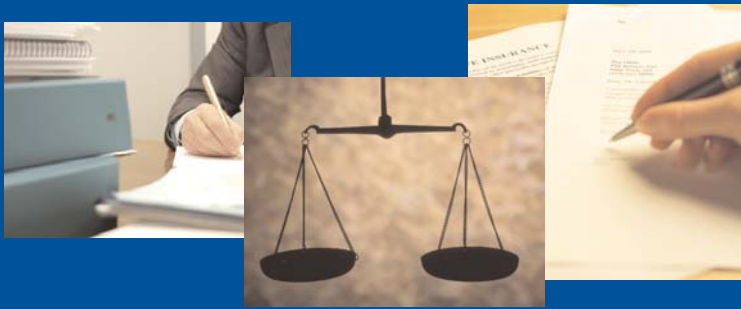


# Solution Selling: Legal

A Guide to Identifying Customer Needs and Enabling Legal Firms to Work with Paper More Efficiently



**“I instantly saw the answer to all of our document management problems. Here was a solution that could not only copy at lightning speed, it could quickly scan documents so that we could store them electronically. On top of that, it was so easy to use that anyone in the firm could access all of its many capabilities.”**

-Arthur Brecher, Founder and Partner  
Brecher, Wyner, Simon & Bolan, LLP

## Key Issues in the Legal Industry

Law is a document intensive field. Regardless of the size of the law firm, documents must be efficiently managed and made available quickly and securely to a variety of audiences including clients, courts, and other law firms. The better the firm can manage documents, the better the level of service it delivers to their clients...and the more successful it becomes. To stay competitive in today's challenging business environment, law firms must focus on a technology solution that will help them solve everyday problems including:

- > **Tracking and Billing:** The introduction of new technologies for electronic communication and document distribution may help to maximize business efficiency, but for the legal industry, it also contributes to the challenge of tracking e-mail and fax activity and then billing it back to a client.
- > **E-filing:** Projects are underway throughout the US to replace the traditional method of filing, serving, storing and retrieving court documents with a more efficient electronic process – e-filing. Rather than copy these paper documents and ship or manually deliver them to the courts, e-filing allows firms to send them electronically over the Internet.
- > **Case Management:** The legal industry generates an enormous amount of paper documents – from depositions to complex transactions to memorandums. In order to manage all of these documents and relate them back to a specific case, the information, which is often highly sensitive, must be kept in a central location, searchable by keyword, and easily accessible upon demand.

## Application Example

### > Business Problem:

An international law firm, with more than 600 attorneys worldwide, practices everything from simple litigation to complex transactions. Because the litigation process produces a substantial volume of documents – from depositions to memorandums – the firm needed a way to provide exceptional customer service to their clients by maintaining security and customer confidentiality, as information was often shared between partner locations, and to share this information instantaneously without waiting for busy fax lines or overnight couriers.

### > The eCopy Solution:

The eCopy solution enabled the law firm to scan all client documents using eCopy and their digital copier. They were able to index and save the electronic files into their document management system and distribute them securely via e-mail or fax from eCopy Desktop or directly from the copier. Document integrity was maintained, client information tracked, and the electronic files stored locally or on the network, depending on the nature of the documents, allowing for easy retrieval at a later time.



## Key Questions to Ask Your Legal Prospects

The legal market has been extremely receptive to the eCopy solution. In fact, forty-seven out of the top 100 global legal firms law firms from around the world have implemented the eCopy solution to address their document distribution needs.

### When engaging legal firms about integrating paper based information into their electronic workflow, it is helpful to focus on the following questions:

1. Does the firm have a need to share paper documents between partners and staff in and outside of the firm?
2. Is the law firm looking for a way to use Internet communications and charge the transactions back to their clients?
3. Do they want to use e-mail for correspondence? Do they have a way to charge for that?
4. Does the organization use fax to communicate with outside concerns (courts, clients, other law firms) and if so:
  - > What is the average daily number of outbound fax transmissions?
  - > Do they often need to retransmit faxes due to busy signals or complaints about image quality?
  - > Are their employees often waiting for access to fax machines?
5. Does the organization have a plan for security and confidentiality of paper-based information?
6. Are their paper documents secured from unauthorised access?
7. How are they sharing paper records
  - >With clients?
  - >With the court?
  - >Between their firm and insurance companies or other firms?
8. Do courier/carrier pickup schedules create challenges in providing timely communication with their clients?
9. Do they have a mailroom staff that manually delivers letters and documents to employees? If so, how much time is invested each month in the sorting and delivery functions?

## The eCopy Solution

eCopy provides the connecting link between digital copiers and a law firm's e-mail system, enabling employees to move scanned forms between offices. Employees can send and receive paper documents quickly, easily and inexpensively. They can also fill out paper forms directly on their PCs, avoid long waits at busy fax machines, and effectively archive all of their paper-based communications. Using the eCopy Solution, law firms can dramatically improve their workflow with the following benefits:

- > **Ease-of-Use:** Send documents electronically via Scan and Mail to clients, courts, and other branch offices or send document to a shared network folder for easy storage and retrieval.
- > **Security:** Use eCopy's 128-bit encryption solution, capable of identification, tracking, and access restriction to securely send documents and ensure audit trails.
- > **Cost Recovery:** Capture client matter at the copier and apply it back to the client in a billing or cost recovery application such as Billback, Copitrak, Equitrac, and many others.
- > **Bates Stamping:** eCopy Bates Numbering enables users to add a Bates Number to each scanned page. It provides a uniform method for law firms to refer to and track documents and pages by number rather than name.
- > **OCR, Annotate, and Sign Documents:** Perform a complete range of editing and markup tasks on electronic documents before sending to recipients or storing in a network folder.

## Advantages to Using eCopy in the Legal Industry

- Captures client matter right at the copier, which can then be exported into a billing application, and applied back to the client's billing information at a later time
- Enables scanned documents to be text-indexed right at the copier for searching and retrieving via a document management system
- Provides an OCR function at the desktop for conversion to MS-Word or Internet browser files
- Offers a flexible range of security options from easy access to encrypted password protection
- Facilitates the instant exchange of critical paperwork over a local network or the Internet
- Leverages the existing office infrastructure of hardware, networking and applications to speed business transaction cycles
- Slashes long-distance fax and overnight courier costs

## Leverage the eCopy Advantage in other Industries!

Visit the eCopy Solution Provider Network (eSPN) for more information about how eCopy can help you sell into other professional industries.

