Projects, Breakthroughs and Efficiencies in Service Delivery
ILTA’s 2016 Technology Advocacy Professional of the Year

• Ashley Gibbs
• Marketing Operations Manager at Dechert (2010)
Career Snapshot

• Successfully have launched three business development focused technology tools in my tenure
  • CRM system – 95% participation rate
  • Opportunity pipeline – generating firmwide reporting from the tool
  • Experience application – home grown system launched in 2016 after a LONG journey
The Same Hurdles Each Time

• LAWYER PARTICIPATION
• Scoring lawyer time
• Addressing their fears
• Having hard conversations
• Top down endorsement
“I’m so alone”
You Can’t Do This Alone

• Make Relationships!
  • IT
  • Department members
  • Training
  • Practice group administrators
  • Legal assistants!!
  • Champions
Engage Your Relationships

• Department members
  • Arm them with a script
  • Partner up on initiatives
  • Seek their opinions

• Legal Assistants
  • Relate to them
  • Train them
  • Troubleshoot with them
  • Include them
  • Incentivize them
Engage Your Relationships Cont.

• Other departments/champions
  • Hold regular status meetings and include them in communications.
  • Provide enhancement updates.
  • Introduce yourself and your tools to new joiners.
  • Partner up with champions on presentations and initiatives.
  • Provide your leadership with regular updates on progress – don’t let them disappear.
It takes a certain personality...
You Need

• To have passion
• To have knowledge
• To have creativity
• To have a sense of humor
• To eavesdrop
• Thick skin
• A goal
Parting words

• Be prepared to rinse and repeat with each new initiative you take on.

• Learn from your mistakes and don’t be afraid to try new things.

• You will be surprised how much respect your colleagues have for you.
ILTA’s 2016 Law Firm of the Year Runner Up

- Rodney Mullins
- Senior Manager, Software Planning and Development at McGuireWoods
#1 – Developing For the Business

Challenge: McGuireWoods LLP was named the National Discovery and Coordinating Counsel for a large client. Tracking this detail and performing analysis within a spreadsheet
### TOP LAW FIRMS by total spend

<table>
<thead>
<tr>
<th>Firm Name</th>
<th>Total Fees</th>
<th>Total Expense</th>
<th>Total Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Law Firm 24</td>
<td>1,356,487</td>
<td>1,004,259</td>
<td>2,205,744</td>
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<tr>
<td>Law Firm 34</td>
<td>746,093</td>
<td>238,586</td>
<td>978,547</td>
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<tr>
<td>Law Firm 61</td>
<td>714,620</td>
<td>246,673</td>
<td>950,840</td>
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<tr>
<td>Law Firm 83</td>
<td>597,236</td>
<td>30,728</td>
<td>663,465</td>
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<tr>
<td>Law Firm 39</td>
<td>573,280</td>
<td>60,368</td>
<td>659,956</td>
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<tr>
<td>Law Firm 49</td>
<td>479,495</td>
<td>150,658</td>
<td>626,886</td>
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<tr>
<td>Law Firm 11</td>
<td>281,942</td>
<td>18,322</td>
<td>314,574</td>
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<tr>
<td>Law Firm 14</td>
<td>266,679</td>
<td>22,246</td>
<td>302,635</td>
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<tr>
<td>Law Firm 31</td>
<td>240,704</td>
<td>28,356</td>
<td>279,347</td>
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<tr>
<td>Law Firm 5</td>
<td>226,046</td>
<td>49,258</td>
<td>279,256</td>
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</table>

Showing 1 to 10 of 70 entries

### TOP STATES by total spend

<table>
<thead>
<tr>
<th>State</th>
<th>Total Fees</th>
<th>Total Expense</th>
<th>Total Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texas</td>
<td>2,975,265</td>
<td>1,442,008</td>
<td>4,417,273</td>
</tr>
<tr>
<td>California</td>
<td>1,172,332</td>
<td>320,823</td>
<td>1,493,155</td>
</tr>
<tr>
<td>New York</td>
<td>968,540</td>
<td>95,834</td>
<td>1,110,374</td>
</tr>
<tr>
<td>Florida</td>
<td>941,177</td>
<td>69,308</td>
<td>1,010,485</td>
</tr>
<tr>
<td>Louisiana</td>
<td>408,785</td>
<td>107,355</td>
<td>516,140</td>
</tr>
<tr>
<td>Wyoming</td>
<td>442,985</td>
<td>35,933</td>
<td>501,918</td>
</tr>
<tr>
<td>Illinois</td>
<td>313,835</td>
<td>62,447</td>
<td>376,282</td>
</tr>
<tr>
<td>Colorado</td>
<td>284,548</td>
<td>24,688</td>
<td>309,236</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>281,757</td>
<td>21,537</td>
<td>303,294</td>
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<tr>
<td>Nevada</td>
<td>260,716</td>
<td>31,683</td>
<td>292,399</td>
</tr>
</tbody>
</table>

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REGIONAL STATS

FLORIDA

- Active Cases 24
- Total Spend $1,061,194
- Law Firms Handling Cases 9
- Top Law Firm by Spend is Law Firm 75 $25,645
#2 - Affirmative Action Plan (AAP) Middleware
#3 - Fraud/Suspicious Activity Detection
#3 - Fraud/Suspicious Activity Detection

Widgets Sales Over Time: Location X

Suspicious Transactions: Incidents by Time and Location

- All Widgets Sold
- Suspicious Widget Sales

Locations:
- Location X
- Location Y
#4 - Enhancements to Budget and Matter Management Tool

Click to expand and see 3 timekeepers who have not entered time in the last 7 days:
ILTSA’s 2016 Innovative Law Firm of the Year (Two Years In a Row!)

