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## Microsoft report change in buyer styles

The Insider had an interesting meeting last week with David Brown, Microsoft's EMEA lead for its Dynamics CRM business. Commenting on the huge investment Microsoft is now making in cloud technology, he said it is a trend all software vendors and consultants need to accommodate if they are to keep pace with the changing buying patterns of their customers. He cited the fact that whereas a couple of years ago most customers had their first encounter with a new application at a vendor demo, "now 99% of our sales leads have seen the product before they talk to us. Cloud and downloadable trials have changed everything."

He added that with more people buying single seat licences of products like Dynamics to run proof-of-concept trials "they are learning through experience rather than consultancy services." In fact 35% of customers overall (and 50% for cloud products) now self-deploy without the assistance of external consultants.

## Peppermint secures another portal signing

Warner Goodman LLP is the latest law firm to sign up for Peppermint Technology's Peppermint Portal. The portal will sit alongside the firm's IRIS Videss system and will allow the firm to extend services to clients by offering a secure self-service facility and two-way collaboration across matter documents, questionnaires and forms. The firm says along with providing a round-the-clock presence, it will also allow them to pre-qualify new business prospects. The portal will be delivered to clients via the Warner Goodman website and rolled out across the firm's wills, residential conveyancing and personal injury departments during the course of this year.

**Comment:** There continues to be some confusion (or maybe wishful thinking by competitors) over the Peppermint 'bigger picture'. In particular, is the Microsoft CRM Dynamics-based system only ever going to be little more than an elaborate marketing, workflow and business intelligence portal overlaying third-party legacy legal software?

Insider sources suggest a better way of looking at the CRM Dynamics platform is to view it as a system that can provide access to the 'genetic code' of a legal practice. As for the scope of the Peppermint technology, our sources also say there will be an all-new accounts and practice management system available by the end of this year. Apparently it is being developed in .NET not Microsoft Dynamics AX.

## IRIS Express launch

IRIS Legal Solutions last week launched IRIS Law Express, a new case and practice management system designed for small practices with 1-to-5 users. IRIS Legal managing director Doug Hargrove says the package (which also includes drag & drop email filing, document scanning, text content searching, versioning and comparison tools plus Laserform conveyancing forms) will also help firms comply with the new SRA accounts rules. Law Express will be sold on a monthly payment plan, with pricing currently set at under £7 per day, per user. IRIS says this is the equivalent of just three minutes of fee earner time per day.

[www.iris.co.uk/lawexpress](http://www.iris.co.uk/lawexpress)



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## Marketing 101: Hubbard One survey results

Hubbard One (part of Thomson Reuters) has published the results of a pan-European survey of law firm marketing and business development managers. Key findings include...

- Marketing and BD budgets held steady (45% of respondents) in 2010-11 or even increased (39%) as law firms recognise that effective marketing is instrumental in the preservation of their competitive position in the post-recession era.
- Marketing spend at law firms as a percentage of turnover remains low compared to other sectors. Over half of respondents (53%) said marketing spend (excluding salaries) equated to less than 2% of turnover, 36% spent between 3-5% of turnover and only 11% spent more than 6% of turnover. By contrast, the Chartered Institute of Marketing estimates the average marketing spend (without salaries) as a percentage of turnover across all industries in the UK is 7%.
- A massive 94% of respondents consider CRM software to be 'very' or 'fairly' important, with 36% of firms planning to implement new CRM and marketing systems this year.
- Website innovation is at the top of legal marketers' to-do lists, 47% of those surveyed are planning a website re-design.
- Email remains an important marketing communications tool, with 45% of respondents saying they intend to implement a new email marketing solution within the next 12 months.
- The jury is still out on social media. Despite over half of those surveyed (55%) planning to implement new social media initiatives in 2011,

➔ social media is still not considered to be as important as other technology tools, with around 50% of firms doubting the importance of Twitter and blogs. Facebook was rated the least popular social media channel, while LinkedIn was rated as important by over three-quarters of respondents.

- Just under 40% of respondents said mobile technologies would be the next big trend to affect legal marketing.
- Despite the current lack of importance placed on Twitter, 29% of respondents see Twitter as the next big social media trend, with many believing Twitter will become more accepted in the future with lawyers learning to "communicate more succinctly and in layman's terms".

## Marketing 102: Smart CRM

Converge IT has created a new division dedicated to the legal sector. Called Smartlegal, it will combine Converge's established on-premise support services, its fast-growing cloud offering and its new software development business into a single unit to better support its legal customers.

