



Return on Investment from iManage Universal Search

*How iManage Universal Search helps Law firms harness their information
assets to increase the top & bottom line in light of today's economic climate and
changing business models*

Autonomy iManage White Paper



Index

Introduction	1
<i>Quantifying the ROI from deploying IUS</i>	2
<i>Advanced Knowledge Management Capabilities as a Competitive Advantage</i>	2
<i>High Impact on Business Development and Matter Staffing through Expertise Location</i>	5
<i>Increase Revenue & Client Satisfaction through Improved Business Intelligence</i>	5
<i>Lower Total Cost of Ownership</i>	6
<i>Conclusion</i>	6
About Autonomy iManage	7

Introduction

The ability to access the right information easily and quickly is fundamental to improving efficiency for a law firm. As law firms face increasing pressures to improve productivity, iManage Universal Search powered by Autonomy IDOL, provides a fundamental lever for improving efficiency across a spectrum of transactional, litigation and administrative business processes. Using advanced algorithms, IUS develops an understanding of the firm's data to automatically classify information, improve relevance and relate information across multiple sources, reducing the reliance on expensive manual processes to achieve these goals.

Traditionally, law firm IT has been able to budget for information infrastructure and business application solutions such as DM Systems, CRM systems, Time/Billing systems, email archiving systems, servers, security solutions, storage, etc. However, tools that make the information more accessible and easier to use, such as enterprise search solutions, have sometimes found themselves on the discretionary portion of the budget. ESG (Enterprise Strategy Group), a leading analyst likens this to a government that builds an intricate highway system, but does not create any maps of the roads or signs indicating where they go – “The infrastructure is there, but no one can make good use of it.”



Quantifying the ROI from deploying IUS

According to IDC, knowledge workers spend nine and a half hours a week searching for information. Further, an additional three hours are spent each week recreating content that already exists within the enterprise. A simple calculation, depicted to the right for a law firm, illustrates the ROI from time saved with the deployment of a legal domain specific enterprise search solution such as iManage Universal Search (IUS). This paper also covers the potential increase in law firm productivity/ efficiency, client revenue and client satisfaction and reduction in risk as a result of the IUS solution.

Advanced Knowledge Management Capabilities as a Competitive Advantage

Law firms today are under increasing pressure to be more efficient. In the spring, 2009, Altman Weil surveyed 208 law firms; 93 percent of respondents said that they already use some type of alternate fee arrangements with select clients. Emerging billing models include fixed fees, capped fees, result based fees, a hybrid of hourly and fixed fees. Another Altman Weil study predicts that the legal profession in 2020 could see as much as 70 percent of its legal services “commoditized.” The business model in the legal profession is changing and margins are compressing.

Law firms need to revisit their structure in order to respond to changing client expectations and invest in tools to deliver services in a cost-effective manner. With the shift towards alternative billing models, the mantra will be around providing value to a client efficiently. Improving the productivity of fee earners will become critical. A sound Knowledge Management (“KM”) strategy will position a firm to pursue and win work based on these changes and protect the firm’s margins.

KM may be one of the bigger frustrations law firm CIOs face. Traditional approaches to legal KM have met with limited success because

- a) *They have relied too heavily on KM professionals to classify content or for lawyers or paralegals to add metadata to a document or to add the document to a taxonomy. With the exponential growth of data in different formats including audio and video, this approach quickly becomes a losing battle. Traditional taxonomies become obsolete before they are launched and are cumbersome to maintain over time.*
- b) *Traditional search technologies have relied on keyword search which will not return a result if the search term does not appear explicitly in the document. For example traditional search engines will not return results for “trademark” if the search keyword is “copyright”.*

IUS addresses these challenges by applying sophisticated technology to automate different KM processes. As a result of the automation and advanced conceptual analytics, IUS helps overcome the limitations of traditional KM approaches and provides a firm with a sound platform for driving productivity and quality improvements.

Quantifying the ROI

Assume that the law firm has 1000 knowledge professionals.

Assume a conservative annual loaded cost of a knowledge professional is \$125,000.

Total Salary cost to firm:

$\$125,000 \times 1000 = \125 Million.

