



International law firm expects significant time and cost savings with BlackBerry solution

With over 700 lawyers and specialists, Appleby Global is a leading provider of offshore legal, fiduciary and administration services to global public and private companies, financial institutions, and high net-worth individuals. It operates in the key offshore jurisdictions of Bermuda, the British Virgin Islands, the Cayman Islands and Mauritius, and has offices in London, Hong Kong and Zurich.

The Challenge

Appleby is as global as the clients it serves. "We pretty much follow the sun," says Adam Jeffries, Head of Information Technology (EMEA) at Appleby Global. "From the moment our Hong Kong office opens to when our British Virgin Islands office closes, we're open 22 hours a day. We're based in a lot of different jurisdictions, our fee-earners do a lot of travelling, and our operations are closely tied to financial markets."

As a result, the firm's fee earners needed a way to keep in contact with their colleagues and clients when their workday was over. "When a lawyer goes home in the evening, people in other jurisdictions keep working on their projects. So instead of staying in the office tied to the desk to keep in touch with them, we wanted to give our lawyers a secure mobile communications solution," explains Jeffries.

The Solution

"The BlackBerry solution was the perfect choice," says Jeffries. The security of client communications is paramount in Appleby's business, but Jeffries did not want the enforcement of the firm's strict policies to have a negative impact on the adoption of the solution by lawyers. "With lawyers there's always a trade off between high security and usability," says Jeffries. "The BlackBerry solution doesn't compromise on security, and the lawyers find it very easy to use."

Benefits

Simplified communications across time zones

Significant time and cost savings

Improved dictation workflow

Secure mobile information access and management

Initially, only a small number of users began using the BlackBerry® solution. Appleby first installed BlackBerry® Professional Software at its office in Jersey for 15 users. "It took off literally overnight," says Jeffries. Within a year, deployment had grown to 210 users, mainly partners, senior fee-earners (associates), directors, and heads of departments spread across its global offices. Today Appleby runs BlackBerry® Enterprise Server software on three servers located in Jersey, Bermuda and the Cayman Islands.

Once the users were comfortable using the BlackBerry solution for mobile email and calendar, Appleby started integrating other business applications. "We are always looking for ways to increase efficiencies and make life easier for the lawyers," says Jeffries.

The first was the BigHand for BlackBerry digital dictation application and the second, Autonomy iManage WorkSite Mobility, which is a workplace mobility application allowing staff to access and file documents and emails in Appleby's document management system, while on the move.

The Benefits

At Appleby, the BlackBerry solution has become a necessity. "Just as people expect to have email in the office, they now expect to have it on the move," says Jeffries.

"There is a general feeling of satisfaction from the staff and the partnership feels that the BlackBerry solution provides a much needed service."

BlackBerry® smartphones have helped to simplify communications across time zones, especially for fee earners working on cross-jurisdictional matters, while the application deployment has delivered real business benefits. "The BigHand application is extremely useful, allowing staff to dictate while out of the office and sync directly with the internal systems so a secretary can prepare the document immediately," explains Jeffries.

The BlackBerry solution with BigHand also alleviates the need to carry a separate mobile dictation device, which further reduces costs and adds security and efficiencies. "The iManage WorkSite application is very useful when senior lawyers are travelling, as they use down time at airports to file emails and organise their documents," adds Jeffries.

The efficiencies generated with this BlackBerry solution are beginning to yield significant cost savings. Over time, Jeffries expects the BlackBerry solution to save fee-earners up to an hour per week, which "if you add it up over a year can be up to a couple of hundred thousand dollars."

Today, the BlackBerry solution has become a vital component of Appleby's business IT strategy. "Senior IT staff meet with the management committee regularly to discuss ways of improving life for the lawyers. When new applications are being implemented, we consider the BlackBerry solution to be as important as the desktop," concludes Jeffries. Appleby is currently examining the deployment of a cost recovery application for calls made on the BlackBerry smartphone, and a time-capture application.

www.blackberry.co.uk/casestudies

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