

BLANK ROME LEVERAGES CASELOGISTIX TO BECOME AN EDISCOVERY LEADER

As one of American Lawyer's top 100 law firms, Blank Rome has over 500 attorneys practicing in areas such as corporate and business law, intellectual property, complex litigation and governmental affairs. With primary offices in Philadelphia, New York, Washington and Hong Kong, Blank Rome serves the needs of corporate, institutional, nonprofit and individual clients throughout the world.

Situation: The Desire to Increase Capabilities to Meet Growth Initiatives and Client Demand

With goals of increasing client value while concurrently growing the firm's profitability, managers at Blank Rome realized that its existing eDiscovery proficiencies were not enough to support firm goals and the growing demand of its client base. The firm's clients were seeking proactive advice about the management of electronically stored information (ESI), requiring Blank Rome to expand its expertise on the subject. Like many law firms, Blank Rome also faced pricing pressures, more competitive billing situations, and a push towards more fixed-fee engagements. Finally, the firm's IT staff was limited in size, and was relying on outdated eDiscovery technology that had caused some missteps along the way.

"The question facing our firm was 'what must we do to become a leader in eDiscovery?'" said Steve Caponi, a partner at Blank Rome. Firm management concluded that to best serve its customers and meet its growth initiatives, it needed to become a proactive innovator in litigation support technology. As such, the firm knew it would need updated, leading technology in order to meet these goals.

Action: Replacement of Legacy Technology with Hosted and On-Premise Versions of CaseLogistix

The firm's litigation department head formed an eDiscovery committee to approach the challenge from various perspectives, including attorneys and litigation support management. Needing to cost-justify a new solution, the committee determined that its solution needed to:

- Reduce eDiscovery costs to its clients, increase productivity and efficiency of its lawyers and be cost-effective for cases large and small.
- Serve as a single integrated tool for the life of a case, operating internally or hosted as required. The technology would be used on all cases and would be the basis for training all new young lawyers on a single tool.
- Be flexible and intuitive for the iPod generation.
- Help the firm increase revenues.

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Partner, Blank Rome*

The committee faced a range of obstacles that it needed to overcome. Internally, its IT department had a bias towards its existing system, and the familiarity with what it already knew and its' perceived problems and solutions. Externally, the firm found the market cluttered with products and the wide-ranging claims of vendors. The firm determined that many vendors did not understand the needs of its lawyers and how their products could fit as potential solutions.

Over the next year, the committee carefully conducted extensive analysis and evaluation of various solutions. It interviewed lawyers, clients, competitors and third-party ESI consultants, attended various technology conferences, reviewed and streamlined its own workflow processes and finally tested various software and hardware systems.

As part of this evaluation, the firm deployed a test case on hosted CaseLogistix, the on-demand version of Anacomp's flagship litigation review platform. After this test case proved very successful, Blank Rome opted to deploy CaseLogistix across all cases within the firm, citing the solution's functionality and features including:

- Intuitive and easy to use
- Native file review

- Full production capabilities
- Robust search
- Flexible hosted and on-premise infrastructure
- Standard Microsoft SQL database
- Drag-and-drop and auto-coding functions

“We chose CaseLogistix due to its robust architecture and its exceptional scalability that ensures the solution will meet our needs now and as our firm continues to grow. Our test case with the hosted version of CaseLogistix for an important client went very well, and we look forward to utilizing the software throughout our firm,” said Larry Liss, Blank Rome’s Chief Technology Officer. “With CaseLogistix, we look forward to accelerating our firm’s litigation review processes and providing our attorneys with an industry-leading litigation support solution, which in turn will help us continue providing superior service to our clients.”

The firm also selected CaseLogistix due to Anacomp’s:

- Understanding of Blank Rome’s needs
- Honest approach that didn’t overpromise
- Willingness to customize aspects of the solution to meet their needs
- Pricing model flexibility, allowing the firm to budget to the needs of its clients
- Strategic vision
- Long-term viability

“I view CaseLogistix as an integral part of my team,” said Caponi. “Anacomp’s dedication and honesty in delivering its services makes me realize that their success is tied to mine and they will be with me long after the sale.”

Results: Slashed Processing Costs, Reviews from Days to Hours and Increased Profitability

The implementation of CaseLogistix went as planned, and the training program received great feedback. “I wanted to let you know how excited I am with the interactive training modules, which far exceeded my expectations,” communicated Chyllene

Cattie, Blank Rome’s Director of Practice Technologies. “The modules take a big burden off of our litigation support practice and provide consistent training to all of our litigation team members, contract employees, co-counsel and clients.”

By eliminating the need to convert documents to images and export them into its outdated legacy system, the firm saw an immediate decline in application inquiries from its attorneys. “CaseLogistix eliminated our technical problems and is performing outstandingly. We’re all quite happy with it,” added Caponi.

By enabling Blank Rome’s legal teams to quickly collect, organize, review, analyze and produce digital evidence, CaseLogistix helped immediately accelerate the firm’s review processes and reduce costs. Soon after, the firm significantly slashed its processing costs, and review productivity skyrocketed – reviews that previously took days were now being completed in hours. As such, Blank Rome was able to instantly deliver more value to its clients while increasing its profitability.

“Even more important than the cost reductions, CaseLogistix enabled us to master document review, and our clients have noticed our enhanced proficiencies. We’re already attracting new prospects who want to leverage our new ESI expertise,” concluded Caponi. “CaseLogistix has helped increase our profitability and will serve as an integral part of our firm in the future.”

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