

**ABA TECHSHOW<sup>®</sup>**  
2 0 0 9

PRESENTED BY THE **ABA** **LAW PRACTICE MANAGEMENT SECTION**  
MARKETING • MANAGEMENT • TECHNOLOGY • FINANCE

April 2-4, 2009  
[www.techshow.com](http://www.techshow.com)

# Case Management: The Benefits of Matter Centricity

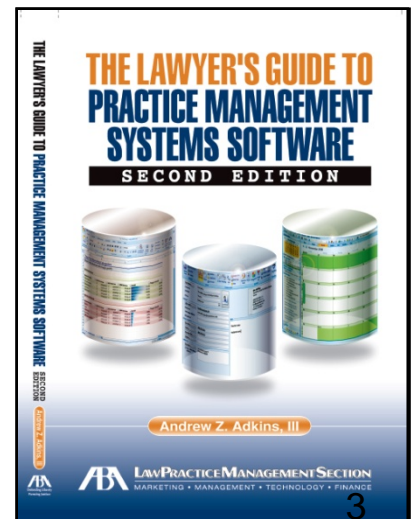
Presenters:  
Andrew Z. Adkins III  
Joel Alleyne

# Agenda

- Introductions
- Definitions
- Examples
- From Point “A” to Point “B”
- Advantages & Disadvantages
- Pitfalls to Avoid
- Questions

# Andrew Z. Adkins III

- University of Florida Levin College of Law (1997 – present)
  - Director, Legal Technology Institute (1997 - present)
  - Adjunct Professor, Law Practice Management (2001 - present)
  - Associate Director, Technology Services (2003-2007)
  - Executive Director, ICAIR (1998 – present)
- Legal Technology Consultant (1989)
  - More than 325 consultations with Law Firms, Law Departments, Judiciary, Legal Verticals
- Author
  - *Three Years, Eleven Months, 29 Days* (2009)
  - *The Lawyer's Guide to Practice Management Systems Software* (2009)
  - *You Can't Get Much Closer Than This* (2005)
  - *Computerized Case Management Systems* (1999)
  - *WordPerfect Law Office Solutions* (1995)
  - *The KM Study, The ASP Study, The Internet Study*
  - More than 200 articles published on legal technology
- Chair ABA TECHSHOW 2000, 2001
- Co-Chair, LegalTech Conferences 2001 – 2007
- [adkins@law.ufl.edu](mailto:adkins@law.ufl.edu) | 352-273-0765



# Joel Alleyne

- President, Alleyne Inc.
- Adjunct Professor, University of Toronto (Faculty of Information & Faculty of Medicine)
- Practitioner-in-Residence, Knowledge Media Design Institute, UofT

# Definitions

- Financial Management Systems
- Document Management Systems
- Case Management Systems
- Matter Management Systems
- Litigation Management Systems
- Practice Management Systems

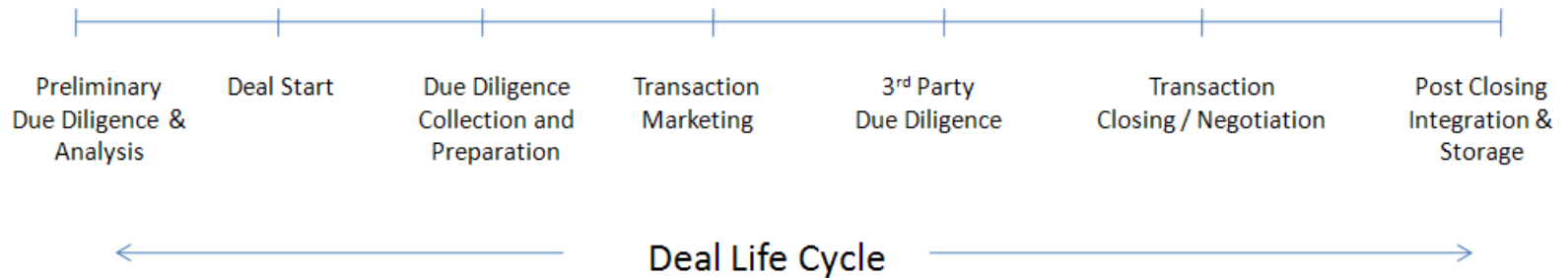


# Matter Centricity - Defined

*“Matter centricity takes all documents, emails, and other files and organizes them into client matter and makes them retrievable in one place.”*

