**

— Use the Technology That You Have

- Educate Your Users
 - What You Have
 - How to Use It

Eliminate the Fear Factor

■ **The Laws of Law Firm Technology Leadership**

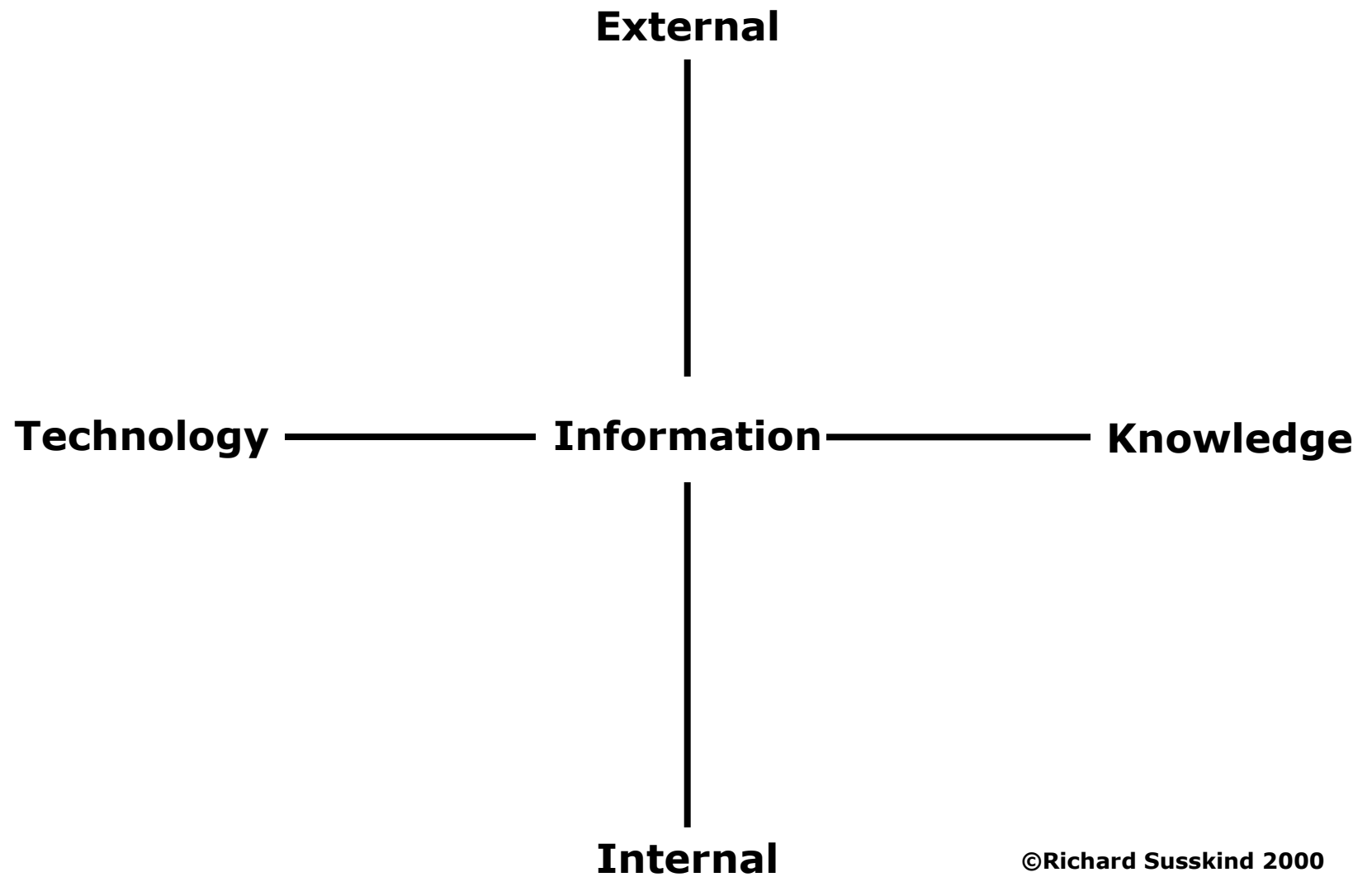
- Ensure that Your Technology Function is a Service Function
 - Educate your technology staff as to the business of law and focus on service excellence



