LEGAL TECH FOR CORPORATE COUNSEL:

WHAT YOU NEED TO KNOW

Association of Corporate Counsel
ALBERTA

HELLO!

Zena Applebaum
Director, Market Insights & Engagement, Thomson Reuters

@ZAppleCI

Martine Boucher
Managing Partner & Co -Founder, Simplex Legal

@martine_simplex


WHAT DO I CHOOSE?
TOO MANY OPTIONS!
TROLL.ME


HOW COULD YOU WORK WITHOUT THE SOFTWARE?
WHAT DO YOU THINK LAWYERS DID BEFORE COMPUTERS?
SIR, I'M 24. I DON'T KNOW WHAT ANYBODY DID BEFORE COMPUTERS.
dustincomics.com www.facebook.com/dustincomic
KELLEY and PARKER
©2018 Steve Kelley & Jeff Parker, Dist. by King Features Syndicate, Inc.
7-26

LEGAL DEPARTMENT CHECKLIST

Legal Operations
Focus on having dedicated legal operations dept

Legal Technology
84% rank technology as priority to simplify workflow

Security
Data security is key both internally and with external firms

Cost Control
Instill strict billing guidelines and reduction of invoice expenses

Outside Counsel Spending
85% shifting more work in-house

Hourly Rates
58% report increased outside counsel hourly rate

Globalization
78% of legal departments reported some legal spending outside the United States

Trends
65% report increase in volume of legal work

Sophistication
Reduction in law departments being reactive vs proactive

AFAs
83% reported some use of alternative fee arrangements

Diversity
Increase in starting diversity initiatives with law firms

Metrics
Compare metrics with other law departments

HOW TO CHOOSE NEW TECH

1. Analyze Your Business Needs
2. Choose Technology That Grows with Your Business
    - Is there tech already in place?
3. Always Think in Terms of Need & Your Users
4. Integration Points & Possibility
5. Support
6. Ongoing Training
7. Adoption
8. Usage Data & Analytics

6 S'S OF LEGAL TECH

1. *SCOPE*
2. *SPEED*
3. *SECURITY*
4. *SMARTS*
5. *SCREEN*
6. *SIMPLICITY*

Association of Corporate Counsel ALBERTA

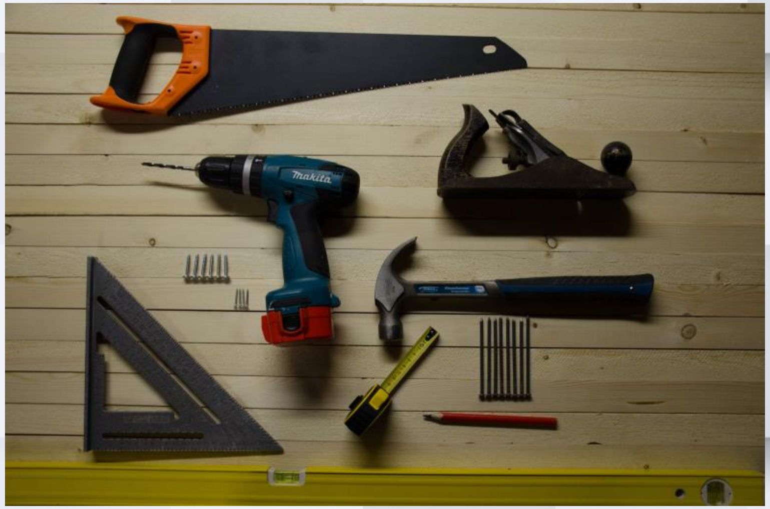
(adapted from http://www.legalexecutiveinstitute.com/6-ss-fintech/)

Case Studies

A SOLUTION LOOKING FOR A PROBLEM?

Technology is a TOOL used by people:

- To facilitate work
- To build something
- To solve a problem



Would you buy a TOOL without knowing what you're building?

ACC Association of Corporate Counsel ALBERTA

WHAT LEGAL TECH CAN AND CANNOT DO

Technology won't cure a bad process… or replace good judgment

People solve problems

Technology brings scale

SO….DO I NEED THIS (NEW) TOOL?