*“All firm-related information is in the case file.”*

# Matter Lifecycle Analysis



The *right information* in the *right place* at the *right time*

# Why Matter Centricity?

- Attorneys and staff can be more productive
  - Information is easily accessible and well organized
  - Work process standards can be established
- The firm is in a better position to capture the value of its knowledge base
- When case information is centralized into an identifiable data store, the firm is in a much better position to manage the lifecycle of client records and institute a workable retention policy on those records



# The “Old Way”

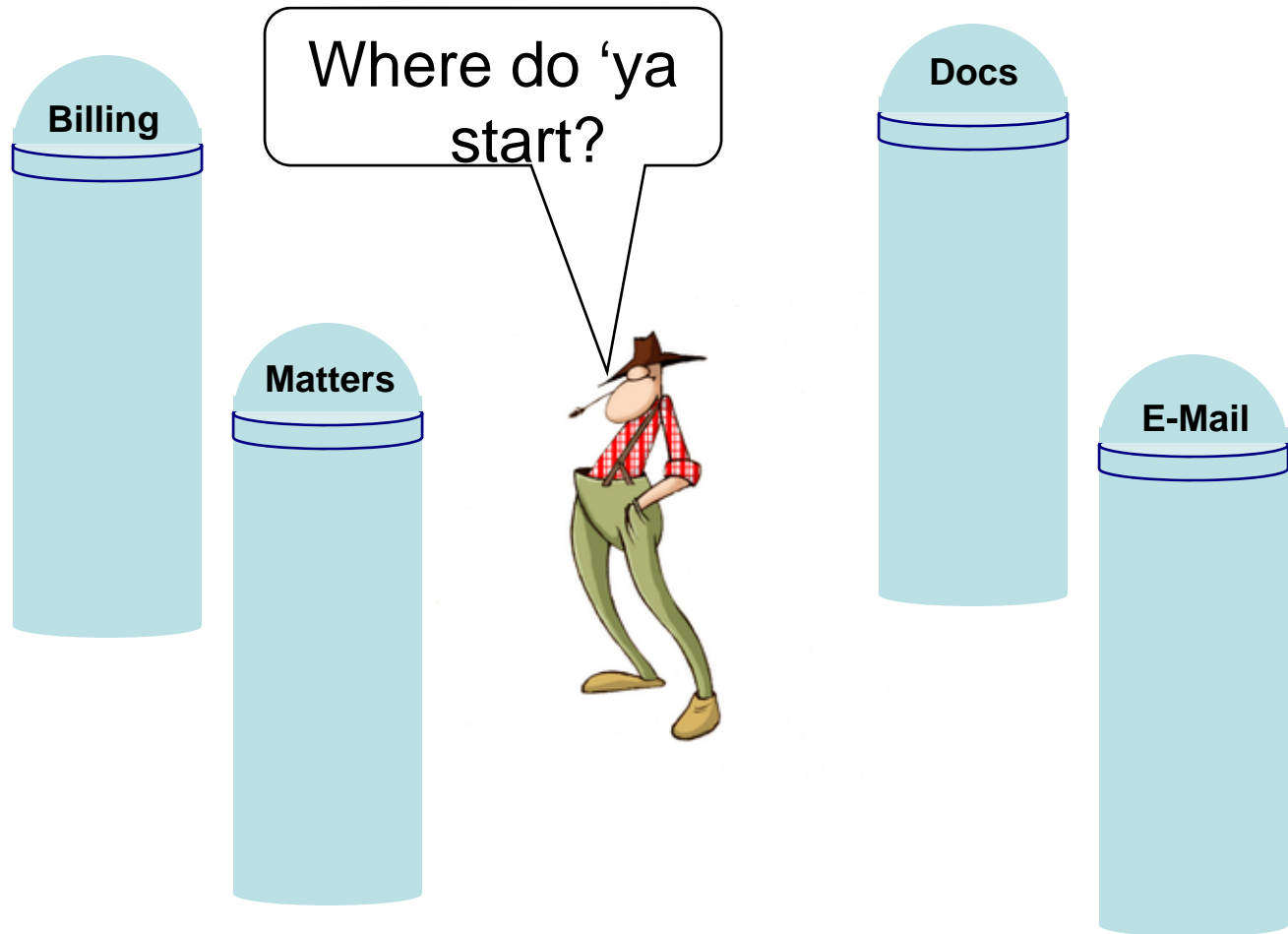
- Paper documents, faxes filed in folder(s)
- Print out emails and file in folder(s)
- Client invoices in file folder(s)
- Folders filed in expandable file folder (e.g., “Redweld”)
- Redwelds filed in filing cabinets

