

CASE STUDY

International
Law Firm with
Over 1000
Attorneys



Customer

This firm focuses on serving the Technology, Energy & Infrastructure and Finance sectors globally. Clients worldwide call on them for forward-looking commercial advice on transactions, litigation and compliance matters. They bring distinctive quality, teamwork and value to the table – and innovate in everything they do. In courts in all 50 states and around the world – across many different subject matters – and against the toughest opponents, their trial teams have scored victories when it mattered most. Their teams have gone to trial 20 times in the past 24 months, with more than a third of the Fortune 100 depending on their litigators to resolve their highest-stakes disputes.

Challenge

Employees of this firm were only able to find information by browsing through hundreds of pages via their intranet. The search capabilities it had only searched content that was specific to the intranet, completely ignoring other key systems in which valuable content resided. When looking for information in those other systems, users had to access each one individually, wasting a lot of time. Adding to this challenge was the fact that the intranet was hard to manage as practice groups had to involve IT to make any changes, leading to disorganized content. It was also built on technology that was no longer supported, increasing deployment and maintenance costs. Their knowledge management group, which focused on ensuring that their employees (especially those working on their client's projects) had access to all the information they needed to perform efficiently and with high quality, were tasked with solving this problem.

Solution

BA Insight worked with this firm to implement their vision of an integrated intranet and enterprise search solution that would put AI-driven search at all employees' fingertips, regardless of where they were. The key part of this vision was a single integrated search

capability deployed across the entire intranet that would provide automatic categorized suggestions as users typed. They were instantly presented with potential documents, clients, matters, and attorneys who could assist them. SiteCore was the platform of choice for the intranet, so integration of BA Insight search capabilities within that system were also key strategies.

The solution was a combination of the following capabilities:

1. SmartHub as the search UI to power a modern user experience including personalization, autocomplete/autosuggest, and recommendations. In addition, SmartHub was integrated directly into the SiteCore framework and UI, providing the same user experience for intranet and search.
2. Connectors to NetDocuments, SiteCore, and SQL (for Client and Matter data) to provide a single index and through SmartHub, provide a single point of access to all data sources so that users do not have to perform multiple searches.
3. AutoClassifier to add metadata to documents that did not already have it and extend metadata on documents that had limited metadata. A combination of AI and rules-based tagging was used for automation and control.

Outcome

The firm delivered on their vision of an integrated enterprise search and intranet deployment- both on time and on budget. The firm-wide launch was a resounding success, as acknowledged by employees and partners. Firm employees now have a modern, responsive application for access to all firm data and resources in one environment anytime, anywhere, on any device. Feedback has been overwhelmingly positive, and comments range from how much time is being saved to how much better work productivity is based on the ease of access to firm information.

What's Next

The customer is focusing on delivering features around contacts, which they refer to as "Who knows Whom" so that attorneys can quickly identify connections between clients and the firm, as well as explore specific AI search features, such as natural language queries and bot-driven search UIs.