Or what to do when the legal tech sales person knocks on your door (sorry Zena!)

What you are trying to build or what problem you are trying to solve?

Association of Corporate Counsel
ALBERTA

HOW TO APPROACH THIS CHALLENGE?

A framework to help you define your needs and make your business case

- **Tempting to start planning the solution… DON'T!**
- Frustrations = raw materials for change
- Leverage learnings from your current experience

HOW TO APPROACH THIS CHALLENGE?

A framework to help you define your business case

1. Learning from current state
2. Measuring success
3. Dreaming the Future State
4. Back to reality: Now you can **DECIDE WHAT NEW TOOL, PROCESSES AND PEOPLE YOU NEED.**
5. Create the implementation plan
6. STOP DREAMING & DO IT!

LEARNING FROM OUR EXPERIENCES

A few thoughts, tips and tricks

1. Use a **Framework** that work for you: **Case Study #1**
2. **Start Small, Dream Big** : **Case Study #2**
    - Tight Scope - Progress Not Perfection
    - Parking ideas
    - 80% Rule
3. Having the **Right People** in the room : **Case Study #3**
    - Change Management
    - The "Expert Syndrome"
    - Partner with the right people : Sometimes, it's about WHO not HOW

Case Studies: Beauty in simple solutions

CASE STUDY #1: Onboarding New Employees

A few thoughts, tips and tricks

Client: Simplex Legal (ourselves)

Challenge/Objective: Quick growth, constantly hiring. Onboarding is manual and intensive, from HR forms to learning the virtual platform and creating a strong cultural engagement. The current process leads to inconsistency and cannot scale.

Solution: Process map turned into Workflow containing task instructions and running parallel path.

Tech Used: *Gravity Forms, WordPress, woffice theme, Gmail, Slack, VideoAsk*

Results: Reduced hand's on time by > 50%; increased satisfaction, staff engagement transparency & consistency, able to easily outsource parts to

CASE STUDY #1: Onboarding New Employees

Process we used: Simple Project Charter & Brainstorming Session

Simplex Onboarding

Engaging, Effective and Efficient

Prepared by: Joanne Stinson & Martine
Last Update: May 21, 2019

What do we want to achieve?

From an idea created on a beach in Thailand a few short years ago, to a serious presence on the Legal market place today, Simplex continue to grow.