Salary Cost per hour for the firm:

$\$125 \text{ million} / 2050 \text{ hours} = \$60,975$

Cost of doing search:

$9.5 \text{ hours} \times 52 \text{ weeks} \times \$60,975 = \$30 \text{ Million}$

Cost of recreating existing documents:

$3 \text{ hours} \times 52 \text{ weeks} \times \$60,975 = \$9.5 \text{ Million.}$

Total Cost:

$\$30 \text{ Million} + \$9.5 \text{ Million} = \$39.5 \text{ Million}$

Assuming conservatively that there is a 20% savings in time in the above 2 activities as a result of deploying IUS, the productivity boost to the firm is approximately \$ 8 Million.

For a 2000 user firm, this amounts to approximately \$16 million in productivity gains per year; these gains could offset the costs of increasing headcount by 100 people.

An investment in **iManage Universal Search** can be recovered in under a month.

Automatic building and maintenance of Knowledge Taxonomies:

IUS enables firms to use a variety of categorization tools that suit their business processes. This can range from a manually managed taxonomy to a 100% automatically generated taxonomy based on the analysis of the corpus of content. The benefit of the automated approach is that the taxonomy now updates itself constantly as the content changes, ensuring that the knowledge base is current, relevant and includes new data coming into the firm repositories. For example, important shareable content related to a wrongful termination matter created by a user in Denver will now automatically be globally available under a taxonomy node that is relevant for that practice of law and jurisdiction. Any user looking for a precedent for a similar case will now be able to quickly identify this content.

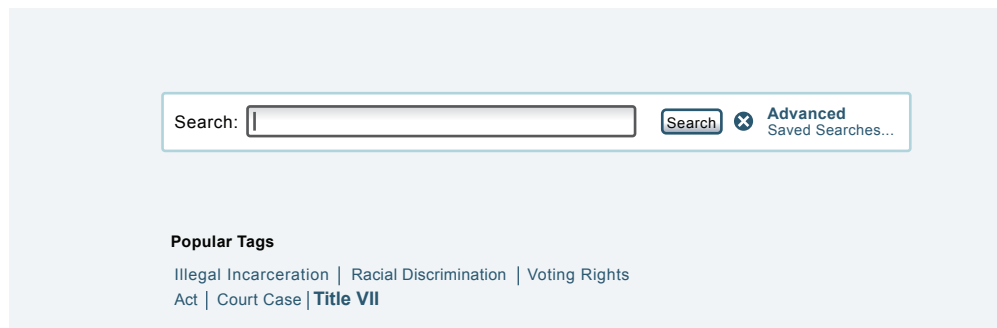
iManage Universal Search leverages content for reuse as it is consumed and created. The cost and effort related with manual classification is minimized and the reliance on lawyers to code every document is eliminated. With media agnostic classification capabilities, firms can automatically build taxonomies based on any type of data including audio, images and video.

Consistent Use of Best Practice and Model documents:

IUS provides sophisticated capabilities to promote 'gold standard' documents to the top of a result list. Additionally IUS provides reporting tools that helps IT, KM or practice support teams to understand what users are looking for. These reports provide a valuable feedback loop and enable administrators to tune the result sets. For example, junior associates in the Tampa office may be frequently searching for the terms "real estate foreclosures" or "refinancing agreements". Based on this, the administrator can quickly setup rules so that the model documents for that specific area of law are displayed at the top when users search for certain keywords. This not only helps improve the productivity/efficiency of the fee earners but also ensures that consistent quality of work product is generated by all members of the firm.

Personal Precedent Management and Leveraging the Collective "wisdom" of the Firm:

While KM needs to be enabled at the firm level, all lawyers maintain their own personal collection of best practice or precedent documents. In the past, almost every lawyer would keep a paper file of these documents in a physical filing cabinet. IUS enables lawyers to add personal tags and create individual lists of best practice documents electronically, thus providing a more holistic approach to knowledge management. IUS offers innovative visualization techniques to help users quickly identify their personal tags, as well as other users' shared tags. In addition to allowing users to tag content that they consider to be important, IUS also allows users to rate content so that highly rated content can surface higher in a result set. This empowers geographically dispersed knowledge workers to enrich the knowledge base and harness the collective "wisdom" of the firm.



