



Sustaining Excellence
Competing in a Global Environment

The Legal CIO Roundtable at ILTA 2008

Collaborative Web Technology

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Agenda

- Introductions
- Knowledge Sharing – Collaboration Tools
 - “Blog, blog, blog
 - Whatsawiki?
 - Socially Speaking
 - Is there a place for collaborative classification?

What's-a-Blog?

- Blog (Weblog): A simplified publishing platform that allows users to share your ideas in an online forum.
- Legal or lawyer Blogs are often called Blawgs. Blawgs allow law firms, practice groups or individual attorneys to establish themselves as reliable, helpful authorities on particular legal subject matters.

What Blogs Bring to Legal

- Promote a collaborative environment
- Marketing efforts will be established through a personal approach of communicating
- Marketing becomes “Education Based”
- Enhances an attorney’s reputation as a trusted and reliable authority in their area of the law
- Result in superior search engine rankings in comparison to law firm Web sites
- Subscriptions can be used to keep users informed of the most recent content

What's-a-Wiki?

- Wiki: A collaboratively, constantly updated, collection of useful information arranged in an encyclopedic or similar format, with hyperlinks to related internal and external information.
 - Example: Wikipedia
- How can it be applied to law Firms?
 - Collaborative content development
 - Marketing Materials / Beauty Contests
 - Practice specific Knowledge Base
 - Pro Bono Defense Solutions
 - Article / Book Authoring
 - Best in class, course reading materials

Working with Wikis

➤ Tracking Edits and Version Control

- Keeping track of who changed what
- Revert to previous versions

➤ Security

- Various levels of access

➤ Confidentiality

- Carefully consider what personal or client data is appropriate for a collaborative site

Does Social Networking Have a Place in Law Firms?

➤ Examples: Facebook, MySpace, LinkedIn

- Social networks pull innovation up from the roots of an organization
- For many firm's banning social networking it's a security and trust issue
 - The risk of sensitive Firm or Client information being leaked onto the net can not be controlled by restricting use of social networking tools.
 - Innovative firms keep their people busy enough for this not to present problems
- Bans on bringing one's personal life into work time is a reach when companies now harness the internet to such effect that employees can never entirely escape from work
- It's a natural human instinct to collaborate. Technology can be used to create huge collaborative communities like Allen & Overy network on Facebook of over 700 members

Knowledge Sharing – Collaborative Applications

➤ Examples:

- Morrison & Foerster's AnswerBase, an enterprise search engine which leverages-user generated content
- A system for routing reference questions to appropriate librarians
- An expertise locator

➤ Making applications valuable is key

- Leveraging user-generated content
- Combining content with data from other Firm repositories to create the requisite relationships
- Proactively feeding data to its known consumers
- Continuity Management – Capture Outgoing Knowledge

Knowledge Sharing – Collaborative Applications

➤ Targeting Applications

- Look for process improvement
- Identify related data and content for information association
- Develop measurements to gauge ROI
- Focus on the use of email as the current method / work-around for obtaining the required information
- Eliminate Firm boundaries, decentralize content creation
- Design for usability – focus on personalization

Questions for Participants

- What unique Knowledge Sharing, Collaborative applications or applied technology are you providing to the Firm's practices?
- How do you identify high-value Knowledge Sharing, Collaborative applications projects within your firm?
- Put on your "Genie Hat"; What do you feel is missing from the Knowledge Sharing, Collaborative applications market in terms of product, process and support?

Good Reads!

- Legal Blawgs: <http://www.blawg.com/>
- http://legalblogwatch.typepad.com/legal_blog_watch/
- Wikinomics: How Mass Collaboration Changes Everything, by Don Tapscott and Anthony D. Williams.
- The Tao of Law Librarianship - Becoming a Wiki Warrior by Connie Crosby

Wrap Up



Other Business