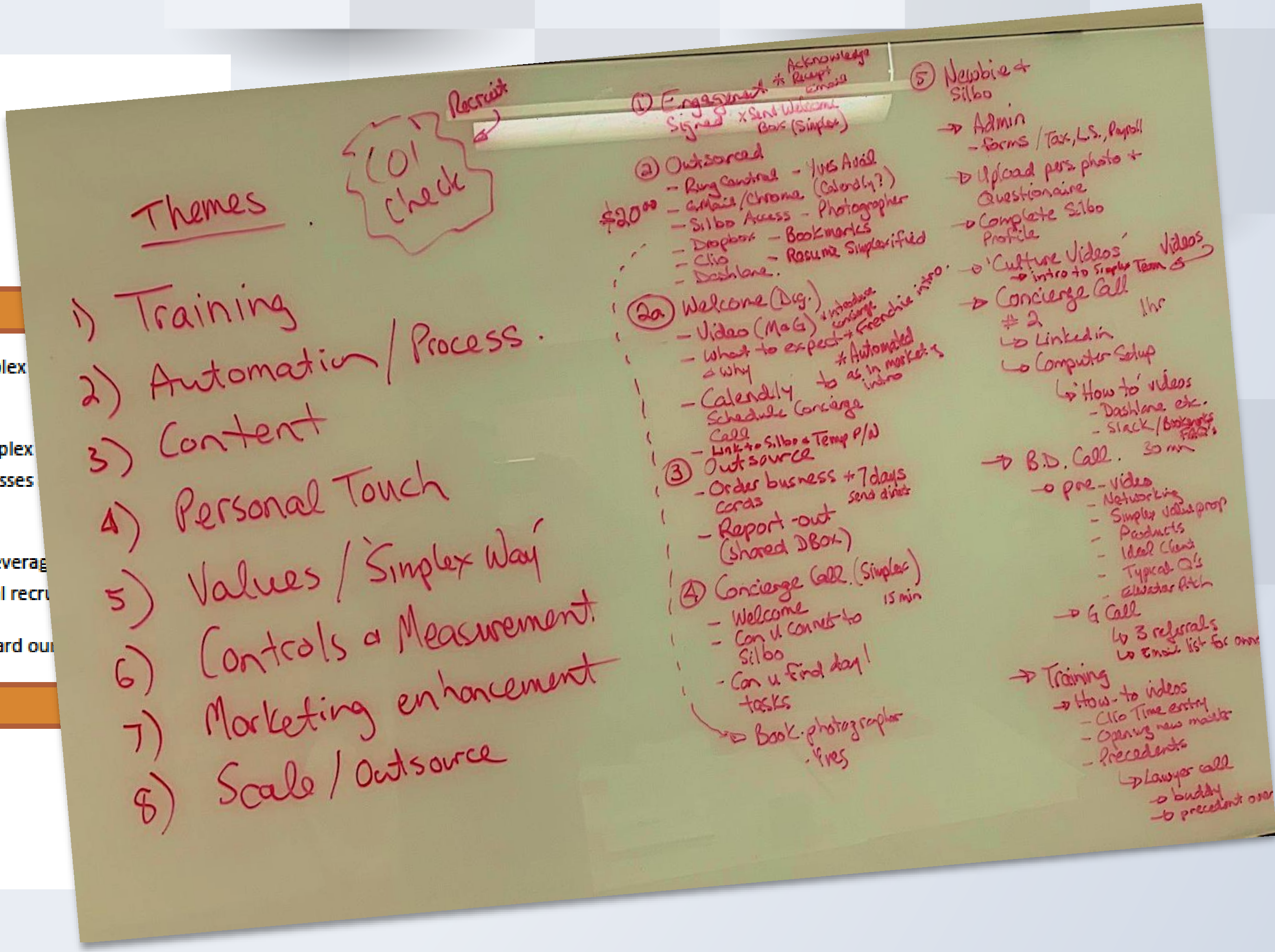
Growing means hiring more staff. Once hired each of those new staff will have to be effectively onboarded and oriented to Simplex ensuring that each employee is signed on, introduced to and taught to use the technology utilized by Simplex, taught the processes engaging with clients, each new staff member will have to be socialized into the Simplex culture virtually.

The start of a new position is a very engaging time between the new employee joining Simplex and her network. We want to leverag marketing opportunity to connect with our employee's network – which is a rich environment for potential clients and potential recru

We also want to leverage the capabilities of Silbo to design and create engaging and effective resources and processes to onboard our

Who's involved with the project (stakeholders)?

- **Champions:** Martine & Geoff
- **Key Stakeholders:**
  1. Martine, Krista and Iris for sharing the process currently used when onboarding a new employee.
  2. Team to design the new and improved process: Bailee, Danielle, Iris (Team Lead)



CASE STUDY #2: Data for Procurement Work

A few thoughts, tips and tricks

Client: A multinational natural resource company

Challenge/Objective: Supporting the procurement function was a non-desirable role. Business people were “shopping” for their preferred lawyer. The legal department did not have a visibility on the overall enterprise risk and was spread too thin to bring true of value where it matters. Lots of requests were coming in and lawyers could get busy just “doing” the files. Getting procurement onboard was a true challenge.

CASE STUDY #2: Data for Procurement Work

A few thoughts, tips and tricks

Solution: Created a a Playbook/Legal Review Guidelines (v.1). Through a simple one-pager intake form, the client can gather minimum information to allow for an efficient triage and make sure a file is “complete”. Ongoing review of data collected to spot trends, peak times and allow better staffing and create visual reporting.

Tech Used: *Word “Form” & Excel!!!*

Results: Dashboard has become communication tool with the Procurement Team to manage peak times and with the executive team to manage enterprise risk. After 2 years of data, GC was able to add a new position and team is off to Phase 2.

CASE STUDY #3: PPSA Helpdesk

A few thoughts, tips and tricks

Client: A global equipment leasing company

Challenge/Objective: Expanding in the Canadian Market. Growth constrained by deal-by-deal approach. Cost is an issue – traditional firm too expensive but building internally requires headcount, proper training and supervision.