Smartlegal has a number of new software applications under development with one – a legal market-specific CRM system called Smart – ready for delivery now.

Smart has a Microsoft Office look and feel but has been developed on a .NET framework rather than Microsoft Dynamics CRM. It offers contact management, event planning, account, campaign, referral and pipeline management, forecasting and profiling. While it can be integrated with existing PMS and case management systems, it will also run as a stand-alone application. Smart is licensed in 5 user packs or via a firm-wide licence. Quality Solicitors firm Oliver & Co is already piloting the system.

[www.smartlegal.it](http://www.smartlegal.it)



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## June's wins, swapouts, deals and rollouts

**Hugh James to Streamline** Hugh James has selected LexisNexis Streamline as its next generation legal and business process workflow management platform. The firm has already completed the integration of Streamline with its SOS practice management system and is now in the process of developing a 'launch pad' to provide a single interface combining Streamline with its LexisNexis Visualfiles case management software. The next phases involve developing new case and matter management systems, as well as integration with the firm's Autonomy iManage document management system.

**Ealing Cloud way** Nick Senior, the business manager for the London Borough of Ealing's Legal & Democratic Services department, say that since selecting Tricostar to deliver a cloud/hosted case management and time recording system, the council is saving between £10,000-to-£15,000 every year on ongoing infrastructure and support costs. This is in addition to the £50,000 saved on hardware at the start of the project.

[www.tricostar.com](http://www.tricostar.com)

**Three more Litéra wins** Litéra has announced three more orders for its Change-Pro document comparison software. The deals were with Hogan Lovells in London, Matheson Ormsby Prentice in Dublin and Luthra & Luthra Law Offices in New Delhi, India.

**Salans and Frayman** Salans has chosen Compliguard Protect from the Frayman Group to help deal with increasing demands from clients to demonstrate and ensure their information can be ring-fenced with total security across all the systems in use by the firm, with access limited to authorised personnel only. The firm's head of risk Jeffrey Elton said the Frayman system "will allow our risk team to speedily create information barriers that operate under a central privacy directive for a particular client and matter."

**DPS take Castle** Guildford-based criminal law firm The Castle Partnership has selected DPS Crime as its new case management software to replace its Peapod Caseflow system. DPS Software will deliver the new system across the firm's three offices as a fully-managed, hosted solution.

**SOS upgrade** Long-time Solicitors Own Software accounts and PMS users Goughs Solicitors are upgrading to SOS Connect to provide the firm with a fully integrated document, case and workflow management platform.

**And at Lewis Silkin...** Lewis Silkin has selected IntApp's Time Builder software to improve time recording practices within the firm, including the creation of a found-time 'daily diary' that automatically tracks fee earner activities to help identify any overlooked billable activities. The IntApp system will be integrated with existing applications including Elite 3E, TimeKM, Interaction CRM and the firm's Sharepoint DMS.



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## More wins and rollouts

**Bird & Bird flock to Lexis** Bird & Bird has selected the Lexis Mentor elearning system as part of an internal skills development initiative for lawyers in their first four years of post qualification practice. The system will be deliverable by desktop, tablet and smartphone.

**E-Know Tees up another site** Managed service specialist e-know.net has signed up South-East firm Tees Solicitors for the delivery of e-know's Managed Desktop solution to 200 users across five offices. Along with core Microsoft Office and Exchange products, 20 other applications will be moved into the hosted environment including Pilgrim Lawsoft PMS, DPS case management, DPS Teamtalk digital dictation and IRIS Laserforms.

**Law reporting support** The Incorporated Council of Law Reporting for England & Wales (ICLR) has signed a three year contract for full IT support services with Premier IT. The deal will also see ICLR's IT infrastructure being migrated to Premier's cloud environment.

[www.premierit.com](http://www.premierit.com)

## More wins and rollouts

**New Elite BI partner** London-based business intelligence consultancy Blueprint Management Systems is now an Elite partner and will be providing BI tools for Elite 3E and Enterprise sites.

[www.bpms.co.uk](http://www.bpms.co.uk)

**Fighting Virgin fraud** Forensic investigations company CY4OR recently worked with Birmingham police on the successful prosecution of a gang of TV fraudsters. CY4OR helped uncover evidence that 2000 Virgin Media set-top boxes had been illegally modified.

