AMERICAN LEGAL TECHNOLOGY INSIDER

Are vendors not selling – or just not marketing?

Latest research, published earlier this month by the InsideLegal legal IT sector marketing consultancy, raises the interesting question of whether vendors are not selling systems because there is a recession on – or because they are not doing enough to market their systems?

For example, the survey found that 46% of legal technology vendors spent more than 4% of their companies' total revenues/turnover on marketing and 25% spent more than 6%. This sounds a lot until you consider that within the wider business world, 45% of companies spend more 6%, with most of those spending between 8%-to-10%. Or, to put it another way, legal technology vendors are spending on average half as much as other industries on marketing.

So what are vendors spending this money on? The biggest budget item (at the time the survey was conducted in the fall of 2008) was events, followed by websites (development and maintenance), marketing collateral (brochures etc), press relations and industry relations (consultant arrangements, whitepaper development with 3rd parties etc).

Interestingly, when it comes to cost cutting decisions, the first things to go – or at least be trimmed – are not the big budget items. Instead, the first to be pruned is advertising, followed by promotional items/giveaways (and if some of the giveaways at LegalTech NY were anything to go by, this would be no loss to the industry), events, direct mail and, finally, protected until the bitter end, the market research budget. Of course, since this survey was conducted, the economy has gone into a far steeper recession than was originally envisaged (viz the number of recently laid-off staff circulating their CVs at LegalTech) and it will be interesting to see how this cost cutting pans out in reality.

March's big deals

WolfBlock selects CaseLogistix
Top 200 firm WolfBlock, which has offices across the Eastern US, has selected Anacomp's CaseLogistix litigation review platform to help collect, organize, review and analyze electronically stored information (ESI). CaseLogistix will be run out of the firm's Philadelphia office.

Microsystems add five more firms
Five more law firms in North America have purchased Microsystems software for their document production operations. The five are Dickstein Shapiro (Washington, DC), Klarquist Sparkman (Portland, OR), Lowndes Droskick Doster Kantor & Reed (Orlando, FL), Cole Schotz Meisel Forman & Leonard (Hackensack, NJ) and Canadian firm Burnet Duckworth & Palmer (Calgary, Alberta).

UK consultancy wins US deal
The UK-based legal IT consultancy Saturn27, has been selected by Minnesota-based Dunlap & Segar to help the firm select its new practice management system.
www.saturn27.com

Coast-to-coast wins for DocsCorp
Six more law firms have signed up as users of DocsCorp's pdfDocs suite of redlining, PDF creation and metadata management software. The firms include Sughrue Mion in Washington DC, who selected the system because of its integration with Microsoft Vista and Interwoven's Worksite 8.2 DMS.

Latest management changes at Elite

We caught up with the latest management changes at Elite in a conference call with chairman & CEO Steve Buege and Kim Massana, senior V-P global marketing & product management. The conversation was prefaced by the comment that in the light of market trends in 2009, Elite has 'readjusted its own cost structure' and will increasingly use the resources of parent group Thomson Reuters.

The first change, effective this month, is the departure of senior V-P & general manager Dan Tacone to take up a new role within the Thomson Reuters Legal Division, heading up a new global accounts team to provide a top level umbrella relationship between the company and its largest legal market customers. The separate business units within Thomson Reuters will still deal with their own discrete products but Tacone's team will have oversight of the relationship. Although this move was coincidental to the cost savings exercise, Tacone is not being replaced on the board. Instead (with the exception of some of his responsibilities now being handled by global deployment strategy V-P Jesus Ortiz) most of his role will be taken on by existing board member Kim Massana, who has been promoted to senior V-P & general manager.

In another change, global strategy & planning V-P Jitendra Valera is taking responsibility for the globalization of the Elite family of software products, with particular emphasis upon how the Prolaw system might be rolled out to smaller firms on an international basis, whereas at the moment it is almost exclusively a product for the North American market.

Finally, long-time head of marketing Connie Moser has seen her job 'eliminated' and is leaving the company. In future, Elite will 'lean more heavily' on the marketing resources within Thomson Reuters. And, V-P for business intelligence solutions Bruce Wilson (he joined Elite when it acquired his company Wilson Technology in 2005) is leaving Elite to set up his own BI consultancy. This is an entirely amicable split, as Wilson's new consultancy will be working with Elite on a number of joint projects.