*Only one person can have the client file at any one time*

# The “Old Way” - Paper



# The “Old” Way - Info Silos



# Simple Search (?)

The screenshot displays the Novell GroupWise interface. On the left, a 'Find' dialog box is open, showing search criteria: 'Full Text' and 'Turner'. Below the search criteria, there are checkboxes for 'Mail', 'Task', and 'Note', and a date range set to '3/31/20'. A 'Find' button is at the bottom of the dialog. In the background, the 'Client List' window is visible, showing a list of clients with 'Stephoe Johnson' selected. A 'Client Information: Name & Address' window is open over the client list, displaying the following details:

- Nickname 1: Stephoe Johnson 2 178
- Name: Dean Turner
- Address: Steptoe & Johnson PLLC  
P.O. Box 2190
- City: Clarkburg State: WV Zip: 26302-2190
- Phone 1, Phone 2, Phone 3, Phone 4: (empty fields)
- In reference to: (empty field)
- Key Client

At the bottom of the Client Information window, there are several buttons: Custom Report, Print Labels, Summarize Slips, Charges On Hold, Monthly History Totals, History Listing And Close Period, Aged W/P, Aged Investment, Aged A/R Balances, Test Search And Find Conflicts, Flat Fee Analysis, and Prod. By Rate.

# Information Management Challenges

- Working Files
- Managing Disparate Parts
- E-mail Management
- Personal/Group Precedent Management
- Collaboration/Sharing
- Communicate/Comment/Context
- ...

# Can Technology Help?

## Matter Management

- “Goal” (Utopian View) is to have *One Point of Access to all Information About a Matter*
  - Client/Matter Information
  - Documents
  - Time & Billing Details
  - Relationships – Who’s Who at the Client
  - The Client Service Team
  - E-mail
  - Conversations/Discussions
  - “News” and Other External Information About the Client/Matter
  - Relevant Knowledge Artifacts
  - Etc. ...

# Matter Centric System - Example (Case, Matter, Practice Management)

Project Form - Change

File Edit View Process Help

Save & Close Save Cancel

Primary Secondary Additional Custom Related Notes Documents Phone Email Mail Lexis Billing Timeline Outline

MatterRef: Steptoe Johnson Code: CONSIConsulting

MatterNo: 08-04.1 Court: Staff: AZA\Andrew Z Adkins III

Plaintiff: Defendant:

Client: Dean Turner

Notify Trigger Review Billable Private Status

View Specified Automatic Options

All	Staff	Code	Client	Project	Status
<b>Event Records (9)</b>					
6/16/2008 9:00AM	Dean Turn	AZA	CALL	Steptoe Johnson - 08-04.1	
6/17/2008 5:45AM	Steptoe Jo	AZA	CONS,CONF	Steptoe Johnson - 08-04.1	
6/18/2008 8:00AM	Steptoe Jo	AZA	CONS,CONF	Steptoe Johnson - 08-04.1	
6/19/2008 7:00AM	Steptoe Jo	AZA	CONS,CONF	Steptoe Johnson - 08-04.1	
6/20/2008 7:30AM	Steptoe Jo	AZA	CONS,CONF	Steptoe Johnson - 08-04.1	
6/21/2008 5:20AM	Steptoe Jo	AZA	CONS,CONF	Steptoe Johnson - 08-04.1	
7/01/2008 3:15PM	Dean Turn	AZA	CALL	Steptoe Johnson - 08-04.1	
7/10/2008 10:00AM	Dean Turn	AZA	CALL	Steptoe Johnson - 08-04.1	
8/05/2008 11:15AM	Dean Turn	AZA	CALL	Steptoe Johnson - 08-04.1	
<b>ToDo Records (1)</b>					
8/07/2008	Steve Sebastian	AZA	TC	Steptoe Johnson - 08-04.1	
<b>Contact Records (4)</b>					
	McGowan, Steven	AZA	ATTY,CLNT	Steptoe Johnson - 08-04.1	
	Nelson, Mark	AZA	CLNT	Steptoe Johnson - 08-04.1	
	Turner, Dean	AZA	XO		
	Wernimont, Keith	AZA	CLNT,IT	Steptoe Johnson - 08-04.1	
<b>Document Records (11)</b>					
2/25/2008 4:48PM	PLA Stept	AZA	PRVI	Steptoe Johnson - 08-04.1	
2/25/2008 4:48PM	Project Lex	AZA	PRVI	Steptoe Johnson - 08-04.1	
2/25/2008 4:48PM	Steptoe Te	AZA	PRVI	Steptoe Johnson - 08-04.1	
5/14/2008 5:57PM	SDW Step	AZA	PRVI	Steptoe Johnson - 08-04.1	
5/14/2008 5:34PM	Technolog	AZA	PRVI	Steptoe Johnson - 08-04.1	
5/14/2008 4:25PM	LAN Upgre	AZA	PRVI	Steptoe Johnson - 08-04.1	
5/19/2008 5:24PM	Best Practi	AZA	PRVI	Steptoe Johnson - 08-04.1	
6/06/2008 11:31AM	Technolog	AZA	PRVI	Steptoe Johnson - 08-04.1	
6/06/2008 10:10AM	Consulting	AZA	PROP	Steptoe Johnson - 08-04.1	
6/06/2008 10:11AM	Consulting	AZA	PROP	Steptoe Johnson - 08-04.1	
6/09/2008 2:13PM	SteptoeDo	AZA	PRVI	Steptoe Johnson - 08-04.1	