- **The Laws of Law Firm Technology Leadership**

- The Technology Message Should Be Understandable and Understood

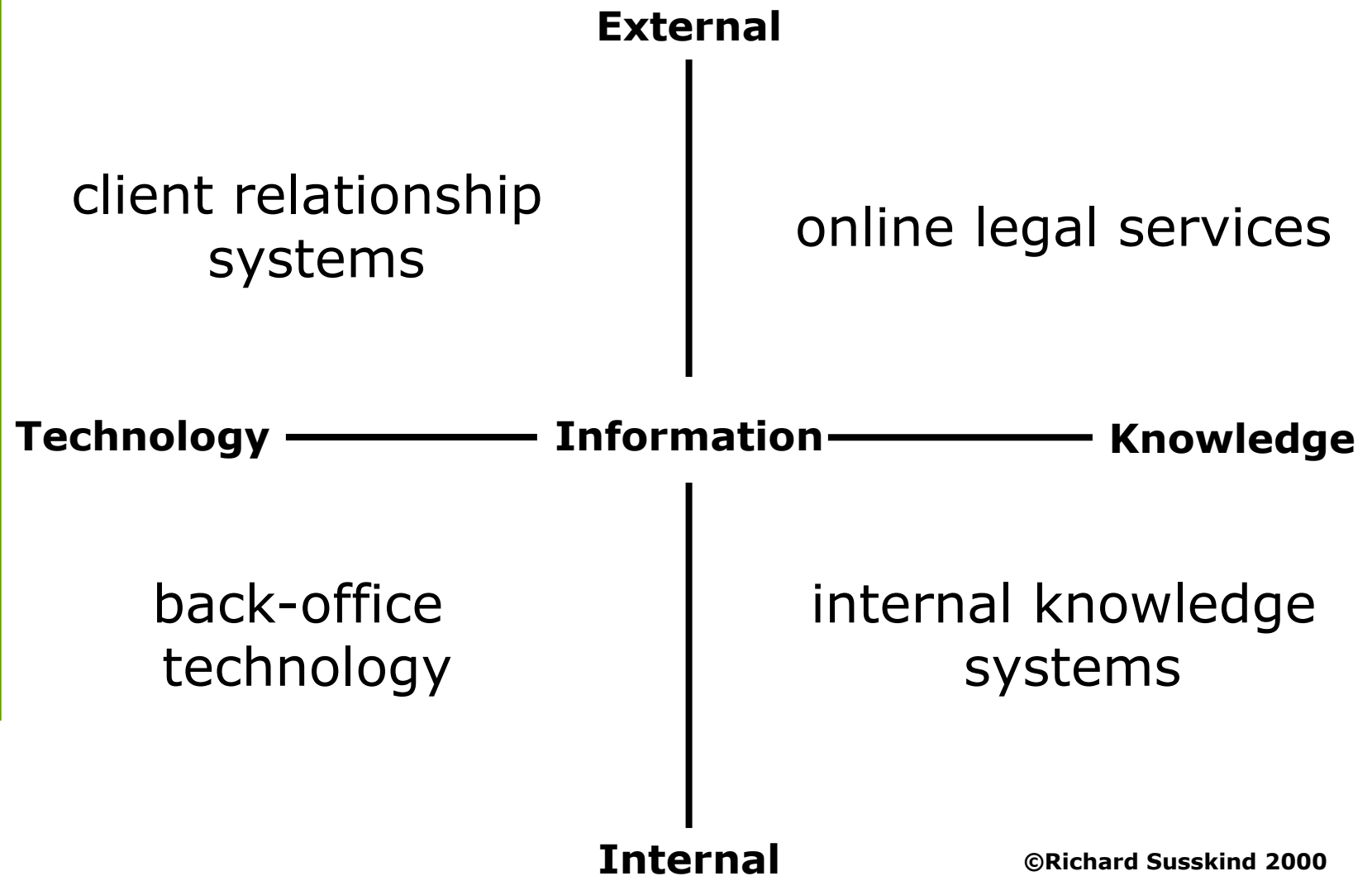
The Susskind Grid



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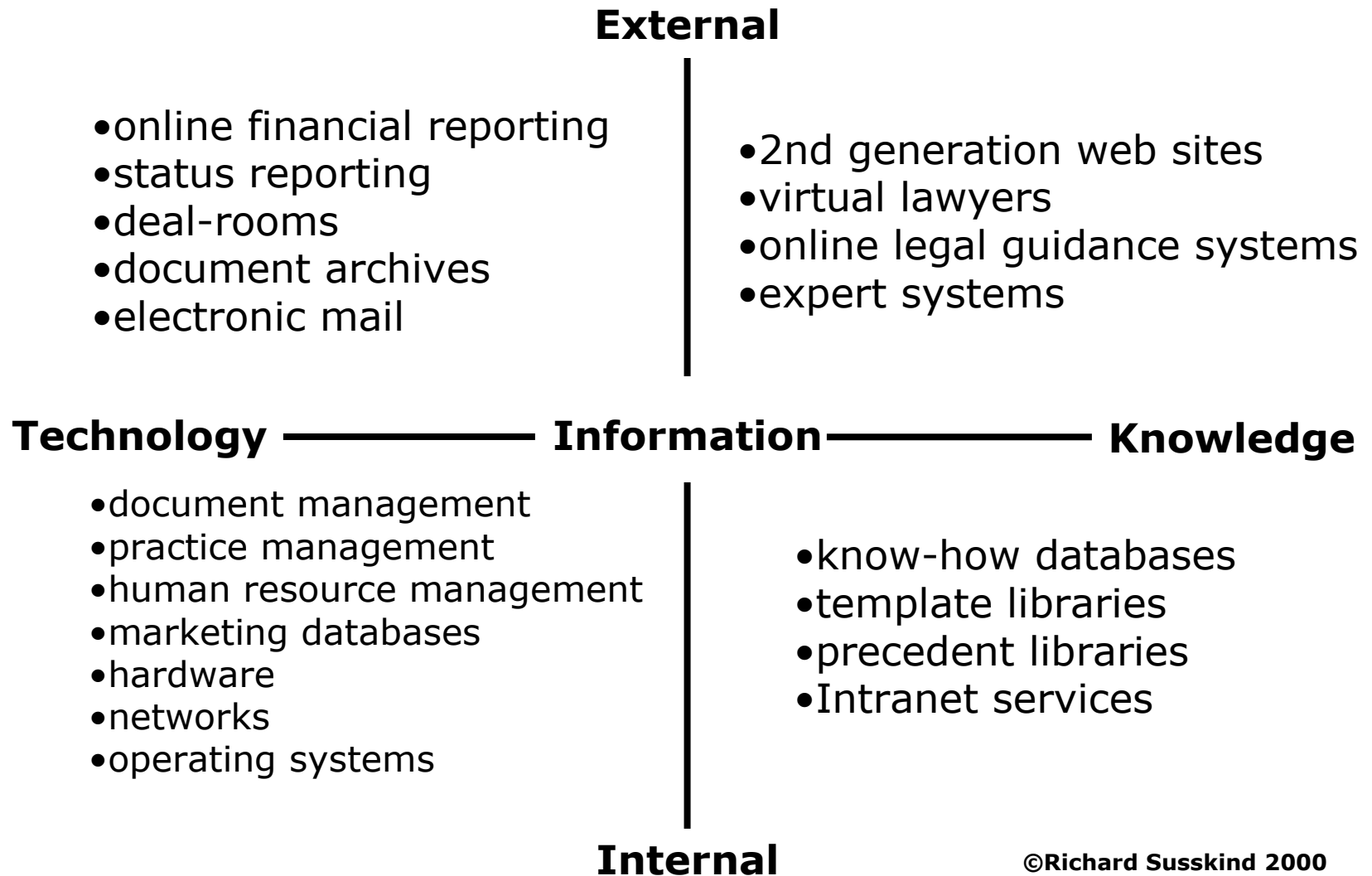
The Legal Grid



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Examples of Systems



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■ **Technology Futures – One Quick Example – Marketing**

– Traditional View and Technology Needs

- Firm Communications
 - Web Site
 - Intranet
 - Extranets
 - Contact Management (Basic CRM)
- Business Development
 - Proposals
 - Pitch Books
 - Related Materials
 - Bios

■ **Technology Futures – One Quick Example – Marketing**

– Traditional View Plus

- Market Planning

- Business Intelligence

- » Clients

- » Potential Clients

- » Practice Area Planning

- Expertise Management and Locators

Discussion and Q&A