CASE STUDY #3: PPSA Helpdesk

A few thoughts, tips and tricks

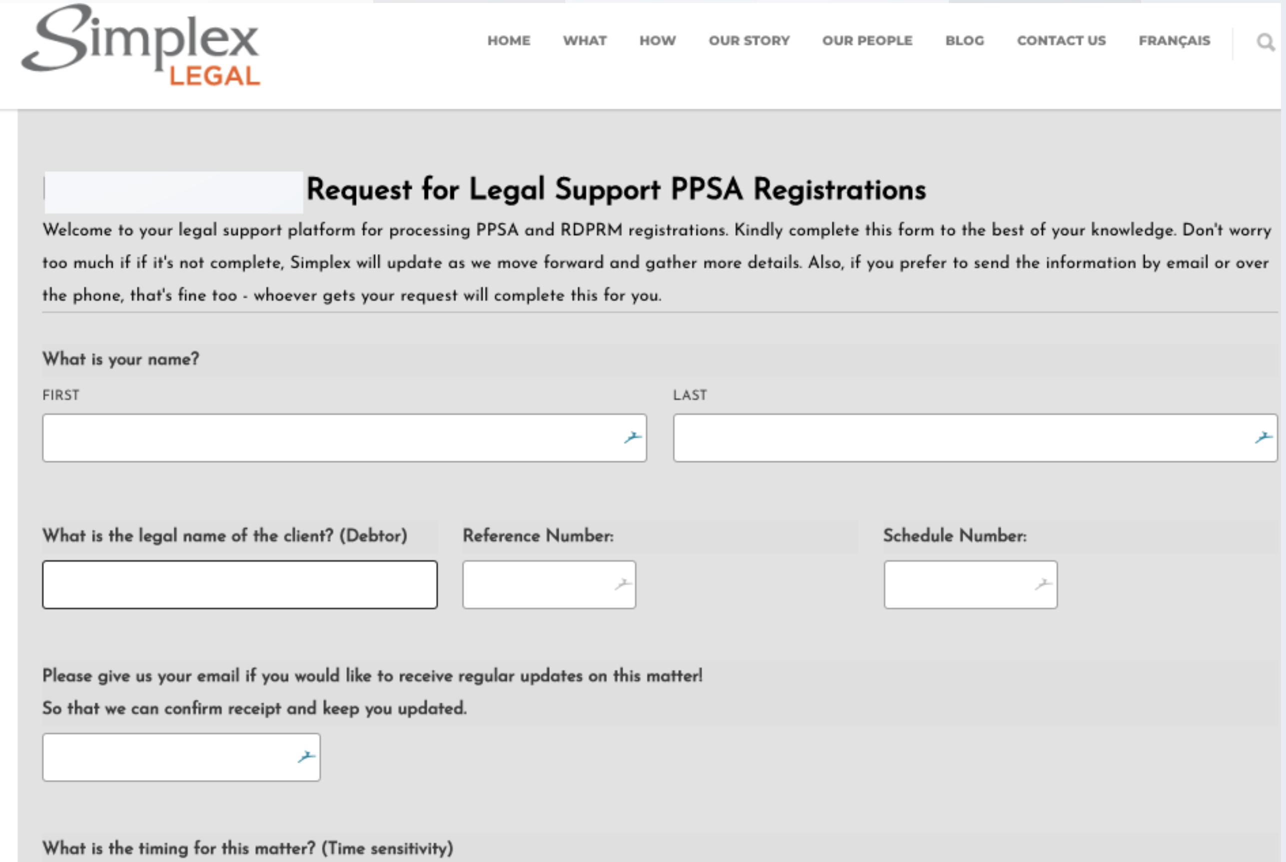
Solution: Partnering with an Alt Law with an automated workflow as collaboration tool. Data floats from intake to registration and dashboard, avoiding redundancy and recapture errors. Legal supervises and deals with non-standard transactions (flagged at intake stage). Risk-based pricing.

