

AS PRINTING REPLACES COPYING, NEW TECHNOLOGY INCREASES LAW FIRM COST RECOVERY

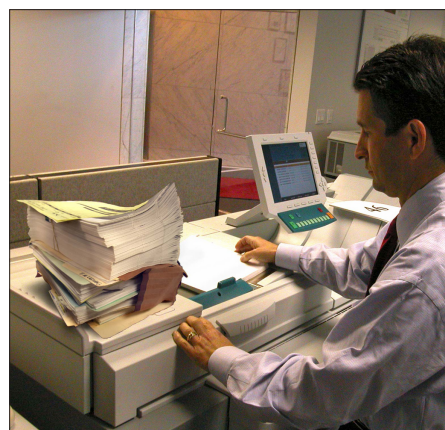
What happened to the long lines at the copy machine? They've been eliminated, as "copying" is now printing, and technology has moved this function to the office chair and computer keyboard.

Over the past decade, several forces have caused this paradigm shift from copying to printing in almost every industry, including legal. From the Internet to office technology to the deluge of digital documents and how they're handled, hitting "print" has changed how organizations manage and produce documents. The typical AmLaw 200 firm loses about \$5,000 per attorney per year in unbilled client expenses.

Most seasoned legal professionals can't help but notice this shift from paper to digital, and from copying to printing. With so many e-mails, PDFs, Web-based prints and other digital "documents" inundating attorneys, paralegals, support staff and even clients, the need to process and output this data only adds to the already burdensome amount of document printing at law firms.

The question to ask is: How did your firm change its management systems and processes to take advantage of the shift? What changes were made to manage your firm's increasing burden of document printing, which often contributes to excess document generation and waste that can drive up overall costs?

of ownership among different practice groups within a firm. The system also can route print jobs to more optimal devices based on rules and policies established by the IT director. In-depth reporting on document output across the entire organization provides data on device usage, peak print times and copy volume. Even document details are tracked, including use of color and document size. Utilizing these reports can pinpoint inefficient practices and waste.



Secure print

Printed documents sitting in an output tray awaiting retrieval can expose sensitive information. To heighten security, document tracking solutions provide secure document release features. After the user initiates a print job from the desktop computer to the network printer, the document is held in a secure queue on the print server. The job is only released after the user is authenticated at the printer.

Cost recovery systems are an important part of any modern law firm's infrastructure. The ability to control, track and report on prints, copies, scans and faxes provided by Print Tracking & Cost Recovery Solutions can be a vital component for accurate and fair client billing, and enhanced law firm productivity.

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Source "All-Associates Group, 2005"

Technology Boosts Efficiency & Can Improve Annual Returns Up To \$5,000 Per Attorney*

This transformation began with the Internet, e-mail, and the general availability of industry software applications. This technology has digitized source materials. Now, when tracing client matter back, the source often will be an electronic document distributed and used in a form that might never have been printed.

Additionally, today's office technology and devices are smaller, faster, cheaper, and much more robust in features. Printing is easier and more convenient, and companies with MFDs (multi-function devices able to print, copy, fax and scan) are using the same hardware to print as they do to copy. Moreover, office networks connect them all to share new capabilities and software. An important benefit, for example, is network scanning, which simplifies digitizing paper documents and routes them to your database for easier printing in the future.

The answer in many firms is: Nothing. While copies and faxes have been tracked and reimbursed as standard practice for ages, prints and scans were never included in this process. Today, almost 80% of U.S. law firms capture and bill out copy costs, but not print costs.

A Print Tracking & Cost Recovery Solution

In this environment, cost recovery systems can control costs and bill back clients for appropriate office expenses, including printing and digital document production. These sophisticated systems track and assign charges for a wide variety of "documents," including prints, copies, scans, faxes and even court-required PDFs, as well as expenses such as phone calls and postage. Accurate reporting and billing via cost recovery systems saves firms millions of dollars each year.

While cost recovery of print/copy, fax and scan related activities among the various office equipment devices in the firm is the major advantage, benefits can extend beyond cost recovery.

Reduce waste and simplify operations

Print tracking also enhances cost management by reducing waste and lowering page volumes. The solution helps eliminate unclaimed jobs on the printer by requiring authorized release at the printer. Another strategy is to reroute workflow from low-volume, high-consumable devices, such as desktop printers, to higher-volume peripherals, such as workgroup printers. High volume devices have a lower per-page expense and spread the cost