New product launches

University training from Client Profiles
Client Profiles has launched a University Law Technology Leadership program (aka the CP University). This takes the form of a series of off-site seminars and/or webinars to help user firms maximize the benefits of their investments in law office technology.
www.clientprofiles.com/support_training.asp

New DocAuto release is 'job-centric'
The latest release (v5.1) of DocAuto's iMPrivate security management add-on for the Interwoven Worksite DMS offers a new 'job-centric' interface to support multiple manually-defined or data-driven security management processes.

New functionality from eBillingHub
eBillingHub is now shipping the latest version of its ebilling system. New features include role-based access control, concurrent status change, visibility of partial pays and granular action selection.

SEC Form D Wizard for CT EDGAR users
CT Corporation has launched an SEC Form D Wizard which we believe will make CT's EDGAR Ease+ software the first EDGAR conversion system to help users comply with the new Form D e-filing requirement.
• Beginning 16 March, the SEC will stop accepting Form D filings on paper.

Bankruptcy rules from CompuLaw
CompuLaw is now offering a comprehensive library of rules databases for law firms looking to add or enhance the practice of bankruptcy law. Reflecting the 30% increase in bankruptcy filings last year, CompuLaw has also expanded its training team to support the bankruptcy court rules.

Burns & Levinson goes live with Aderant

New England law firm Burns & Levinson LLP has gone live on Aderant Expert after completing its implementation project in 10 months and rolling out the time, billing and practice management system to more than 120 attorneys across four offices. The firm's chief financial officer Marybeth Celorier commenting that "Professional firms can ill afford time delays and cost overruns these days when implementing a mission critical business system."

Another Workshare challenger ?

SendShield has just launched what it hopes will be another challenger to Workshare in the metadata cleaning and protection arena. The company says its system (also called SendShield) integrates with Microsoft Outlook to create "a zero click user interface to metadata removal" in Microsoft Office documents. By this, they mean instead of facing users with a series of pop-up commands, SendShield has an integrated 'infobar' within the Outlook compose window. In addition, along with being able to scan inbound emails and attachments, ScanShield works in the background scanning a user's attachments while they are still drafting outbound emails. SendShield also believe their system's one-time price plus 20% annual maintenance will be an attractive option.
www.sendshield.com

Readers' poll: Too much information ?

Apart from allowing you to follow the activities of your favorite 'C' list celebrity, what is the purpose of Twitter? Then there are other Web 2.0 channels such as Facebook and LinkedIn. And, to be honest, we've never been entirely convinced there is a sound business case for SMS/text and instant (IM) messaging – apart from sending clandestine messages to lovers and/or insider trading partners. For this month's Readers' Poll we are asking whether there is a serious business use for these technologies and is their usage increasing or decreasing. You can find the survey link on top right of the Insider website. All responses are confidential.
www.legaltechnology.com

New product launches

DocuLex goes SaaS
DocuLex has launched an SaaS (Software as a Service) version of its Archive Studio system. This provides web-based content management, including remote document access, permissions, printing and distribution – in effect 'cloud' computing.
www.doculex.co/document_hosting.htm
• DocuLex has also launched WebSearch Connector, a non-programmer system for rapid integration between DocuLex Archive Studio document management software and present line-of-business applications.

Imaging Source adds to its WP family
The Imaging Source has launched the latest member of its family of wordprocessing components. Called LiveDocx, this allows firms to create PDF documents on a server, rather than on desktop PCs. A key benefit is document templates can be stored and deployed from a single, central location.
www.livedocx.com

MatterSpace's new hostede dition
WorkProducts, developers of the Matter Space Evidence Lifecycle Management (ELM) product, has released a MatterSpace Services Hosted Edition. WorkProducts CEO Steve Lilley says the hosted edition is ideal for organizations wanting a case-by-case solution to help data custodians track, audit, preserve and collect ESI (electronically stored information). The hosted service is being offered through MatterSpace partners including IKON, CT TyMetrix, CDW, DS3 and Prism Litigation Technology.
• WorkProducts is also now publishing a monthly case law journal on ELM related court decisions.
www.workproducts.com

Digital dictation news in brief

Grundig webinar on Monday
Grundig Business Systems is holding a webinar on Monday (16 March at 12 noon Eastern Time) on the topic of digital dictation, transcription and workflow solutions for the legal industry. For more detail email Grundig's North American sales manager on **christopher.hanley@grundig-gbs.com**

New hardware – and trade-in program – from Philips
Philips has announced details of a new Bluetooth wireless version of its SpeechMike dictation microphone. Called the SpeechMike Air, it has all the functionality of the widely used SpeechMike – but without the constraints of a cable. Philips say the new device has been under development for a long time and is being launched now because the team at Philips have overcome the problems with docking and buffering that other wireless mike devices have struggled with in the past.