## There's an app for it

**Imprima iDrafts** Financial communications specialist Imprima (the company also operates the iRooms virtual datarooms service) has launched the iDrafts collaborative platform for lawyers and other professional service markets where there is a need to draft, review and share documents. iDrafts is a self-service platform that can easily be set up for a specific matter or project and then shut down again on completion. Imprima says iDrafts, which can be used on iPads and smartphones, fills a gap between Microsoft Sharepoint and Google Docs and is quoting an endorsement from an Allen & Overy partner. Prices start at £10 per user.

[www.idrafts.net](http://www.idrafts.net)

**Wi-Drive for iPads** Kingston Digital has launched a Wi-Drive wireless, portable storage unit for Apple iPads, iPhones and iPod Touch devices. Files can be transferred from PCs to the Wi-Drive via a USB cable, and then shared by upto three iOS devices. Prices start from £79.50 for the 16Gb model.

[www.kingston.com/flash/wi\\_drive.asp](http://www.kingston.com/flash/wi_drive.asp)

**Irish Statutes now online** The Electronic Irish Stature Book (eISB [www.irishstatutebook.ie](http://www.irishstatutebook.ie)) containing searchable text of primary and secondary legislation (1922 to-date) is now optimised for web browser access from mobile devices including iPhones, iPads, Kindles and Android phones. You can find the eISB apps on the iTunes Store and Android Market.

## Vital statistics: 96%

According to one of the speakers at last week's Elite user conference, among law firm lawyers and staff who have tablet computers, 96% of them are using Apple iPads.





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## News in brief

**Norton Rose supports BYOD** Working in conjunction with systems house Esselar, the Norton Rose Group has deployed the MobileIron system to support the secure adoption of employee (Bring Your Own Device/BYOD) and corporate-owned smartphone and tablet devices within an enterprise environment.

According to the firm's technology innovation director Vlad Botic, because MobileIron supports a multi-OS environment, Norton Rose can manage both BYOD devices and its own Blackberrys from one console, thereby ensuring everyone has the same, secure and compliant access to practice email and information while out of the office. In addition, MobileIron's Enterprise App Storefront enables the firm to push new mobile apps out to users. The firm began the project running a pilot using iPads and is now moving to a phased migration across five regional hubs in Europe and Asia.

[www.esselar.com](http://www.esselar.com)

[www.mobileiron.com](http://www.mobileiron.com)

**Content Code engage** UK-based Microsoft Sharepoint specialist Content and Code has formed a partnership with the Engage Group consultancy. This latest move builds on the recently announced partnership with the Dutch vendor Epona to bring a Sharepoint/Outlook 2010 based DMS to the UK. Content and Code say further legal sector developments are due shortly.

[www.contentandcode.com](http://www.contentandcode.com)

[www.engagegroup.co.uk](http://www.engagegroup.co.uk)

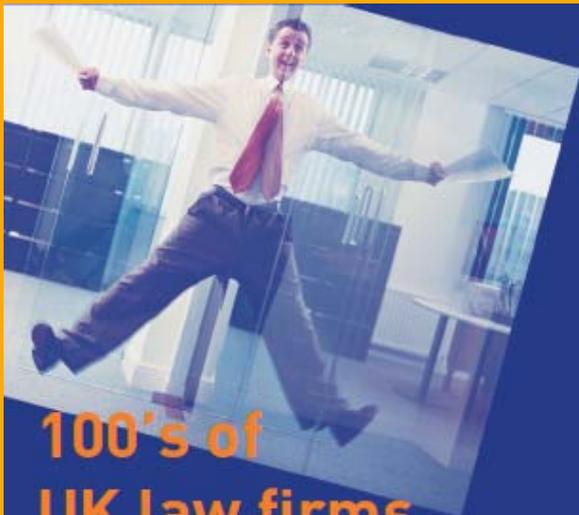
## Marketing statistics

Berwin Leighton Paisner last week celebrated the 10th anniversary of the 2001 merger between Berwin Leighton and Paisner & Co. To coincide with the event, the firm has published a few factoids: here's a CRM-flavoured item. Currently it has 161,715 people on its Interaction database compared with 11,112 contacts 10 years ago.

## Speech technology news

**Andrew Jackson say hello to speech** Top 250 law firm Andrew Jackson is reporting efficiency gains and 'no downsides' since rolling out server-side speech recognition running on a Bighand digital dictation plus Nuance Dragon Naturally Speaking platform. As part of a project to improve mobile working, the firm will shortly also be rolling out the technology across its fleet of Android smartphones.

**Winscribe launches Android app** Winscribe has launched a Digital Dictation for Android smartphones. Along with offering digital dictation on an additional mobile platform (Winscribe is already available on Blackberry and Apple iOS), new features include barcode scanning linked to document workflows, geo-location and the ability to attach pictures to dictations.