Lawton Penn
Client Service and Engagement Partner
Managing Director, DWT De Novo

Michael Callier
Attorney
Legal Process Strategist, DWT De Novo
Designing Legal Solutions that Work for Business
It was a good year!
Three Realizations

3

LEGALIZATIONS

Legal answer ≠ Problem solved
Legal solution ≠ Business solution
More lawyers ≠ The answer
Ask Good Questions

What would you love to be able to give your highest and best use?

What feels harder than it should?

When are you at your highest and best use?
Projects

- Procurement
- Heat Map
- Process Improvement
Existing Structure

- Microsoft In-house
- Integreon
- Self-service
CURRENT STATE

17 outside counsel & 29 matters
200% monthly budget variations
Unknown contract volumes, types, & cycle times
No Hard Data
New Structure

- In-house
- DWT/AG
- DWT Contract Attorneys
- Integreon
- Self-service
THE IMPACT

18% reduction in spend
2 outside counsel
1 point of contact

40% of work handled by lower cost resources

Most Negotiated Provisions

20% reduction in cycle-time for professional service and cloud service transactions
Power BI

Previous Month

Matters Received & Completed

Matters Received by Agreement & Transaction Type

Escalations

12
Power BI

30+ Day Matters

Open 30+ Day Matters

<table>
<thead>
<tr>
<th>Contract Name</th>
<th>Business Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>...</td>
<td>...</td>
</tr>
</tbody>
</table>

Open Matters by Transaction or Agreement Type

- Travel Services
- Cloud Services
- Services
- Other

Open Matters by Cycle Time

<table>
<thead>
<tr>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
</tr>
<tr>
<td>9</td>
</tr>
<tr>
<td>8</td>
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<td>7</td>
</tr>
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<td>6</td>
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<td>5</td>
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<td>4</td>
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<tr>
<td>3</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>1</td>
</tr>
</tbody>
</table>
Projects

- Procurement
- Heat Map
- Process Improvement
The Data

- 28 Issues
- 28 Countries
- 2 Windows
- “Heat Map”

So many WORDS
The Result

Risk Level by Country and Topic

Filter by Issue
- Interchange

Filter by Region
- (All)

Filter by Country
- (All)

Risk
- High
- Moderate
- Low

Areas of Regulatory/Judicial/Legislative Risk or Concern
- CURRENT
- EMERGING
CIDX: Split Current and Emerging?

Risk Level by Country and Issue

Score/color corresponds to degree of likely future material regulation

Areas of Regulatory/Judicial/Legislative Risk or Concern

1. Network Access: The State Council of the PRC recently published its Decision on Implementing Access Administration of Bank Card Network Organizers, allowing qualified entities to become bank card network organizers in China, in addition to China Union Pay which is currently the only payment network. The introduction of other payment networks into China may result in changes to surcharging practices.
Full Survey Results

c. Future (emerging) areas of risk:

(i) Data security. Personal data protection. Legislative. (Risk Score: 3)

PBC issued a Notice on the Protection of Personal Financial Information by Banking Institutions in 2011, providing the protective measures that a commercial bank needs to take in the collection, storage, use and provision of personal financial information, including, without limitation, statutory requirements that all financial information acquired in China shall be stored, processed and analyzed in China, and that a commercial bank may not provide personal financial information acquired in China to any party outside of China. Personal financial information is broadly defined to include personal identity information, personal property information, personal account information, personal credit information, personal financial transaction information and derivative information.

Commercial banks which fail to protect personal financial information according to the above Notice may be subject to administrative penalties and the responsible senior management can be held liable as well. Civil and criminal liabilities could be imposed under certain scenario.

Although this is a Notice issued in 2011, it was not properly enforced until two years ago. We anticipated that the personal financial information regulation will be tightened, and the relevant inspection will become more frequent. Therefore, Citi may want to pay more attention to such regulation to avoid potential liabilities.

(ii) Card transactions fraud. Avoidance of fraud transaction. Legislative and Administrative Regulatory. (Risk Score: 3)

According to the Measures for the Supervision and Administration of Credit Card Business of Commercial Banks issued by CBRC, a card issuing bank shall conduct credit investigation of credit card applicants for the purpose of fully verifying and completely recording the valid identity, financial situation, consumption and credit record of the applicants, making sure that the applicants have permanent jobs, stable sources of income or reliable payment guarantee. If an applicant has record of loans or..
Projects

Procurement

Heat Map

Process Improvement
CURRENT STATE

- $5,000 of overtime per month
- $3,000,000 backlog
- 500,000 emails
- 2-3 additional staff
**The Impact**

- **Staff**: 2-3 hours saved/day
  $48-60K overtime costs eliminated

- **$700K** of backlogged invoices cleared in October

- **50%** payment cycle-time decrease

- **System** to track matter status
What questions should we be asking?

What answers should we be questioning?