In other Philips news... the company has begun a trade-in program to encourage users of Olympus handheld digital dictation recorders to switch over to Philips' SpeechExec Enterprise software, while continuing to use their existing Olympus recorders. The program also includes a free swap out of an old Olympus foot switch for a new Philips foot control. And, Philips North America has just hired David Pridmore as key account manager for the North East US.

E-discovery & litigation support

eMag solutions crack mainframe data access
eMag Solutions has developed what it describes as a technological breakthrough in accessing and restoring discoverable data directly from 'virtual tape' created from a mainframe environment but without having to rebuild the actual mainframe environment or search through physical tape archives. The new eMag solution supports mainframe environments operating Sun/Storagetek Virtual Storage Manager (VSM) as well as IBM's Virtual Tape Server (VTS). **www.emagsolutions.com**
• eMag Solutions has appointed Bonnie Rodden-Gomes as the company's new vice president of sales. Ms Rodden has been involved in the legal industry for over 20 years, most recently heading Rodden & Co, her own legal IT industry business development consultancy. ➡

➡ **Kazeon introduce pay-as-you-go pricing**
Kazeon Systems has introduced three new pay-as-you-go pricing models to augment its current standard software licensing option for its e-discovery services. The new models are: a term-based license, typically a one or multi year annual subscription to Kazeon's e-discovery software licenses; a usage based license with per gigabyte pricing; and a per case (or per project) based license. Along with allowing customers to start small and to grow their e-discovery software and infrastructure investments as their needs grow – which has also been an issue in this market – Vivian Tero of IDC adds "In these tough economic times, capital budget outlays have high hurdles to overcome. The Kazeon pricing model should appeal to all organizations facing budget constraints." **www.kazeon.com**

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The Backpage

LexisNexis extend LinkedIn link ups

LexisNexis has announced an extension of its agreement with the LinkedIn professional networking site. The company has already forged a link offering users instant visibility between lawyers they are searching for on Martindale.com and their LinkedIn relationships. This has now been extended to the Interaction CRM software so lawyers can map and analyze relationships between clients in a firm's database and their respective LinkedIn network.

While this is a great combination of law office and Web 2.0 technology, are LexisNexis missing a trick by not also extending their links to some of the *social* networking sites? For example, Facebook has free widgets so users can follow developments on their iPhones and Blackberrys. There are privacy controls to limit who sees which information. The 'groups' facility is only just starting to be explored by business. And, the interactivity and search/find-a-friend functionality offers a far more buzzy Web 2.0 interface. Perhaps this is why, on a quick trawl through our contacts, we found twice as many business contacts on Facebook than we did listed on LinkedIn? *See also latest Insider readers poll.*

Date set for 2009 Masters Conference

The fourth annual Masters Conference will take place on October 13 & 14, 2009 in Washington DC. This year's theme is *Global Corporate Change - Navigating through Discovery, Risk & Security* and, to maximize networking opportunities, attendance is limited to 450 delegates.
www.themastersconference.com

Insider editor in Miami Beach next month

Talking of events, Insider editor Charles Christian will be in Miami Beach next month (April 20-23) for Aderant's Momentum 2009 annual user conference at the Loews. If you want to meet up, email **charles@legaltechnology.com** ⇨

⇨ **Gone to Canada**

Going back to the subject of Facebook, it was through Facebook that we recently caught up with the well-known legal author and futurologist Richard Susskind, best known for his book *The Future of Law*. In the wake of the publicity and promotional tour surrounding his latest book – *The End of Lawyers?* – he has been appointed a special adviser to the Canadian Bar Association and is currently traveling round various major cities in Canada to speak at round-tables for law firm managing partners.

Online impressions count

New research, carried out among US general inhouse counsel on behalf of Hubbard One, has found that nearly 90% of counsel surveyed agree a law firm's website plays a key role in influencing legal service purchasing decisions. Counsel for a leading PC maker summed up the position by saying "Attention to detail is important. If a firm has not spent time and effort representing itself on its website, what can I expect in terms of attention to detail and quality (in their legal work)? The survey also found that 100% of respondents always review firms' websites, the majority do read law firm legal alerts, and 90% felt lawyer biographies are the most important part of a firm's website.

Next issue...

The next issue of ALTi will be published on Thursday April 16, 2009. The editorial deadline is April 14 – 6:00pm EST. In the meantime, keep up with latest news on our blog at **www.theorangerag.com**