

ILTA Presentation

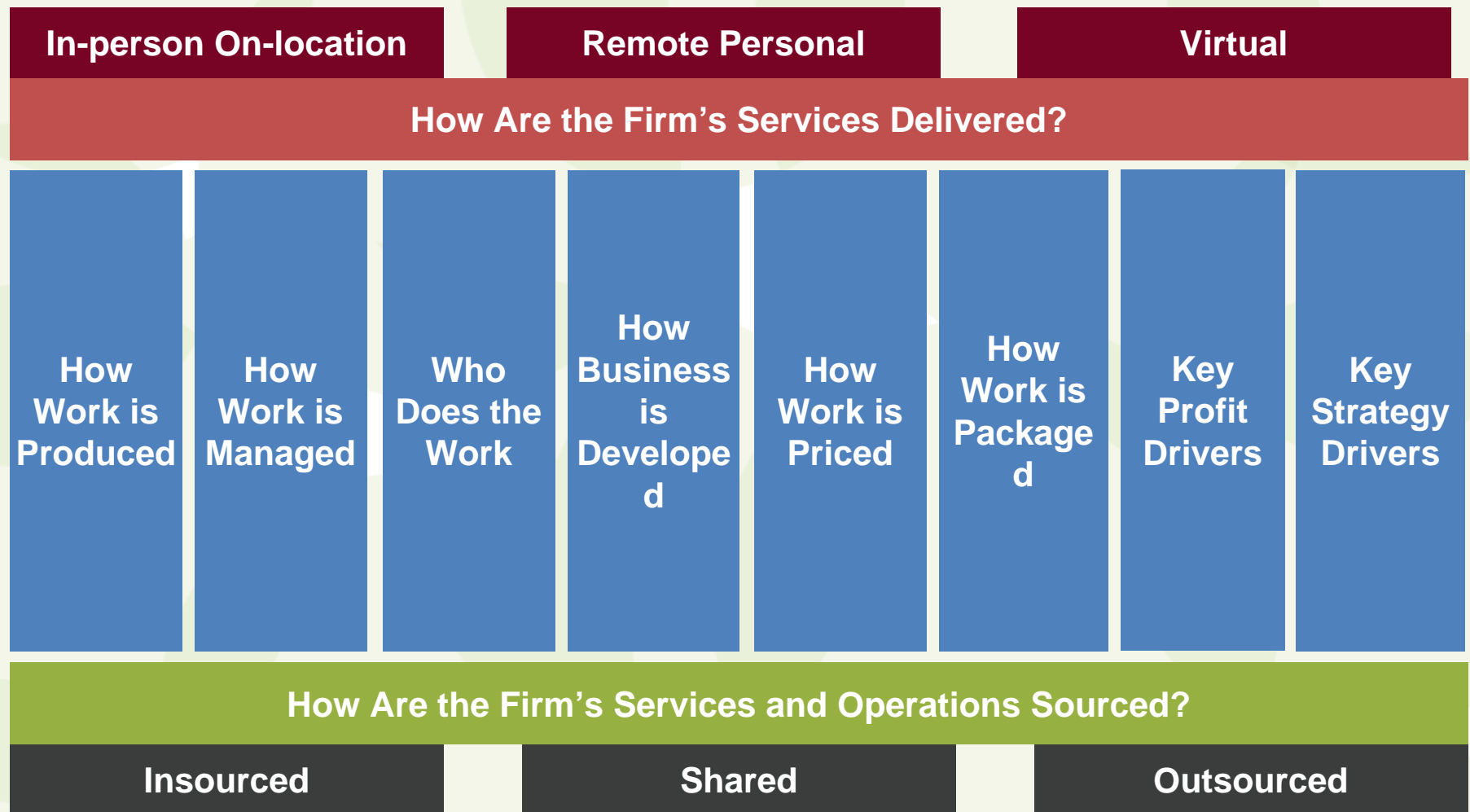
A New View of the Automated Law Firm

August 25, 2010 at 1:30pm

Panelists









- Gerard Neiditsch
 - Executive Director Business Integration and Technology, Mallesons Stephen Jaques
- Jeffrey Rovner
 - Managing Director for Information, O'Melveny & Myers LLP
- Mary Abraham
 - Counsel, Debevoise & Plimpton LLP
- Ron Friedmann
 - SVP Consulting, Integreon

