

Good Technology and TimeKM™ Deliver Wireless ROI to Mobile Law Practice

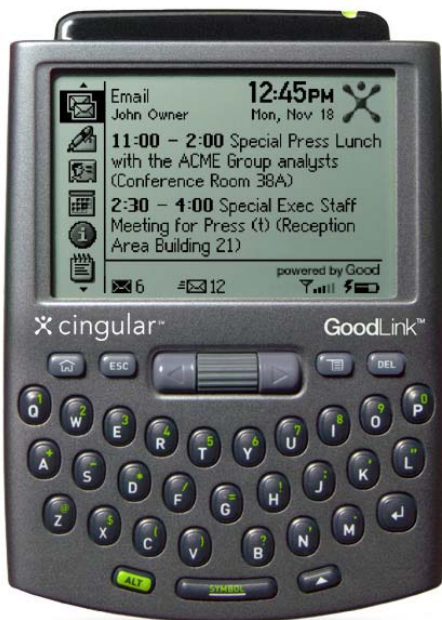
***Mobile Interaction Reduces Attorney Downtime, Improves Customer Service
and Optimizes the Value of Lawyers' Mobile Activity***

Situation

Nowhere is the axiom "Time is money" more relevant than in the legal profession, where minutes and dollars are one in the same. So, when the 170-strong Pacific Rim law firm of Keesal, Young & Logan (KYL) went looking for a way to deliver the most value for their clients' dollar, they knew they could capitalize on wireless mobility.

"With 80 attorneys working remotely an average of one day per week, it was important to provide a mobile solution that keeps attorneys in touch with clients and each other at all times." recalls Justin Hectus, KYL's Director of Information. "We were spending significant time and money supporting access via laptops and remote access server connections, but lawyers were disconnected when they were on the go."

The firm already had an internal portal for attorney access to central information. They were also using a portal component for web-based time-tracking and knowledge management, TimeKM™ from PensEra. Now they needed a clean, simple strategy for mobile practice.



Solution

KYL chose a three-pronged solution from Good Technology: GoodLink continual-sync email connectivity, the intuitive G100 handheld device, and the GoodInfo corporate information platform. GoodLink provides continual two-way wireless sync of all of Microsoft Outlook, so mobile attorneys can access email, attachments, contacts, calendar, notes and tasks and company information, whether they're in a courtroom, deposition, restaurant, or taxi.



Attorneys simply enter hours, description, and the case name. The case number is instantly validated and the entry is updated in the TimeKM system. An acknowledgement email confirms to the attorney. The same process lets attorneys quickly capture knowledge notes about case, practice or business intelligence.

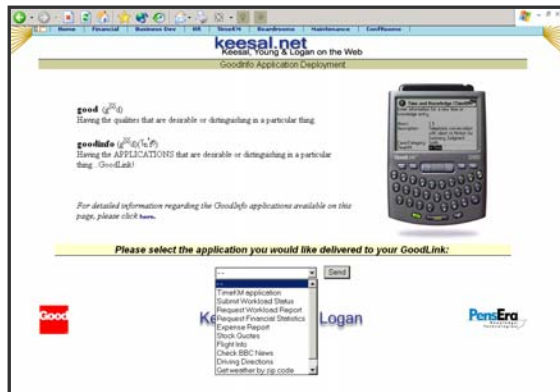
The GoodInfo counterpart expands the power of wireless by providing access to the firm's document, time & knowledge systems to boost efficiency and capture billable time in real-time.

The GoodLink's were provisioned centrally at KYL's Long Beach office and require no desktop installation. The roll-out of devices to the firm's Anchorage office was completed with 15 minutes at the Good server and a five minute phone call.

Using TimeKM's built-in web services, PensEra quickly developed a thin-client application that tied into the firm's TimeKM™ system and Portal tools.

A special tag was attached to any GoodInfo entry to TimeKM to track how many hours are captured via handhelds. "That's critical to proving the ROI," said Hectus.

KYL then designed a self-service zone on their Portal where attorneys can order applications for automatic wireless delivery to their handheld devices. This easy access and personalized choice gives KYL attorneys the tools they need on demand.



Results

"Having continual access means the attorneys can do more work and get critical information faster, to serve our clients more effectively," Hectus says.

"GoodLink's continual sync allows our attorneys to exchange email in courtrooms, depositions, even taxi cabs. For example, in federal court where cellphones are not allowed, one attorney received a tentative ruling and was able to strategize with the client in New York via GoodLink prior to the actual hearing," Hectus explains. "And every email read, foldered, or deleted is mirrored on their desktops back at the office, so they only have to handle it once."

The firm's pilot group of 15 people captured over 180 hours in less than 30 days using the wireless GoodLink device. They estimate that more than 18 of those hours would have been lost if they had not been captured when they were worked.

"These results represent more than \$3,700 in additional billing. We project that the attorneys using TimeKM and GoodLink will bill an additional \$23,100 per month. Moreover, we've cut our dial-up and cell phone costs by 50% on the back end. So we're making more money and spending less," says Hectus

While GoodLink increases lawyer efficiency and client responsiveness, GoodInfo boosts billing

accuracy. "Clients are focused on cost control and are demanding more precise information in billing entries and capturing time contemporaneously is critical to insuring accuracy. TimeKM on GoodInfo helps our lawyers deliver the necessary detail even when they are on the road," Hectus notes.

"We have a knowledge application in our Portal developed by PensEra that tracks workload so we can distribute work to attorneys who are most readily available to handle it," explains Hectus. "By tying it into GoodLink, a partner can go online and with two clicks see if an associate is available to help on a case."



To find a resource to help with a case, an attorney simply filters candidates by current workload, availability and level of expertise. The request triggers a response email with benchmark data on availability, billable hours to date, and projected hours by week or month.

From the user side, Good's simplicity and speed is more than evident too. "When it comes to high-value attorneys, simplicity is essential in training and usability," Hectus admits. GoodLink's two-way sync is huge too. "With a Blackberry, I'd have to cradle my device before I left on a business trip," Hectus adds. "I sometimes forgot, which meant I wasn't up to date. And GoodLink's touch-it-once handling of email is far superior to Blackberry's manual sync and time-consuming reconciling."

For KYL attorneys, the real-life examples of GoodLink's value are mounting: In one instance, an attorney got into a debate with the plaintiff on a point of the law. He was able to mail an associate and receive an answer on the issue within 20 minutes. On a ship in Long Beach harbor, yet another attorney was able to collect information and email reports directly to his shipping client while on the deck. And even while watching his boys play ball, an associate was able to track time-sensitive projects and activity.

Now that's the power of mobile practice!