

Solution Selling: Legal

A guide to identifying customer needs and enabling Legal firms to work with paper more efficiently with the Canon/eCopy Solution

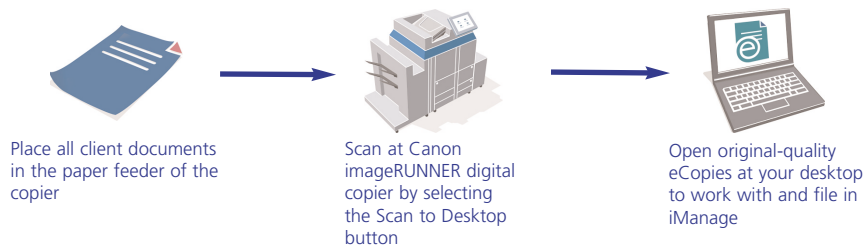


With the Canon/eCopy solution, Legal firms can work with all of their paper documents electronically for easy filing and distribution of client matter in the time it takes to push the copy button.

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 Canon/eCopy solution enabled the law firm to scan all client documents using the eCopy ScanStation and their Canon imageRUNNER copier. They were able to index and save the electronic files into their iManage 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 Issues in the Legal Industry

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 you 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 memorandum. 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.

Legal Case Study: SEED INTELLECTUAL PROPERTY LAW GROUP

The Company

SEED Intellectual Property Law Group LLC is a leading Seattle-based intellectual property law firm providing comprehensive legal assistance in the areas of patents, trademarks, copyrights, unfair competition, computer law, biotechnology law and intellectual property licensing and litigation.

The Business Problem

SEED I.P. believes in an individualized approach to their clients' intellectual property protection needs. They have prosecuted patents, trademarks and copyrights in over 79 countries and work with 130 international associates. They regularly assist their clients in international licensing matters and resolution of international disputes involving intellectual property.

The firm was looking for a way to maximize their already substantial investment in document management application, by leveraging existing technology to easily, but securely, deliver their client's Intellectual Property information in a mobile, web-based format.

The eCopy Solution

Installing eCopy on their existing Canon imageRUNNERS, SEED I.P. has been able to electronically deliver their client bills to their clients in PDF format via e-mail. They're also able to scan paper documents directly into their existing iManage Document Management System - thereby creating a true "virtual" file where paper and electronic documents reside in electronic format.

The time it now takes to scan and import paper documents into their Documents Management System has been cut by about 75%. All of their employees can use and access the eCopy scan devices and are able to do imports on their own. And they no longer need a single person or department do be in charge of scanning documents.

Key Questions to Ask Your Legal Customers

- 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 unauthorized 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?

Advantages to using the eCopy Suite in the Legal Industry

- > Enables law firms to track and recover costs for scans
- > Captures patient matter right at the copier, which can then be exported into a billing application, such as Equitrac, and applied back to the client's billing information at a later time
- > Enables scanned documents to be text indexed 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
- > Saves documents with attached text for indexing and searching in document management systems

Leverage the eCopy Advantage in other Industries!

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

Key Features and Benefits

Features

- > Build electronic customer "folders" including paper documents, documents from multiple applications and documents of different sizes
- > Distribute paper documents electronically; e-mail claim files for appropriate approvals instantaneously
- > E-mail to multiple recipients
- > OCR, annotate and/or signature stamp electronic documents
- > Disclose only select information using the eCopy Desktop markup tools
- > Store paper documents electronically using the eCopy Desktop filing system or document management systems such as Domino.Doc, iManage, and OpenText
- > Create searchable text from the ScanStation or Desktop
- > Maintain an audit trail

Benefits

Ease of Use

- > Enable anyone to scan and distribute paper documents allowing for wide adoption and a quicker return on investment
 - > Preview image at the copier gives users assurance they've scanned the right document
 - > Enables a digital copier's scanning function to be shared within departmental or enterprise networks
- #### *Delivers Cost-Savings and Boosts ROI*
- > Slash long distance fax and overnight courier costs
 - > Recoup scanning costs
 - > Enable cost tracking by client, department, project, etc.

Speeds Business Communications

- > Enable the exchange of critical documents at local network and Internet speed
- > Distribute paper-based information to decision makers in seconds confidentially and securely
- > Unlock knowledge stored in paper file cabinets