



Microsoft Windows XP Professional Customer Solution Case Study



Growing Law Firm Improves Productivity with Standardized Desktop, Automated Processes

Overview

Country or Region: United States
Industry: Legal

Customer Profile

Reed Smith, a law firm with offices throughout the United States and Great Britain, represents large global clients in multiple industries. The flagship office is in Pittsburgh, Pennsylvania.

Business Situation

Due to rapid growth and a lack of standardized operating systems and software programs, Reed Smith struggled with inefficient procedures among IT support and end users.

Solution

With the help of Payne Consulting Group, Reed Smith deployed a standardized desktop solution including Microsoft® Windows® XP Professional and Microsoft Office Professional Edition 2003.

Benefits

- Investment in training improves IT support, eases transition to new software
- Automation tools minimize time-consuming processes
- Solution provides foundation for growth

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David Gullinger, Director of Applications, Reed Smith

Reed Smith is an international law firm with more than 1,000 lawyers representing large businesses and institutions. Because Reed Smith represents many companies with cutting-edge technology, it needed to upgrade its infrastructure to be compatible with its clients as well as competitive with other law firms. In addition, several acquisitions left the firm running a mix of operating systems and software programs that was difficult to support. Technology partner Payne Consulting Group assisted Reed Smith in upgrading to the Microsoft® Windows® XP Professional operating system and Microsoft Office Professional Edition 2003 in just eight weeks. The upgrade has helped the law practice easily manage technology solutions throughout the firm's offices, as well as automate the creation of complex court documents and other processes.



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David Guilinger, Director of Applications,
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Situation

Reed Smith was founded in Pittsburgh, Pennsylvania, in 1877 by two lawyers whose first client was Andrew Carnegie. Today Reed Smith is an international law firm specializing in the energy, financial services, life sciences, media and entertainment, and technology sectors. With more than 1,000 lawyers located throughout the United States and Great Britain, Reed Smith provides counsel to 29 of the 30 largest U.S. banks, 26 of the Fortune e-50 Internet-related companies, and 9 large pharmaceutical companies.

To remain competitive, Reed Smith must use technology that is at least comparable to that of its clients and competitors. The firm must also be capable of easily deploying timely solutions to its 16 offices and providing IT support for those solutions.

In the last several years, Reed Smith has been growing through acquisitions and integrations with other law firms, in order to meet the needs of its expanding client base. Due in part to this growth, the firm had a number of disparate systems and processes. For example, three different approaches were used for Microsoft® Word document automation.

The law firm sought a technology solution that would help standardize the firm's infrastructure, improve security, increase productivity and efficiency, and automate time-consuming legal documents. “The major concern of this implementation was not the technology or getting the systems out there; it was getting all the right people trained on the solutions while minimizing disruption to the business,” says David Guilinger, Director of Applications at Reed Smith.

Solution

To help unify its newly acquired firms, Reed Smith contacted Payne Consulting Group, which specializes in providing IT training and

solutions for legal professionals. Reed Smith chose to deploy a desktop solution based on the Microsoft Windows® XP Professional operating system and Office Professional Edition 2003 because of its integration capabilities, the ability to maintain all computers in one domain, and the ease with which Reed Smith IT support could deploy new tools to multiple offices.

Payne Consulting Group also deployed three of its own tools, which easily integrate with Microsoft Office Word 2003 and the other programs in Office Professional Edition 2003. These tools, which automate the production of legal documents, include:

- n **Forms Assistant**—Uses Word 2003 to automate the generation of common correspondence documents such as letters, memos, faxes, agreements, pleadings, envelopes, and labels.
- n **Numbering Assistant**—Uses Word 2003 to automate complex outline numbering schemes for legal documents.
- n **Metadata Assistant**—Removes embedded metadata from outgoing Word 2003, Microsoft Office Excel 2003, and Office PowerPoint® 2003 files.

According to Payne Consulting Group, a deployment of this magnitude generally takes six months. The majority of the Reed Smith deployment was completed within three weeks—and deployment to all offices throughout the United States and Great Britain was completed within eight weeks.

