

# Transparency: Beyond the Extranet

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# Agenda

- Introduction
- Changing Client Demands
- Social Media and Other Tools
- How Extranets Add Value
- Build a Bridge to 2020: The Right Steps to Manage Change

# Introduction

- What is an extranet?

A secured access web application that is jointly used by both our law firms and those that work with us.

- What is transparency?

The degree to which our firms appear integrated with and governed by our clients.

# Changing Client Demands

- What are clients looking for?
  - Efficient solutions to their particular legal needs
    - Quick answers to questions and access to experts – without obstacles
  - Specific technology solutions to business needs that are closely related to their legal needs and that advance business goals
  - Integration with their regular work and tailored to their particular business
  - Predictable, easier to understand (and lower) costs

# Changing Client Demands

- July 2010 ILTA Extranet Survey Results
  - Nearly half of respondents reported adding features in direct response to client requests*
  - Custom forms, lists/reports, content and databases
  - Billing, budget and WIP information
  - Case intake, case management and decision support tools
  - Sharing with multiple law firms
  - Q&A forum with attorneys
  - Competitive intelligence reports
  - Subpoena tracking tool
  - Integration with Outlook

# Social Media & Other Tools

- Blogs, wikis
- Microblogging
- News Aggregators
- Enterprise Search
- Mash ups
- Real-time collaboration and communication

# How Extranets Add Value

- Build your extranet around clients' *strategic* goals
  - Reduce cost, reduce risk, market expansion/domination
  - Integrates the law firm with the client and enhances and increases customer loyalty
- Time savings results in cost savings
  - Enable effective and efficient collaboration 24/7
  - Automation reduces transaction time
- Business-style tools (Word docs, workflows)
  - Create a familiar working environment
- Status/Transparency
  - Reporting tools give clients a higher level of awareness of their legal situation

# How Extranets Add Value

- Differentiates your firm from your competitors
  - Jointly scope the features/functionality of each extranet with your client
  - Design friendly and intuitive user interface that maintains visual integrity as it grows
  - Don't add features, feeds, etc. that they don't want
  - Collaboration features must be front and center
  - Quantify hard and soft cost savings to your clients at least annually
  - Track client use and benefits to each user in the legal dept

# How Extranets Add Value

- July 2010 ILTA Extranet Survey Results:
  - Document management/sharing
  - Shared calendars and contacts lists
  - Status/progress tracking, case management
  - Less email proliferation
  - Improved efficiency and reduced costs (travel, postage, time, copying, etc.)
  - Collaboration/communication
  - Transparency (docket information, invoices, unbilled time, case notes, etc.)
  - Customized solutions to meet the needs of the client/case

# Building a Bridge to 2020

- What will/must change?
  - Change must be client-driven, client-demanded
  - Automated extranet creation
  - Integration with disparate systems
- Proliferation of more highly specialized legal applications that focus on a particular type of transaction
- Now and in the future, it's about dynamic, data-driven applications.

# Building a Bridge to 2020

- How?
  - Establish measurable goals
  - Generate awareness of value-add to clients
  - Invest in tailored applications
    - Wider scale adoption for best applications
  - Think strategically
    - What applications would improve your business? What applications will improve your clients' business?
  - Consider off-the-shelf products

# Building a Bridge to 2020

- Impediments?
  - Attorney mindset
  - Firms aren't thinking strategically
  - Legal ethics
  - Law firm culture
  - Varying levels of attorney tech savvy
  - Right mix of IT resources
  - Education

# Wild Guesses for the Future



# Final Thoughts

- What is beyond the extranet?
- What is transparency success?

# Questions?

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