Law Firm “Stack” of the Future



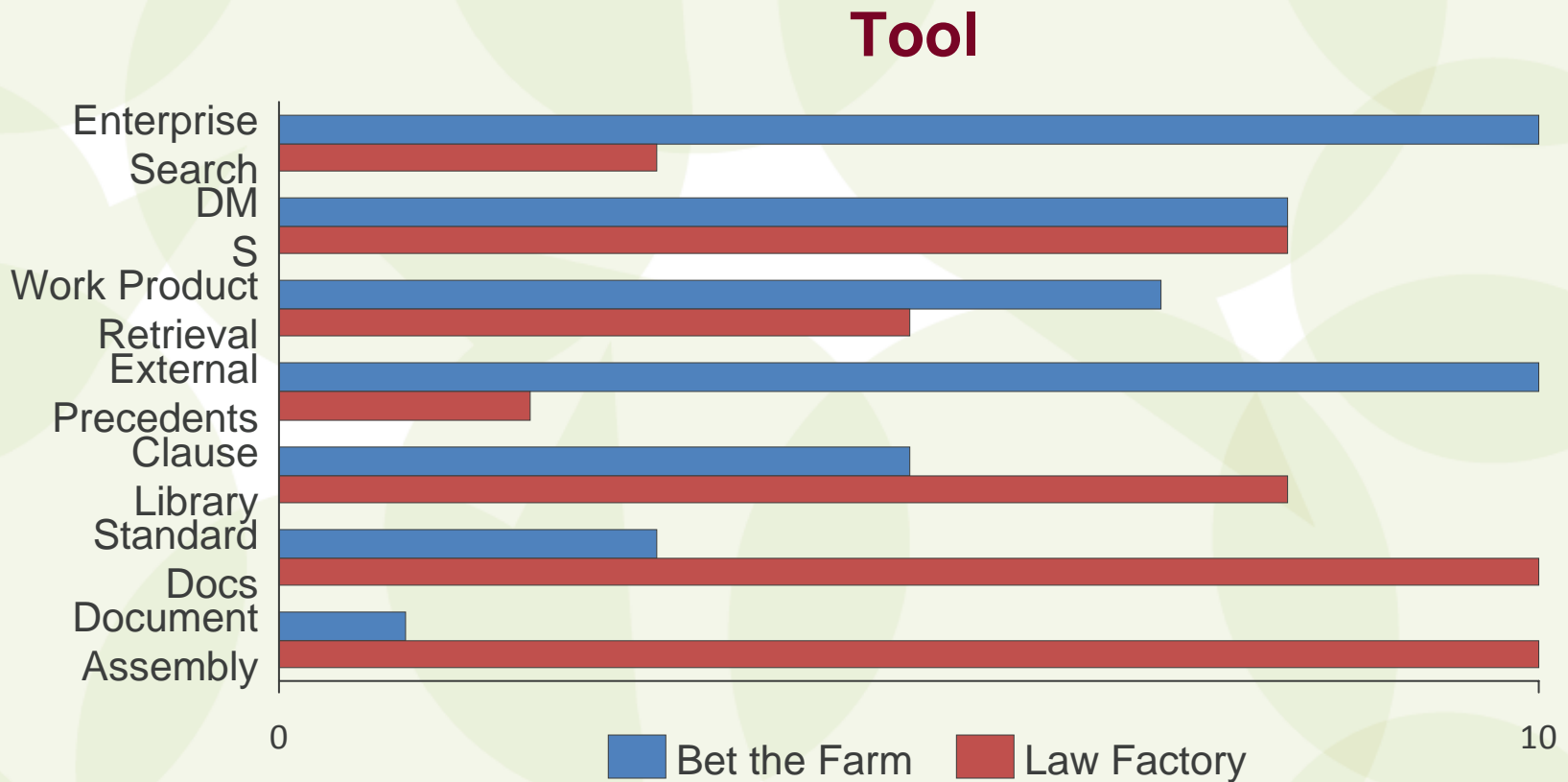
How Work is Produced

Overview of Document Drafting















	Bet the Farm	Law Factory
Drafting from Scratch		
Drafting from External & Internal Samples		
Drafting from Standardized Document		
Drafting by Expert Systems		

How Work is Produced

The Technology Tools



















How Work is Managed













Tool	Bet the Farm	Law Factory
Budgets		
Project Management		
Standard Processes Documented		
Experience Location		
Extensive, Specific Formal Lawyer Training		
Enforcement of Process		
Client Feedback Loop		

Who Does the Work















Resource Planning and Allocation

	Bet the Farm	Law Factory
Partners & Senior Lawyers		
Junior Lawyers		
Staff Attorneys		
Outsourced Lawyers		
Paralegals		
Other Profs		
Admin Staff		
Project Managers		













How Business is Developed

Tool	Bet the Farm	Law Factory
Referral		
Reputation		
Traditional Outreach		
Social Media		
Value		
Results		

















How Work is Priced

	Bet the Farm	Law Factory
Hourly Rates		
Hourly Capped		
Success Fees		
Hourly, Some at Risk		
Fixed Fees		
Contingency		
Retainer and Subscriptions		















How Work is Packaged

Tool	Bet the Farm	Law Factory
Extensive Hand Holding		
Personalized Advice		
Web-based		
Retainer		
Embedded Systems		
Expert Systems		

Profit Drivers

Tool	Bet the Farm	Law Factory
Premium Prices		
Volume		
High Risk Matters		
Lever Technology		
Retainers		
High Leverage		
Contingency Fee		
Cost Management		

Key Strategy Drivers

Tool	Bet the Farm	Law Factory
Price		
Reputation		
Tight Focus		
Broad Focus		
Geographic Footprint		
Frequent & Systematic Personal Contact		
Service Delivery		

Law Firm “Stack” of the Future

