

Success On BlackBerry



Professional Services & Legal

BlackBerry Professional Software Helps Legal Firm Raise the Bar on Client Satisfaction



Martin, Pringle, Oliver, Wallace & Bauer, L.L.P (Martin Pringle), is a 35-lawyer law firm with two office locations in Kansas. The firm's expertise spans a wide range of practice areas including litigation at the local, state and federal level.

Industry

Professional Services & Legal

Region

Americas

Company Size

Small-Medium Business – 60 employees

Email Environment

Microsoft® Exchange

Type of Solution

BlackBerry® smartphones and BlackBerry® Professional Software

Challenge

Martin Pringle wanted to give its lawyers a way to stay in touch with their clients and legal support teams when they were away from the office for litigation, conferences or on an extended personal vacation.

Solution

Martin Pringle installed BlackBerry Professional Software on its existing Microsoft Exchange server, giving lawyers mobile access to their email and calendars in near real-time.

Martin Pringle's Results

- Enhanced client experience, with timely response to legal issues
- Faster, more convenient communications with legal teams
- Security features help to protect client information
- Up to one extra hour of productivity per day for IT Administrator



The Challenge:

Help Lawyers Stay Connected with Clients and Legal Support Teams

Martin Pringle is a regional law firm with 35 lawyers practicing in two offices in Kansas. The full-service firm represents clients in a wide range of practice areas, including litigation in local, federal and state courts.

At Martin Pringle, litigation lawyers are frequently away from the office, travelling to courts both inside and outside the State of Kansas. Other lawyers spend more time working in the offices, but are occasionally away for extended periods of time, either for legal conferences or personal vacations.

For all lawyers, however, the need to stay accessible to clients is ever present. In the legal industry, client expectations for accessibility and responsiveness run extremely high.

In addition, lawyers need to maintain communications with their assistants and legal support teams. Working under the direction of a lawyer, these office-based employees perform administrative and case-related work to ensure that client cases progress efficiently even while the lawyer is out of the office.

To ensure a high level of client satisfaction, Martin Pringle needed a mobile email solution that would allow lawyers to stay connected with clients and office staff during extended periods of travel.

With an IT department of just two full-time Administrators, however, the firm was not in a position to introduce any new technology that would require significant IT resources to deploy and support.

Security functionality was also an important consideration, due to the sensitive nature of email communications between lawyers, legal support staff and clients.

Why the BlackBerry Solution?

Jason Rose, IT Administrator, spearheaded the move to investigate a mobile wireless email solution that would meet the needs of Martin Pringle. Having had experience with BlackBerry solutions, Rose looked into BlackBerry Professional Software. Considering the size of their organization, they found it be an affordable, scalable and simple way to bring the productivity benefits of wireless mobility – namely, email and calendar synchronization in near real-time – to Martin Pringle.

BlackBerry Professional Software enables wireless email, calendar synching and mobile access to business data in a software-based solution that runs on an existing email server and supports up to 30 users. It's modeled after the same core functionality and advanced security features of the BlackBerry® Enterprise Server, but tailored to meet the needs of small businesses. A perfect fit for Martin Pringle.

"With BlackBerry Professional Software, it's fast and easy to set up a new user on our firm-owned smartphones. A lawyer emails or calls me to request a BlackBerry smartphone, and I can have it configured in a matter of minutes. When the BlackBerry smartphone is returned, I perform a simple data wipe using the BlackBerry Professional Software's built-in administrator tools, and it's ready for the next user."

~Jason Rose, IT Administrator, Martin Pringle

Staying Connected and Productive On-The-Go

Recognizing the benefits of wireless productivity that the BlackBerry solution provides, Martin Pringle purchased four company-owned BlackBerry smartphones available for lawyers to use on a temporary sign-out basis.

Although lawyers at Martin Pringle can choose any mobile device for their own use, several of the firm's 35 lawyers choose to use BlackBerry smartphones. Those using BlackBerry smartphones enjoy the ongoing productivity benefits of email and calendar synchronization in near real-time.

Rose provides IT support for the firm-owned BlackBerry smartphones as well as each lawyer's personal mobile device of choice.

"This is the ideal arrangement for our firm because it means lawyers who don't travel frequently can still enjoy the productivity benefits of wireless email by simply signing out a BlackBerry smartphone and using it for the duration of their trip," Rose explains.

Even though lawyers regularly borrow and return the firm-owned BlackBerry smartphones, Rose says the administration of this solution doesn't make major demands on his time.

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Rose also points out that the intuitive design of the BlackBerry smartphones means a lawyer can learn how to effectively navigate and operate the BlackBerry smartphone in a matter of minutes.

Martin Pringle's Results

Enhanced Client Experience, with Timely Response to Legal Issues

Lawyers at Martin Pringle using BlackBerry smartphones with BlackBerry Professional Software enjoy the benefit of email synchronization in near real-time. This allows them to receive and respond to inquiries from clients easily and rapidly through the day, or evening, from virtually anywhere. "When a client can email their lawyer at 7:30 PM and get a response almost right away, it's very satisfying," Rose explains. "Without a doubt, BlackBerry Professional Software helps our lawyers deliver fast response and exceptional service to clients, which has a positive impact on the client experience."

Faster, More Convenient Communications with Legal Teams

When lawyers are away from the office, email and calendar synchronization in near real-time reduces the need for them to phone the support team back at the office. Instead, they can communicate details of a particular case via email. In addition, assistants can schedule calendar appointments for the lawyers without having to check for available dates.

Security Features Help To Protect Client Information

With advanced encryption standards built in to BlackBerry Professional Software, lawyers using BlackBerry smartphones have the benefit of knowing that their email transmissions are highly secure. In addition, Rose appreciates the added security measure of remote locking and wiping capabilities of the BlackBerry Professional Software. "Since email conversations between lawyers and clients usually contain highly confidential information, the ability to remotely wipe a BlackBerry smartphone that has been lost or stolen is a great security benefit," says Rose.

Up to One Extra Hour of Productivity per Day for IT Administrator

Rose appreciates the new time savings he's realized since installing BlackBerry Professional Software, which he estimates at up to one hour every day. "With BlackBerry Professional Software, the end user support is virtually a non-issue," he explains. "I almost never have to touch a BlackBerry smartphone, because I can do everything centrally using the administrative tools that are built in the BlackBerry Professional Software," he says.

Rose also enjoys the productivity benefits of being a BlackBerry smartphone user himself. "I get emails from my users on a range of IT issues, most of which I can resolve by sending a short email with instructions," he says. "Now I can solve issues from anywhere in the building, or even at home for that matter, instead of having to return to my desk."



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~ Jason Rose, IT Administrator, Martin Pringle

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Certain features outlined in this document may require a minimum version of BlackBerry Enterprise Server, BlackBerry® Desktop Software, BlackBerry® Device Software and/or additional BlackBerry software. Check with service provider for availability, roaming arrangements, service plans and features.

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