Projects - Related

Calendared Events

ToDo Tasks

Contacts

Documents

# State of the Market





# Some Attorneys ...

- Live and Work in Outlook/e-mail
- Figure They Can Manage Everything within Microsoft Outlook and Word
- ... This is NOT the audience we are speaking to

# Large Firms

- Financial Management
  - Aderant, Elite
- Document Management
  - Autonomy (fka, Interwoven), OpenText, Worldox
- Case, Matter Information
  - MS Office, Outlook, Access
  - Also LS tools such as Summation, Concordance, CaseMap, HotDocs, DealBuilder
- Also on the Radar
  - Corporate Portals (e.g., SharePoint & others)
  - Enterprise or Federated Search (e.g., Reccomind, Autonomy)

# Tier II, Tier III Firms

- Similar Tools Like
  - Abacus
  - Amicus Attorney
  - Practice Master
  - TimeMatters
- Tend to be Swiss Army Knife-like Tools

# Corporate Law Departments

- Adopting Similar Tools
  - Document Management
  - Document Assembly
  - Matter Tracking
  - Work Assignment (Track Matters Assigned to Law Firms)

# Matter Management Systems

## Corporate Law Departments

- Abacus
- Perfect Practice
- Managing Partner
- Client Profiles
- Case & Point
- Amicus Attorney
- TrialWorks
- Legal Files
- LegalEdge
- LAWTRAC
- CaseManagerPro
- TeamConnectLegal
- Needles
- PerfectLaw
- RocketMatter
- PracticeMaster
- LawBase
- ProLaw
- TimeMatters

# Matter Management Systems

## Large Size Firms

- Abacus
- Perfect Practice
- Managing Partner
- Client Profiles
- Amicus Attorney
- TrialWorks
- LawLogix
- Legal Files
- CaseManager Pro
- Needles
- Omega Legal
- PerfectLaw
- LawBase
- TimeMatters

# Software as a Service (SaaS)

- Before – Application Service Provider (ASP)
- Software is hosted on a vendors server and you use it on your desktop with a “thin client” or a browser
- Adkins, *“The ASP Study: An Inside Look into the Future Use of ASPs in the Legal Profession.”* (2000)
  - The survivors – CaseManagerPro, CaseCentral, and Serengeti
- Emerging vendors
  - Clio and RocketMatter

# SaaS Offerings

- Case and Matter Management Systems – Web-based, ASP, and SaaS
  - Client Profiles – Client Profiles Case Management System
  - Lawex Corporation – TrialWorks Case Management Software
  - LawLogix Group, Inc. – LawLogix
  - Legal Files Software, Inc. – Legal Files
  - LegalEdge Software – LegalEdge Case Management Web
  - LexisNexis – TimeMatters Total Practice Advantage
  - Lucid IQ – CaseManager Pro
  - Mitrastech – TeamConnect Legal
  - PerfectLaw Software – PerfectLaw Software
  - Rocket Matter, L.L.C. – Rocket Matter
  - Synaptec Software, Inc. – LawBase
  - Themis Solutions, Inc. – Clio
  - Thomson-Elite – ProLaw



# SaaS

- Already in use in many forms
  - Deal Rooms
  - Electronic Discovery Portals / Shared sites
  - Google Documents
  - Etc.

