

EQUITRAC UPGRADE BOOSTS COST RECOVERY AND SIMPLIFIES IT FOR MULTI-OFFICE LAW FIRM

After more than four years on what once had been state-of-the-art copy tracking technology, executives with Tyler Cooper & Alcorn, LLP realized that an upgrade was in order.

The move from the firm's proprietary Equitrac solution to Equitrac Professional Enterprise Edition 4.63 delivered measurable results in short order. The solution's simplicity and technological improvements made using Equitrac simpler for all involved – from attorneys to staff using the firm's fleet of Xerox copiers. The firm quickly realized a marked spike in billable copies. And server consolidation and a move to Web-based application put more control in the hands of users, leaving IT to focus on tasks other than managing the process.



Research has shown that deploying cost recovery applications like Equitrac Professional, and applying the technology to track prints and scans, as well as copies, can increase a firm's revenues by up to \$5,000 per attorney per year. At a firm like Tyler Cooper & Alcorn, costs that formerly were unattributed or unassigned are applied to specific client or department accounts. This delivers improved cost accounting and bottom-line performance. But benefits and savings can lead to more operational efficiencies than cost recovery alone.

The new application provided improved data trapping and validation of copy counts and accounting of billable versus non-billable copies. While all copies were being tracked, daily packet transfers between the new server and PageCounter devices meant client codes were readily updated and correctly applied to appropriate accounts.

As part of training that commenced once the install was complete, users were instructed on how to search for client codes to ensure copies were correctly attributed. Upon the solution's debut, billable accounting grew well above normal.

Company: Tyler Cooper & Alcorn, LLP, a 70-attorney firm with four offices throughout Connecticut.

Challenge: To upgrade applications, maximize cost recovery and simplify IT, while turning to a server-based solution to open future cost management opportunities.

Application: The company deployed Equitrac Professional Enterprise Edition 4.63.

Result: Improved copy tracking, better data handling and the opportunity to capture more information.

Client Comment: *"We now have the tools where we can trap the information so that management can make an informed decision about what we're willing to absorb as a business cost, and what we want to recover."*

"Equitrac's ability to identify what had been undiscovered billable copies, while heightening user acceptance and decreasing the need for the involvement of IT personnel made this a powerful solution," Mike Rich, Equitrac's CEO, says. "If you can show the staff how to properly use a new solution like Equitrac, they embrace it more quickly and the firm realizes the benefits faster."



The upgrade and server consolidation solved several pressing issues, says Barry Winnick, the firm's Director of Technology. The move off the closed-architecture platform eliminated the need for Equitrac field support intervention, especially for IT staff not versed



in the older operating platform. This also lightened the involvement of IT staff in operating the application, which frees them to focus on other IT needs. Tied into the WAN backbone, the application appears as just another workstation network node operating behind the network's firewall and anti-virus protection. When support, updates or security upgrades are required, dial-in access simplifies the process.

Equitrac installed the software in the firm's New Haven office and phased in the ramp-up over a week before bringing the new terminals online. This helped ensure a seamless installation and avoid any interruption of service. This "consultative" approach helped deliver an error-free implementation. From attorneys to staff to IT support, the installation was transparent.

"We didn't say, 'We're just upgrading you to a new business software solution,'" Rich adds. "That was a key selling point. From the outside, this looks like a plug-and-play solution that the IT staff doesn't have to be there to oversee. It's much more of a proactive system."

Next up for the firm: A rollout of Equitrac desktop print management. The goal is to monitor printing on the firm's networked HP printers. Eventually, the firm will apply client matter codes to determine whether cost recovery is suitable. With the server in place, the firm will be able to capture more kinds of costs. Secretaries can go online to code costs for attorneys. Phone bills can be imported. Reports can be generated. Costs can be discovered and recovered.

"There's a lot the server does that we don't do," Winnick says. "We now have the tools where we can trap the information so that management can make an informed decision about what we're willing to absorb as a business cost, and what we want to recover."