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## Fresh on the radar

**New Product of the Month: TweetRoost** With social media, particularly Twitter, featuring as part of more and more law firms' communications strategies, so the need for tools to help manage such channels and implement corporate social media policies becomes more important. While products such as TweetDeck and HootSuite can help track and monitor every piece of Twitter activity (all incoming and outgoing tweets, @mentions, DMs and #hashtags) for multiple accounts, TweetRoost from MediaRoost is one of the first that also offers enterprise management.

Although a firm will still need to develop its own social media policy, the Pro edition of TweetRoost (costs \$14.95 per user per month) also offers a 'roles and permissions' feature in which individual users are assigned specific roles. So, for example, a 'contributor' may be required to submit tweets and messages to a 'publisher' for approval, before they can be posted on Twitter. TweetRoost can also create a permanent archive of all Twitter activity.

- Along with TweetRoost, firms interested in social media management might also want to check out CoTweet from ExactTarget, which can also manage Facebook activity in its enterprise edition.

**Comment:** Given the concerns we have heard voiced by law firms about Twitter in recent weeks (particularly the fact it is viewed as a potentially out-of-control communications medium) the likes of TweetRoost and CoTweet should be on the evaluation lists of all social media-aware firms. Add in the fact both products are available on a free to evaluate basis and are cheap to buy, there is no excuse for not trying them.

[www.mediaroost.com](http://www.mediaroost.com)

<http://cotweet.com>

**New PI website** With LSA approaching ever closer, here's another new online service – this time for personal injury lawyers – intended to help match solicitors with clients in a local geographic area. It is a nice idea but does seem a reprise of the many referral/portal sites that were launched

⇒ (and subsequently vanished) a decade ago.  
[www.personalinjurylawyers.co.uk](http://www.personalinjurylawyers.co.uk)

**Where's that delivery?** The courier company Mail Box Express says one of the factors helping it differentiate its services from the competition is its use of the Mobileworker for Couriers track and trace software from Codegate. In particular, because it provides a digital audit trail for deliveries, it enables couriers to meet their SLAs, as well as cut the number of disputes and queries over service, including in one instance a judge threatening a courier company with contempt over the alleged loss of a bundle of papers.

[www.codegate.co.uk](http://www.codegate.co.uk)

**Cutting continuity challenge** Voice and data specialist LegalIT247 has launched a new service to help law firms meet the regulatory and operational demands of business continuity. Called Continuity247, it is available in bronze, ⇒



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## People & Places

**Laying down her mouse** After 28 years in the market, Diane Birkett is hanging up her keyboard and laying down her mouse at the end of this month and retiring from TikitTFB. She joined what was then Technology for Business in 1983 and was one of the original designers of TFB's Partner for Windows software, as well as the predecessor Senior Partner systems that ran on a variety of proprietary and Unix platforms. We wish her well for the future.

**Now we are five** 3Kites Consulting celebrated its 5th birthday earlier this month and has just taken on a new recruit – Jayne Britton from Hogan Lovells – who has extensive experience of knowledge-based solutions.

**Sports report** We have another London Marathon result: **Simon Clarke**, now with Parabis Management and before that Goodman Derrick) says he completed the run in 4 hours 29 "with a smile on my face". And telecoms specialist **Total** is holding another of its Twenty20 early evening cricket events at the Gloucestershire County Cricket Club in Bristol on 6th July. For details visit [www.total-ltd.co.uk/events](http://www.total-ltd.co.uk/events)

**Opening in the UK** US litigation support and digital forensics company **AccessData** has opened a new office, training lab and ediscovery hosting facility in London to support its local Summation user base. [www.accessdata.com](http://www.accessdata.com) And time recording software specialist **Smart WebParts** has opened an office in London to provide, sales, implementation and support services for its EMEA

⇒ operations and appointed **David Gallagher** as its general manager. [www.smart-webparts.com](http://www.smart-webparts.com)

**New consultancy** After a total of nearly 20 years with Pilgrim Systems, Robin Boyle has resigned (for personal reasons: he wants to spend more time with his young family) as client services director and has set up his own consultancy to help law firms considering or working on technology change projects. [robin.boyle@fraserburgess.com](mailto:robin.boyle@fraserburgess.com)

**Litera appointment** Cathy Brode is now director of client development at Litera Corporation.

**Green IT awarded** Canon copier specialist Canotec won the *Document Management Product of the Year: Secure Print* category at the recent National Green IT Awards. Canotec co-founder David Newman said it was the company's partnership with Canon that helped create a system that can cut print volumes by 40%.

