

Kennedys LLP launches sophisticated Web platform to leverage global growth

CASE STUDY

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MARK KING
Head of Business Development
Kennedys LLP



A recent website redevelopment project, undertaken by legal marketing specialists Hubbard One®, has given Kennedys LLP a sophisticated platform to leverage its growing global presence.

Kennedys has experienced strong growth in the last five years; however, this wasn't reflected in the firm's online presence, says Rosie LeGros, Kennedys' Client Development Manager.

"Our legacy website infrastructure was no longer fit for purpose as it didn't give us the ability to present ourselves as a unified, global organisation."

The firm's website had a .com URL, which sent visitors to a UK website and then provided links to separate stand-alone websites for the different countries Kennedys operated in.

"This website structure didn't give us the flexibility to profile all of our new and growing locations easily," says LeGros, "and it didn't allow us to position ourselves as an integrated international firm."

Faced with ongoing restrictions and inefficiencies around content uploading and quality control, and an inability to make all of its knowledge content available where and when it was needed, Kennedys set about selecting and implementing a new website platform.

"The chief driver for the project was to install a functioning content management system (CMS)," says LeGros. "We knew if we had the right technology behind the website we could gain efficiency improvements and we would have a platform that could scale to meet our ambitions for more sophisticated Web 2.0 features in the future."

LeGros says one of the key priorities was to implement a CMS with a database that would allow the firm to serve up its extensive knowledge resources in a more granular fashion.

"We wanted to upload all our lawyer details to the website and that just wasn't possible with our old technology. In addition, we wanted to make more publications and articles available, allowing visitors to the site to search by industry expertise, lawyer, and country."

LeGros developed a business case and gained management approval to initiate a selection process. "We took a formal project management approach, by gaining buy-in from key stakeholders, then developed a brief and established an internal steering committee in order to help manage the project."

After assessing available options, Kennedys invited six Web solution providers to submit tenders and then asked three to make formal presentations.

Mark King, Head of Business Development, says "Hubbard One stood out from the crowd. The company's core CMS product was superior and it had worked extensively in the legal sector. They understood the nature of the legal environment better than the other candidates and had undoubted expertise in Web development."

The project kicked off in December 2010 with a rigorous eight-week scoping exercise. This produced a list of functional specifications to take into a 16-week development phase. The site went live on time and on budget in July 2011.

Once the project moved into development, Kennedys employed a dedicated website development manager, Emma Wise. Wise says the benefits of migrating to the new platform are already very evident.

"This project was about introducing an improved back-end technology. By deploying Hubbard One's Web Center and content globalisation tools we now have a website that serves our entire organisation."

Wise says the new CMS is providing efficiency gains. "Website updates are much easier to perform. Accuracy is also much improved because we no longer have to update six different sites – just one back-end database. This makes the content throughout the site a lot more consistent."

The CMS has also relieved the bottleneck within the business development team, Wise says. "Previously, every change had to be vetted and managed by our team in London. But now we can allocate local user access and delegate responsibility for content management to each country office."

As a result, the website content is more regularly refreshed, with information about new lawyers posted as they join the firm.

Wise says the firm's knowledge section has also been totally restructured. Information that was previously hidden is now more easily accessible and content is refreshed on a weekly basis.

"We have been able to separate our knowledge sources into specific categories for publications, articles, and legal case reviews, and as a result we can supplement information on the website with links to more pertinent information. The CMS provides search parameters across not only our knowledge section but for news, people, and events. This allows people to search by keywords, region, expertise, and by country."

This innovation has proved not only valuable for external visitors, but has enabled

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Kennedys' own staff to find information relevant to their day-to-day tasks.

"The CMS has enabled us to liberate our content," says Wise. "We can now populate links to articles throughout the site in a way we couldn't do before. The information is much more dynamic and has enabled us to link lawyer biographies to specific legal expertise and knowledge pages."

Wise says opportunities to cross-sell services have opened up. "The site also has more 'calls to action'. Visitors to the site are encouraged to interact further – for example, by contacting the relevant lawyer or reading further on a particular topic."

Kennedys says that one of the key benefits of the Hubbard One platform is that it has solved the global versus local Web-presence dilemma. Visitors arrive at a global website, but now have the freedom to gain access to localised subsections for every country the firm operates in – but that information remains within the frame of the international site.

"We wanted people to see Kennedys as a global organisation, but be able to drill down into country specific content as well," says LeGros. "In addition, each country has a local URL suffix which can be used for local promotional purposes."

King credits the expertise of Hubbard One staff as being instrumental in the smooth running of the project.

"The structured and formal project approach Hubbard One offered appealed to us from the outset," says King. "The company uses a strict implementation methodology and provided an excellent project manager to oversee the implementation."

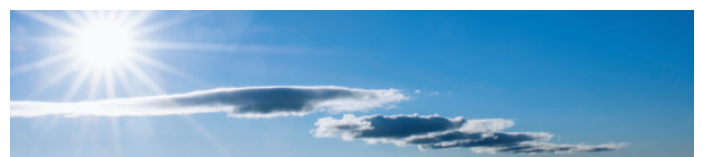
"What we have now is a platform for future growth and one which allows us to further develop our website, business development, and marketing strategies."

ABOUT KENNEDYS

Kennedys is a leading international law firm with more than 160 partners and a total complement in excess of 1,000 staff worldwide, with 18 offices in Auckland, Belfast, Birmingham, Cambridge, Chelmsford, Dubai, Dublin, Hong Kong, Lisbon, London, Madrid, Maidstone, Manchester, Miami, Sheffield, Singapore, Sydney, and Taunton. Kennedys also has an active network of associated offices around the world, situated in Delhi, Karachi, Mumbai, Paris, Rio de Janeiro, Santiago, Sao Paulo, and Warsaw.

Kennedys' client base includes general insurers/reinsurers, global composites, Lloyd's syndicates, underwriters, self-insured PLCs, and self-insuring government bodies. Its lawyers provide a range of specialist legal services to industry sectors including construction, healthcare, insurance and reinsurance, international trade, local government, maritime, and rail. The firm advises clients on banking and finance, company and commercial law, dispute resolution, employment, health and safety, liability, and regulatory defence.

Kennedys is ranked in the UK as a top 30 law firm by revenue and at the 2010 UK Legal Business Awards was named "Insurance Team of the Year" and overall "Law Firm of the Year."



ABOUT HUBBARD ONE

Hubbard One is the leading provider of marketing, business development, and practice management software and solutions for law firms. Our innovative set of software and solutions include Web communications, contact and relationship management, experience and pitch management, competitive intelligence, and XMLAW intranets and extranet solutions.

Today, more than 300 organisations around the globe leverage Hubbard One's solutions for client and business development.

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