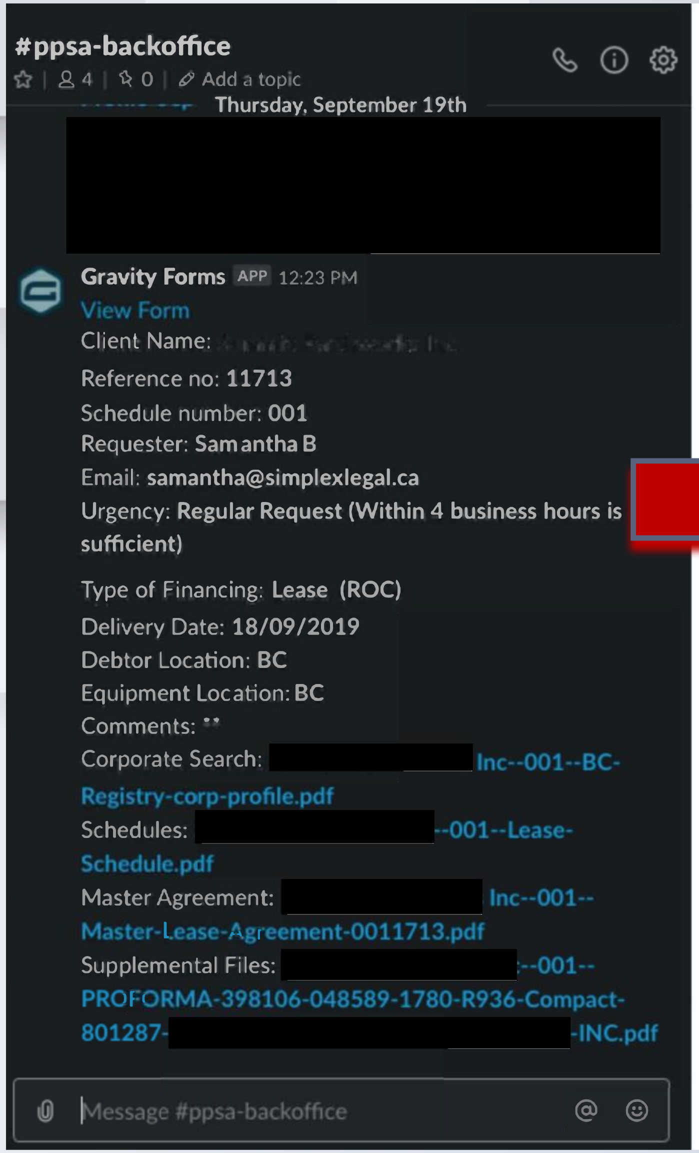
Tech Used: *Gravity form and flow, Google Sheet, Google Drive, Gmail and Slack*

Results: Cost and time to fund drastically reduced. Controllership increased. No additional headcount or internal controls required.

CASE STUDY #3: Legal + Paralegal Management

FROM « Click here to send your request » TO SIMPLEX SLACK





CASE STUDY #3: Legal + Paralegal Management

Dashboard and Reporting

- Serves to track all incoming requests and as reporting tool
- Send automatically on a monthly basis, with up-to-date status report on each request
- Provides a clear view of WIP vs. done, time to resolution, and comment status
- Here's an initial draft of what the dashboard could include:

Monthly Activity Report – As of [Date]

Reference #	Request Received	Process Stage	Comments on Status	Reg. Details	Waivers Needed
[Use Master #] + Client's Legalname]	[yyyy-mm-dd] – [Requestor name]	Options: • Received • Waiting for Additional Info • Submitted • Completed	[Use if any issues, or items that need to be diarized]	[Reg. #, date and Expiry]	[Y/N –> if yes, report would be saved in Shared Folder]

