

# **SCOTTISH LAW FIRM IMPROVES CLIENT SERVICE AND REDUCES COSTS BY 20% WITH BLACKBERRY SOLUTION**



Brodies LLP offers legal advice across its core business areas of corporate and commercial, property, litigation, banking and financial services, employment and trust and tax. Rated top tier in a number of key practice areas in the leading independent legal directories<sup>1</sup>, and home to some of the country's leading experts, the firm has cemented its position as the largest law firm headquartered and solely based in Scotland. It is considered the outstanding firm in its region in terms of leading lawyer numbers, focus on core markets, sustained profitable growth and quality client service and won the "Who's Who Scotland Law Firm of the Year 2008"<sup>2</sup>.

## **THE CHALLENGE**

In order to keep in touch and communicate with clients whilst out of the office, Brodies had previously used an alternative mobile email solution with limited success, and it was felt that it was time to look at what other systems were available. The firm needed a solution that was reliable and easy to use, and would improve the level of service its lawyers could provide to their clients.

As Damien Behan, IT Director at Brodies explains: "For busy lawyers, being able to effectively communicate with clients while on the go is all important".

## **THE SOLUTION**

Behan outlines his three key criteria for choosing a new solution: "Security, reliability and usability."

He began by comparing the relative merits of the available solutions on the market. After extensive research and consultation with trusted peers in the market, it was clear that there was just one solution that could meet the firm's criteria: the BlackBerry® solution. As Behan says, "I consulted with many of my peers, and comments were consistent among them, that 'The BlackBerry solution just works', which is exactly the kind of reliability we were looking for."

Brodies first trialled the BlackBerry solution with a small number of the firm's partners. From their initial feedback, it was clear that the BlackBerry® smartphones met the requirements in terms of usability. The successful trial led to an initial deployment of BlackBerry smartphones to senior solicitors, associates, partners and senior support staff. "Basically anyone likely to need to work while on the move, and needing to stay in touch with the office and our clients was equipped with a BlackBerry smartphone," says Behan.

The BlackBerry solution is now used for mobile email, voice, internet browsing and secure access to Brodies' intranet. The firm's office telephone system also sends the user their voicemail messages as email attachments, so users can listen to their messages from the BlackBerry smartphone without having to dial in.

## **BENEFITS**

**IMPROVED  
CUSTOMER SERVICE**

**COST SAVINGS  
OF 20% ON PHONE BILL**

**SECURITY BENEFITS  
THROUGH ENCRYPTION  
AND PASSWORD  
PROTECTION**

**RELIABLE  
COMMUNICATIONS**

*"Our key criteria for choosing a mobile solution were security, reliability and usability. The BlackBerry solution just works."*

Damien Behan,  
IT Director, Brodies LLP

<sup>1</sup> [www.legal500.com/c/scotland](http://www.legal500.com/c/scotland)

<sup>2</sup> Who's Who Legal Awards 2008

The BlackBerry solution and the BlackBerry® Enterprise Server with Microsoft Exchange have proved even easier to manage than Behan had hoped. "BlackBerry Enterprise Server is virtually self regulating; it hasn't added to our IT workload and there's very little administration involved with it. One of the best things about BlackBerry Enterprise Server is the control of policies it gives you. It allows us to control functions and characteristics to a much greater degree than with the previous system," he says.

As one of the leading law firms in Scotland, secure communications is always a number one priority for Brodies and with the BlackBerry solution, Behan is very satisfied.

"Mobile devices usually let you wipe them if lost. But the problem is: you don't know you need to wipe the device until someone tells you it's gone missing. If that happens at midnight on a Saturday, the chances of the user calling someone in IT before Monday morning are quite slim. So the ability to encrypt the BlackBerry device, in addition to device password protection and data encryption between the server and the BlackBerry smartphone are essential for Brodies," advises Behan.

## THE BENEFITS

Brodies measured its return on investment in switching to the BlackBerry solution by judging the quality of the service and user satisfaction: "Today all our users are happy with this reliable, easy-to-use solution, and we no longer receive complaints."

In just a few short months the BlackBerry solution has made users of the system more comfortable with mobility. He outlines: "The BlackBerry solution is very intuitive; it's as if the smartphone thinks ahead of you, anticipating what you want to do."

As a result Brodies provides just a quick 10 minute training session for new BlackBerry smartphone users because "that's usually all they need". Behan also highlights that users are less reliant on laptops when they travel: "When they are travelling to visit a client they know they can keep working and keep in contact via their BlackBerry smartphone when out of the office."

The BlackBerry solution has also generated cost savings. According to Behan, Brodies' mobile phone bill has been reduced by approximately 20%, despite supporting more handsets than with the previous solution. The stability and reliability of BlackBerry smartphones has convinced Behan that it's the right choice for future mobile applications. "In the legal market, the BlackBerry solution is quite dominant, so software vendors develop for BlackBerry smartphones first, before other platforms. It's another reason we selected it" concludes Behan.

Brodies is currently piloting a time recording solution and is looking into BlackBerry solutions for access to document management systems and dictation transcription.

For further information: [www.blackberry.com/go/success](http://www.blackberry.com/go/success)

**BLACKBERRY CASE STUDY**  
**BRODIES LLP**

