



Strategic Planning



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Introduction

The LawTechTV (LTTV) Strategic Planning engagement is a collaborative effort that focuses on the optimization of legal information technology resources across three vectors: people, process and platform.

It is guided by the following principles:

Guiding Principles for Legal Technology Organizations

- ❖ **Emphasis must shift from operations to delivering business value and innovation.**
- ❖ **Value proposition lies more in its knowledge of the legal industry than its ability to “push buttons.”**
- ❖ **Must ensure that commoditized technology is outsourced wherever possible.**
- ❖ **Must work collaboratively with all departments to ensure data integrity and consistency across processes.**
- ❖ **Must provide a set of self-help technology services that allow the organization to scale.**
- ❖ **Embodies and endorses an iterative development and deployment strategy.**

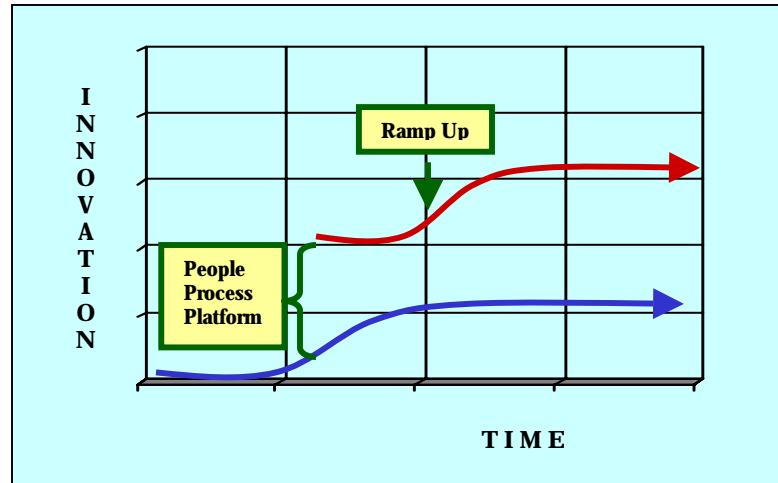
The objective is to develop a set of actionable goals and initiatives that will guide the organization’s deployment of information technology resources over the next three years, with an emphasis on what can be accomplished in the next six to twelve months.

Technology for a Changing Industry

Although the mantra of “change or die” is clichéd, it does reflect, in significant ways, the challenges facing law firms and legal departments across industries. Today’s market leader can quickly become tomorrow’s legacy provider. Witness the fate of IBM with the advent of the personal computer, or that of Microsoft with the advent of Google, or of the print media with the advent of “new media” technologies. In each case the incumbents were completely surprised by the changing marketplace. These are not the exceptions but rather the rule. There is no industry that is immune from a disruptive attack, including all pure knowledge-based industries such as the law. It is, obviously, to your advantage to be the disruptor as opposed to the disrupted.

Jumping the Curve: People, Process and Platform

The strategic shift in focus in the delivery of legal information services has three principal components 1) people, 2) process, and 3) platform. It should be noted that the proposed shift implicates changes firm/department wide, and is not limited only (or primarily) to legal IT support. This is a subtle, and perhaps radical, shift in the



perception of IT as a cost center (i.e. something to be constrained) to a key component of the firm's "go to market" strategy. That said, maintaining a competitive IT cost structure lies at the heart of this strategic planning engagement. Outsourcing infrastructure services, wherever feasible, is intended to help meet this critical objective. A set of self-help application level services is also a key component. Both are critical success factors required to support growth.

Approach & Methodology

The driving force behind our approach is the achievement of compelling results in a timeframe consistent with the increased velocity of business. Enabling technologies are of little use if the window of opportunity is missed or if services are not available on demand. A world class 24/7 always on and anywhere/anytime accessible platform is mission critical and represents a constant theme across the objectives we collaboratively develop with our clients.

We use a proven approach of facilitated sessions with key stakeholders in order to quickly capture actionable goals and initiatives. We leverage both specific legal industry technical acumen as well as broad experience within the IT industry to help our clients focus on those enabling technologies that are likely to lead to a competitive advantage. Each jointly developed initiative contains a list of action items required in order to get closure. The primary goal of this engagement is to create momentum.

This engagement is delivered over three days and assumes that key stakeholders are available to participate. Sans the participation of key stakeholders we will not move forward. The engagement is priced at \$4,500.

Summary

While our clients clearly understand their “pain points” they are often perplexed by how best to move forward. At LTTV we recognize that the “best is often the enemy of the good” and therefore we work with our clients to create an effective and iterative approach to achieving competitive advantage by leveraging mature enabling technologies.