

Hubbard One helps French firm improve proposal quality with fast access to relevant experience

CASE STUDY

“Experience Manager is recognised as an essential application across the firm and an invaluable means of keeping our reference material up-to-date.”

JILLIAN MCFARLAND
Marketing Officer
Gide Loyrette Nouel



The ability of a law firm to demonstrate previous success is a key part of any pitch for new business. As the largest French origin law firm, Gide Loyrette Nouel has a long list of achievements to its name, but with 21 offices in 17 countries, and an international client base, it saw the need for improved management of its matter experience.

In an increasingly competitive market, the facility to access, integrate and leverage relevant experience is paramount in the pursuit of new business. Marketing Officer for Gide Loyrette Nouel, Jillian McFarland, says a global, accessible and integrated experience management system enhances the firm's ability to grow and market itself effectively.

“Our legacy system had been developed specifically for the firm and had served its purpose well for over five years,” says McFarland. “But it had reached its capacity and was no longer being updated with our most recent matter information.”

As a result, whenever the firm replied to a request for information or presented one of its practices in a pitch, the marketing team had to search through a multitude of sources to find the firm's most recent experience. Says McFarland: “Putting together an accurate track record of experience took time because the information lived in a number of different places.”

To address their growing needs the firm went looking for a new system. It wanted a dedicated legal solution that would help it centralise the management of all its matter experience. “Our key objective was to be able to pull together a pertinent track record of experience within a short space of time.”

The firm's decision to implement Hubbard One's Experience Manager, one of the few dedicated legal applications able to achieve this aim, was based on the fact that Experience Manager responded to the firm's

specific needs and that Hubbard One was able to deal with the data migration necessary to transfer the information from its existing system to the new application.

“We weren't starting from scratch and this presented a challenge as we were keen to retain our historical information. We wanted to take our existing data with us when we moved to the new platform, and Hubbard One was able to navigate this obstacle.”

“In addition, we were already using the Elite financial management solution, another Thomson Reuters product, which we knew would simplify the integration needed between the two systems.”

Beginning in March 2010, Gide Loyrette Nouel undertook a staged rollout of the product to all its offices and departments, identifying key users and undertaking one-on-one training via WebEx tutorials.

“The implementation didn't take long and went very smoothly,” says McFarland. “As all of our offices had not been using the legacy system, the firm was not entirely in synch when it came to creating experience track records. We are keen to ensure that the new solution is fully embraced across the entire firm.”

To this end, the firm gave lawyers' assistants, paralegals and marketing and communications personnel access to enter the system and input data, and opened up general search access across the firm, from partners down.

“We want to encourage all offices to use the system and to make users aware of the importance of actively keeping our credentials up-to-date. If it's managed correctly we know Experience Manager will become a powerful marketing tool.”

HUBBARD ONE®

After just over six months of use, McFarland says the solution is already simplifying the management and creation of experience track records.

"Experience Manager is reducing the task repetition involved with compiling and updating ad hoc track records. We can centrally store, manage and access data, and we have reduced the amount of manual data searching needed."

The new solution is helping the firm to maintain a consistent approach to graphic coherency, enforcing a house style in terms of content output for insertion into proposals.

The flexibility and user friendliness of the product has been embraced by users at the firm, says McFarland. "A high degree of customisation is available with the product. Users can adjust the search and results screens and criteria without the need for any technical training, and they can share searches with other people in the firm."

Users are impressed with the pertinence of the data that is returned and the possibility to bring back search results ordered by preference, e.g., practice area, geographical zone and business sector. "It is a dynamic tool that provides users with quality information and displays it in a friendly manner."

"It is a dynamic tool that provides users with quality information and displays it in a friendly manner"

JILLIAN MCFARLAND

Marketing Officer
Gide Loyrette Nouel

Because Experience Manager is integrated with the firm's Elite financial management system, each search also includes a good depth of contextual information. The application is able to retrieve details such as when and where the work was done, the key lawyers and offices involved, as well as pertinent client information. It presents this information in a user-friendly manner and provides for simple export reporting routines.

The rich functionality and simple interface has allowed users to adapt to the system quickly. "It is recognised as an essential application across the firm and an invaluable means of keeping our reference material up to date."

ABOUT GIDE LOYRETTE NOUËL

Gide Loyrette Nouel (GLN) is a premier international law firm and the first to have originated in France. Founded in Paris in 1920, the Firm now operates from 21 offices in 17 countries. It has more than 650 lawyers, including 104 partners, drawn from 50 different nationalities. GLN offers some of the most respected specialists in each of the various sectors of national and international finance and business law. In each of its offices in Europe, Asia, North America and Africa, the firm provides its clients with comprehensive knowledge of local markets, regional expertise, and the resources of an international law firm.

From its core international centres in Paris, London, Brussels and New York, GLN is able to offer its clients access to French, English, EU and US law. The leading international status of many of its lawyers allows the firm to play a major role in constructing the law as well as advising upon it. GLN's international presence also extends to Central and Eastern Europe, Asia and North Africa, where its lawyers routinely offer a service that is both global and local.

GLN assists international institutions, public authorities, banks, foreign investors and leading local business groups with all of the legal issues raised in the course of their investments, commercial and financial transactions.



ABOUT HUBBARD ONE

Hubbard One® is the premier provider of marketing and business development solutions for law firms and professional services organisations. By combining industry expertise with innovative technology, Hubbard One delivers a comprehensive set of solutions, including Web communications, relationship and contact management, market analytics, experience management, proposal generation and SharePoint-powered intranets.

Today, more than 300 organisations around the globe leverage Hubbard One's solutions for client and business development. For more information, please visit hubbardone.co.uk/experiencemanagement, or call +44 (0) 20 7369 7360.



THOMSON REUTERS™

HUBBARD ONE®