# SaaS Issues

- Where is Your Data?
  - Security
  - Confidentiality
  - Privacy
- Reliability
  - e.g., uptime
- Functionality
  - Will it do what you need it to do?

# Possible Barriers

- Firm culture
- Lack of “buy-in” from users
- Changing the way attorneys and staff practice law
- IT Support
- Training & Skill Development
  - The “Learning Curve”
- Privacy, Security, Confidentiality

# Efficiencies

- Reduce search time (estimates that people spend 15 – 30% of their time searching for information)
- Information & knowledge at your fingertips
- All team members on the same page
- Collaboration

# How to Fail Your MC Rollout

- Don't let the attorneys share case/client/matter information
- Don't standardize on case/client/matter file and document naming conventions
- Allow users to choose to be “in or out”

# Future Considerations



# Matter Context is Key

- Context is the “Holy Grail”
  - Add “why” to “what”
- Narrative context is very difficult to solicit, document
- How else can we mine context?
  - Portals
  - Web 2.0
  - Web services

# Could Matter-Centricity Work?

- Focus is on the matter lifecycle (process), not just matter-related information (in isolation)
- Information access will be context-driven
- Personalization is multi-faceted (e.g. role – practice group – office)
- Matter interface will be “personalized” (e.g. Litigation and Business Law matters require access to different types of information and functionality)
- Enterprise search will be integrated with the portal
- Information will be syndicated to the portal, rather than presented as mini-applications



# Should We Bother?

- Matter lifecycle portals require substantial investment in:
  - Change management
  - Analysis
  - Technology
  - People

*by everyone!*

# What About the Clients – Law Firm Interface?

- In many law firms, there is a disconnect between the perception of a matter as an internal project and the firm's interactions with its clients
- Client matter interaction frequently takes place through Extranets that exist separately from the portal or core systems such as document management
- In-house counsel deal with many firms and their Extranets
- An integrated platform will serve the needs of both internal matter management and client-facing collaboration

# Web Services

- Context?
  - Tie to the matter lifecycle?
  - Mine different kinds of information?
- Role of:
  - Search?
  - Portals?
- What about Document Management?

# Future Opportunities

- Shared Space
- My Portal talks to Your Portal
  - Transaction and event driven
  - Synchronized so we are on the same page
- Semantic Web
- Information Shared Between Systems
  - The technology already exists:
    - RSS Feeds
    - XML
    - MS Groove

# Future Opportunities

- Knowledge Process Outsourcing – Requires Coordination
- Blurring of the Domains
  - Information Management
  - Knowledge Management
- Innovation
- A Focus on “Process” – How Things Get Done

# Questions?





# Thank You!

# Case Studies

- Case 1
  - Large Law Firm
  - Portal Driven
  - Portal Functionality Built Primarily Around Matter Centric Access to “All Info About the Client/Matter”



# Case Studies

- Case 2
  - Large Law Firm
  - Enterprise Search Driven
  - Data Presented From a Number of Sources Using Search Tools
  - Provide Info from Internal and External Sources

# Case Studies

- Case 3
  - In-house Corporate Department
  - Looking for Ways to Track Assignments to Outside Law Firms
  - Established Portal Where:
    - Work assignments given to outside firms
    - Progress is monitored on a regular basis
      - Key milestones & events
    - BUT, wanted monthly reports they used to get on paper. Why? (different medium)
  - Case/Matter Management from In-house Perspective is Other Side of the Same Coin

# Lessons Learned

- Users need to know Windows file management structure
- Make sure users get enough training
  - Not only in the MC application, but also in the concept of matter centrlicity
  - Users need to have a comparison of how they do it now versus how they'll do it with the MC application
- Plan the migration based on “groups”
  - Practice groups
  - Office locations

# Lessons Learned

- Know (and plan for) there will be issues during rollout
  - Implementation issues
  - Migration issues
  - End user issues
- Beef up training, not just on the application, but the entire MC environment
- Key to success is getting everyone involved from the beginning, working together and talking with each other

# Lessons Learned

- Use the integrator/consultant to help with the rollout
  - They are impartial and don't have the firm history or past relationships which can impede progress.
  - Consultants have the experience of knowing what worked and what didn't work at other firms