

Law Firm Improves Productivity and Bottom line Using BlackBerry and Onset Technology

Lawyers are often one of the most on-the-go groups of professionals, meeting with clients, attending court and traveling to a variety of locations around the country. Mintz Levin's lawyers are no exception and rely on email to stay-in-touch. Until recently, they used PDAs and laptops to communicate, but weren't able to read attachments, access document management systems or bill time when they were out of the office.

After a pilot project with BlackBerry Wireless Handhelds™ on the BlackBerry Enterprise Server™, Mintz Levin's Information Services group jumped in with both feet, instantly deploying 525 BlackBerry handhelds accompanied by Onset Technology's METAMessage® application for document conversion. Equipped with their new productivity-saving handhelds, they found numerous benefits including:

- Increased contact through email that resulted in better customer satisfaction
- The ability to read document attachments and access document management systems improved efficiency
- The lawyers' ability to input billable time while on-the-road improved the company's administrative processes
- Up to four hours extra productivity per week/per lawyer with the potential for 500 lawyers to generate an additional \$40,000 in revenue/month
- Significant return on investment within a few months of deployment

Prior to the introduction of the BlackBerry® wireless solution, Mintz Levin executives and lawyers carried PDAs and laptops. As they became more dependent on email, these approaches became less satisfactory, leading the Information Services department to seek alternative technologies. Their objective was to keep lawyers connected to their corporate email and information, while also enhancing their client service through increased accessibility.

After a brief, successful pilot project, Mintz Levin installed the BlackBerry Enterprise Server and distributed BlackBerry handhelds to their staff. They simultaneously implemented Onset Technology's METAMessage application for document conversion. The company felt so strongly about the success of this project, they instantly deployed 525 BlackBerry handhelds.

Company

Mintz Levin Cohn Ferris Glovsky and Popeo PC

Industry

Legal Services

Solution Overview

Situation

Mintz Levin Cohn Ferris Glovsky and Popeo PC needed to replace PDAs and laptops with a wireless solution that would improve customer service and allow attachment reading, data access and online billing when lawyers were out-of-office.

Company Profile

Mintz Levin Cohn Ferris Glovsky and Popeo PC is a full-service Boston-based law firm with 500 lawyers and senior professionals and a total of 1,100 employees. The company has offices in D.C., Connecticut, Virginia, and New York. They specialize in biotechnology/high-technology law, and patent/trademark law.

Solution

Mintz Levin's pilot project with BlackBerry led to the deployment of 525 BlackBerry handhelds on the BlackBerry Enterprise Server. The implementation of Onset Technology's METAMessage application allowed advanced document conversion, data access and online billing.

Results

Mintz Levin's lawyers and executives now deliver improved customer service with their ability to stay-in-touch wherever they are. Their newfound mobility, connectivity and accessibility has driven up productivity levels, creating four extra hours of working time per week per person, positively affecting the company's bottom line.

Mintz Levin received the support it needed from its carrier, technology partner and RIM, demonstrating that the BlackBerry solution is user-friendly to install and manage. "Our lawyers were clamoring for their BlackBerry handhelds," says David Gregson, Director of Information Systems. "We could have deployed them 10 at a time, but we felt good about the potential success rate and return-on-investment. And we were able to get them up and running so quickly - within six weeks - it just seemed a no-brainer."

Increased Functionality with BlackBerry

Before BlackBerry, lawyers or executives couldn't work, read attachments and bill time when they were out of the office. With BlackBerry in place, productivity has improved dramatically. According to the company, they have gained about four hours a week in new, billable productivity. If you consider those four hours at a billable rate of \$200/hr, that could create an extra \$800 in billable time per week, per lawyer. In one month, 500 lawyers have the potential to generate an extra \$40,000 in revenue.

"Client service is the holy grail," says Gregson. "Being able to respond to clients on-the-go is very important to increasing billable hours. BlackBerry has revolutionized the legal industry."

Mintz Levin also worked with Onset Technology to develop access to the firm's document management system. The end goal was to give out-of-the-office lawyers secure access to documentation stored in the company's SQL database. Ultimately, lawyers should be able to make changes to legal documentation that speeds up internal processes.

Time and billing systems are also being put in place, so lawyers can input their billable hours while on-the-road. Mintz Levin currently relies on iManage for their back-end time and billing system. The company sees this productivity improvement as critical to better managing the client billing process.

One surprising hit with lawyers has been the spell check functionality they can now get through Onset Technology's solution on the BlackBerry handheld. According to Gregson, the firm's lawyers have found this additional functionality has made a major impact on their productivity.

With Mintz Levin's new law office in the U.K., Gregson says the firm will take advantage of the features of the BlackBerry 6210™ and their ability to communicate seamlessly, not just in North America, but also in overseas markets.

Substantial Return on Investment

Mintz Levin has experienced numerous benefits with the BlackBerry and Onset Technology solution and is a forward-thinking company that has big plans for the future. Some of those benefits include:

- Increased contact through email that resulted in better customer satisfaction
- The ability to read document attachments and access document management systems improved efficiency
- The lawyers' ability to input billable time while on-the-road improved the company's administrative processes
- Access to spell check increased productivity
- Up to four hours extra productivity per week - resulting in potential added revenue of \$40,000/month for 500 lawyers
- Significant return on investment within a few months of deployment

"Our experience with BlackBerry has been very positive," says Gregson. "The productivity enhancements that we've gained for the attorneys and the senior professionals have been significant. We definitely achieved those very early on in the process of getting the people the mobility, the connectivity and the accessibility that they need to continue to deliver an enhanced level of client service. The return on investment has skyrocketed."