Reduce risk and increase productivity through integration with research providers:

The creation of documents is core to the delivery of legal advice. Most lawyers accomplish this through leveraging prior firm documents and external legal research. For example, a litigator working on a legal brief will typically first search the firm's internal repository for prior work-product that he or she can leverage as a starting point for drafting the new document. A critical step in determining what prior document to leverage is to determine if the statutes and cases that are cited in the internal document are still legally sound. This is done through legal research. Today the legal research process can be lengthy, tedious and error prone. Through the IUS integration with the major online legal research providers, all references in internal firm documents to case law, statutes and regulations are hyperlinked directly to their corresponding online sources and any other internal documents with the same citations. Real time citation indicators that validate the case-law are integrated into internal documents, confirming the validity of precedents, thus mitigating risk. Extensive single-click cross referencing within and between internal documents and online content helps ensure thoroughness and reduce risk whilst accelerating the research process. Additional information such as judges and courts can be extracted with reference to case law; other firm lawyers who have worked on a case with a particular judge or court can be quickly identified.

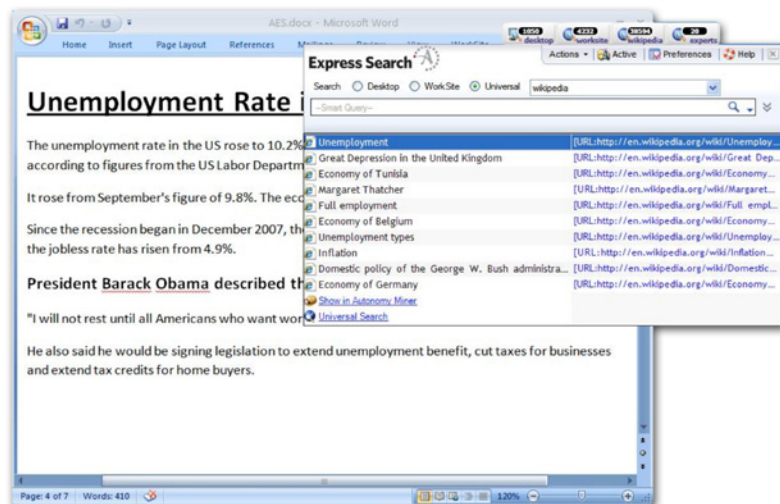
Automatic extraction of Citations, Judge Names and other entities:

IUS can identify and extract entities such as names, citations, jurisdictions and places directly from the text of a document or a court filing. These extracted entities can be used as additional query filters or to quickly find other documents that use the same citation or refer to the same judge. Also once extracted, users can setup email alerts that notify them of any event related to that entity. For example, a lawyer who is interested in the application of a specific law/citation in a jurisdiction can be alerted regarding new developments in that area of law.

Enhanced quality of work-product and efficiency of the fee earner:

IUS forms an understanding of the information on a user's screen, and proactively links the user to related information on the secure corporate network, on the web or the local machine, entirely automatically. While researching on the internet or reviewing a document, the lawyer can highlight a relevant piece of text and look for conceptually similar information from across multiple sources: Desktop, Enterprise, Internet. These results are shown in the context of the desktop application.

This is very powerful. Imagine that a junior associate is asked to write a brief on a topic that he is not very familiar with; using this implicit search capability, the associate literally has immediate access to conceptually similar information inside and outside the firm. This saves time and also ensures that all relevant sources have been searched.



High Impact on Business Development and Matter Staffing through Expertise Location

As a law firm grows and expands its geographic footprint, it becomes increasingly challenging to locate the experts to staff a new matter, respond to a business development opportunity or leverage firm expertise across offices. With a globally dispersed workforce, knowledge about 'who knows what' and 'who knows who' is often times not readily available, without disrupting the entire organization with firm-wide email inquiries. With the Expertise Location module of IUS, lawyers can now not only connect with domain experts from across the firm quickly, they can also effectively 'connect the dots' among related information through conceptual categorization and automatic hyper-linking. For example when searching for a subject matter or industry expert, IUS shows a ranking of experts based on time billed on that subject, contribution in terms of documents authored, years of experience, etc. One can quickly drill down into the details of the expert's matters.

Unlike traditional approaches where user profile had to be maintained manually, IUS automatically forms a conceptual understanding of user interaction with information as it is consumed and created. IUS understands relationships between experts and the content with which they interact, automatically clustering similar people and resources into related groups. The ability to respond quickly to a business development opportunity or staffing a matter with the right expertise is priceless.