An advertisement for Workshare Protect Server. The top half shows a magnifying glass over a document. The text reads: "Metadata has nowhere left to hide!" followed by "Introducing Workshare Protect Server". Below that, it says "Enforce firm wide policy to clean all documents from desktops, BlackBerrys, mobiles &amp; webmail." At the bottom, there is a blue bar with the URL "www.workshare.com/protect-server" and the Workshare logo and Microsoft Gold Certified Partner logo.



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## Events news: just shred it

At the beginning of June, the I.R.I.S. group (that's the European one, not the UK IRIS Legal business) ran a half-day roundtable conference in Copenhagen to launch its new Danish business. (Contact [Oliver.Quittok@iriscorporate.com](mailto:Oliver.Quittok@iriscorporate.com)) The most talked about session was given by Christopher Helgeby, the head of knowledge & technology at Oslo law firm BAHR, who revealed that since moving to a digital 'paperless office' environment, the firm's consumption of paper has actually increased to an average of 100 pages per person per day. Apparently the firm's policy is that if you want to work with paper, just print off a copy from the DMS but then shred it, rather than file it, when you've finished using it.

And to end the month, there is an interesting one-day conference taking place on Thursday 30th June in Manchester. Called *Operating in a Changing Legal World*, it is being run by the Manchester Law Society (and sponsored by SOS and Norwel) with a speaker panel that includes consultants Bill Kirby and Andrew Otterburn and George Davies, winner of the *Manchester Legal Awards Medium Firm of the Year*. The event will cover business development, the opportunities presented by the LSA, technology trends including cloud computing and Andrew Woolley of Woolley & Co asking "How can we do better than the Co-op?" For details email [VickyBall@manchesterlawsociety.org.uk](mailto:VickyBall@manchesterlawsociety.org.uk)

## 10 years ago today ...

Definitely a story from the *Where Have We Heard This Before Department*: at the beginning of June 2001, Microsoft launched its Office XP suite and within a fortnight we had one consultant telling us that the SharePoint Portal Server element "could seriously challenge current document management systems, delivering 80% of their functionality for 20% of the price." Oh yes, and we also reported the launch of Genidocs, yet another secure encrypted email service that was going to take the legal market by storm. It didn't.

Following TFB's acquisition of Avenue Legal Systems, we also published the turnover figures for some UK legal IT vendors. TFB/Avenue reported a combined turnover of £12 million, Axxia was at £10.3m, Tikit at £9.3m, AIM (now part of Iris) at £8.8m and Bighand at £1.2m.

## Legal Technology Insider

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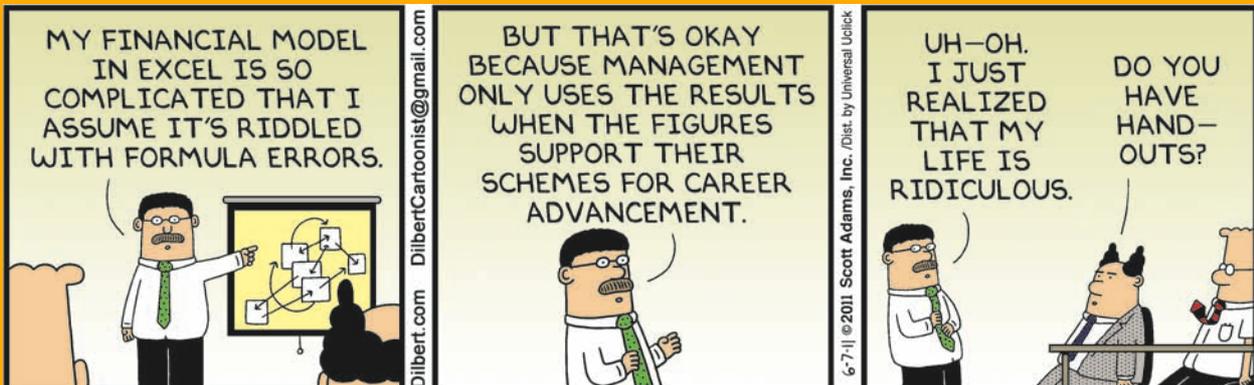
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**The next issue** (No. 244) will be published on Thursday 21 July 2011. To keep up with the latest news visit the [www.theorangerag.com](http://www.theorangerag.com) blog.




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