Benefits

Reed Smith now has a unified software infrastructure from which it can build and launch other solutions. All settings within Microsoft Office Professional Edition 2003 are standardized; if a user makes any

changes to those settings, the system will default to the original settings the next time the user restarts the computer.

Payne Consulting Group provided extensive training for the Reed Smith IT staff on Windows XP Professional and Office Professional Edition 2003, which helped the firm deploy the solution rapidly with minimal disruption to attorneys and staff.

By adopting the Payne automation tools, Reed Smith is able to enhance productivity for every attorney and secretary. The IT staff received extensive training on the software so all changes to standard forms could be done in-house.

Standardized Desktop, Training Eases IT Support

The computing environment at Reed Smith now is easier to support because all desktop computers run the same software and users don't have administrator rights to download new software or make changes to settings. "If people call the help desk, we now know what they have on their system, what version of what product they are using, and how their system is configured," says Guilinger. "It helps IT focus on proactive support initiatives."

IT support staff received four days of intense Master Series course training provided by Payne Consulting Group. This helped prepare IT employees to train end users and address support issues related to Windows XP, Office Professional Edition 2003, and the Payne software. The result is increased morale in the IT department and a better ability to serve the end-user population.

"Our transition to Windows XP Professional, the Office 2003 Edition, and the Payne Consulting Group templates and macros was far easier than I had imagined it would be," says Guilinger. "The training we received

gives IT support the tools they need to effectively do their job. The training also helped us be more efficient and streamline time-consuming processes."

Although training was mandatory only for office administrators and key support personnel, many of the lawyers at Reed Smith opted for training as well. End users received two days of training, easing the transition to Window XP and the Office Professional Edition 2003.

New Tools Help Increase Productivity

The costs of implementing the new solution have been offset by measurable increases in productivity and efficiency. "In our business, each lawyer contributes a half million dollars in revenue per year on average," says Guilinger. "Spread across all employees, each person contributes \$100,000 in revenue per year—so increasing productivity by 1 or 2 percent dramatically affects the bottom line."

By using the Payne Forms Assistant, Reed Smith is able to quickly produce legal documents in Word. Templates ease the process of creating complex documents by providing appropriate fields and the ability to look up information from other sources such as document management system software and the Microsoft Office Outlook® 2003 messaging and collaboration client. This information then is automatically generated in the correct place within a document and in the correct style, which often is dictated by courts. As a result, Reed Smith has reduced the time spent producing some documents from hours to minutes.

The Payne Numbering Assistant also is a timesaver. "So many legal documents have complex outline numbering schemes," says Guilinger. "The customized tool that integrates with Word 2003 greatly simplifies the process of complex numbering, making it very applicable for law firms. It also gives you a

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For more information about Reed Smith, call (412) 288-3131 or visit the Web site at: www.reedsmith.com

toolbar dedicated to table-of-contents generation.”

The Payne Metadata Assistant helps improve efficiency and privacy. At Reed Smith, every change made to a document is recorded and embedded within the document as metadata, or binary text. As an example, if an agreement is taken from one client and modified for another client, modifications are recorded within the document. To provide privacy and confidentiality, it is imperative to clean out the embedded information before the document is sent to clients, opposing counsel, or courts. With the Metadata Assistant, when a document is sent within the firm, the metadata remains; when the document is sent outside the firm, the metadata is stripped out.

Solution Provides Foundation for Growth

Success with its new tools has Reed Smith management thinking about future benefits as well. The law firm views its desktop solution as a foundational investment from which to expand IT services, such as help desk and software deployment, without necessarily increasing the size of the IT department.

Microsoft Windows XP Professional

Microsoft Windows XP Professional gives you the freedom to do what you want at home and at work—simply, reliably, and securely.

For more information about Windows XP Professional, go to: www.microsoft.com/windowsxp/pro

Software and Services

n Microsoft Windows XP Professional

n Microsoft Office System

- Microsoft Office Professional Edition 2003

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