Increase Revenue & Client Satisfaction through Improved Business Intelligence

Law firms typically have multiple data repositories in their firm and need to find information across complex sources and file formats. Some of the typical data sources include: Time/billing systems, Exchange, Document Management systems, Email archiving systems such as Symantec/ Zantaz, CRM systems such as InterAction, intranets, in-house research/knowhow repositories and external research services such as Thomson West and Lexis Nexis.

IUS not only facilitates searching of information across these repositories but also builds conceptual relationships between information from these disparate sources. It uses innovative visualization techniques to display results in an intuitive user interface. For example the Client/ Matter "mashup" views can display in one interface information about a client, matters being worked on for that client, the time/billing information, the primary contacts, etc.



This helps to surface patterns not known before and can help the firm leadership gain a better understanding of the clients and the work being performed for them. Analyzing these “mashups,” it may quickly become apparent that the firm has worked on a lot of matters related to a specific area of law for that client; it may be easy to replicate success with another client in a similar industry. IUS exposes relationships across clients that might otherwise remain unnoticed, such as a common Director on corporate boards. IUS also provides the ability to be able to drill into the specifics of a client or a matter. This additional business intelligence about the client/ matter can help increase business and improve client satisfaction.

Lower Total Cost of Ownership

IUS is built on the award winning IDOL platform which is a leader in Meaning Based Computing. Autonomy iManage’s WorkSite Document Management system also uses IDOL as its underlying search platform. All firms that use WorkSite and plan to deploy IUS will be able to leverage the common IDOL platform. This will entail savings in hardware costs and in training/ administration costs. IUS is the only enterprise search product to have native integration with WorkSite. All WorkSite operations can be performed from within the context of IUS, thus enabling seamless integration.

Conclusion

IUS not only provides a proven quantifiable ROI based on productivity gains and savings, it also enables firms to create flexibility which enables the organization to dynamically adapt to changes in the business environment. As business models shift in the legal industry, IUS can become a strategic tool and a competitive differentiator with regard to providing legal services efficiently while protecting margins.

About Autonomy iManage

Autonomy Corporation plc (LSE: AU. or AU.L), a global leader in infrastructure software for the enterprise, spearheads the Meaning Based Computing movement. IDC recently recognized Autonomy as having the largest market share and fastest growth in the worldwide search and discovery market. Autonomy's technology allows computers to harness the full richness of human information, forming a conceptual and contextual understanding of any piece of electronic data, including unstructured information, such as text, email, web pages, voice, or video. Autonomy's software powers the full spectrum of mission-critical enterprise applications including pan-enterprise search, customer interaction solutions, information governance, end-to-end eDiscovery, records management, archiving, business process management, web content management, web optimization, rich media management and video and audio analysis.

Autonomy's customer base is comprised of more than 20,000 global companies, law firms and federal agencies including: AOL, BAE Systems, BBC, Bloomberg, Boeing, Citigroup, Coca Cola, Daimler AG, Deutsche Bank, DLA Piper, Ericsson, FedEx, Ford, GlaxoSmithKline, Lloyds Banking Group, NASA, Nestlé, the New York Stock Exchange, Reuters, Shell, Tesco, T-Mobile, the U.S. Department of Energy, the U.S. Department of Homeland Security and the U.S. Securities and Exchange Commission. More than 400 companies OEM Autonomy technology, including Symantec, Citrix, HP, Novell, Oracle, Sybase and TIBCO. The company has offices worldwide.

Please visit www.autonomy.com to find out more.



The information contained in this document represents the current opinion as of the date of publication of Autonomy Systems Ltd. regarding the issues discussed. Autonomy's opinion is based upon our review of competitor product information publicly available as of the date of this document.

Because Autonomy must respond to changing market conditions, it should not be interpreted to be commitment on the part of Autonomy, and Autonomy cannot attest to the accuracy of any information presented after the date of publication.

This document is for informational purposes only; Autonomy is not making warranties, express or implied, in this document.

*Autonomy Inc. and Autonomy Systems Limited are
both subsidiaries of Autonomy Corporation plc.*

20100118_RL_WP_iManageROI