Scheduled Process Review and Feedback

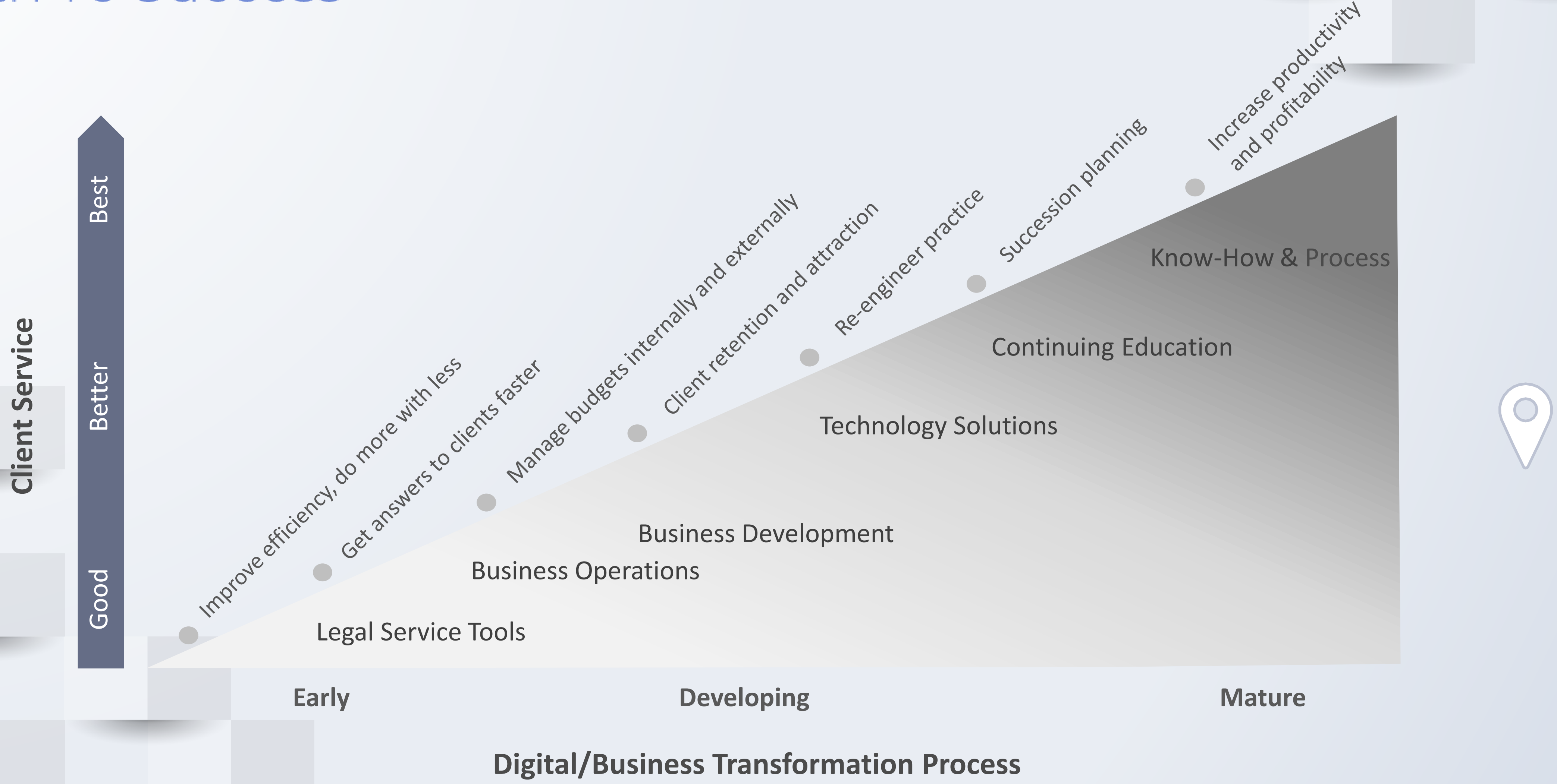
We're always open to feedback and to improve the way we collaborate. We would suggest we have a formal process review:

- 1 month following the implementation
- Every quarter after that – once we feel the process is running smoothly, we can decide what the proper schedule would be

Association of Corporate Counsel
ALBERTA

BUSINESS TRANSFORMATION

A Path To Success



Association of Corporate Counsel ALBERTA


search ID: dcr0220
Dave Carpenter
"SEND THIS BACK TO THE LEGAL DEPARTMENT. I THINK THEY COULD MAKE IT MUCH MORE COMPLICATED THAN THIS..."

THANKS!

Any questions?

You can connect with us on Twitter at:

- @ZAppleCI
- @martine_simplex