

## SEATTLE LAW FIRM COUNTS ON EQUITRAC TO INCREASE RECOVERY OF BILLABLE EXPENSES

Like many law firms around the world, Seattle-based Ogden Murphy Wallace, P.L.L.C., has discovered that streamlining its workflow and document production with today's advanced multifunction printers (MFPs) leads to unexpected and un-recovered costs. The firm's Director of Information Services is hopeful that an upgrade to Equitrac Professional® 5 print tracking and cost recovery software will help to do something about it.

IS director Kevin Kutzera selected the Equitrac solution after comparing its print tracking capabilities and MFP-embedded user interfaces against offerings from Copittrak and nQueue. Phased deployment of the Equitrac print tracking agent began soon afterwards in "silent mode" throughout the 45-attorney firm.

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"Client-matter billing information is all being captured automatically from the document management system. That's very slick," said Kutzera. "It's going to give us a pretty good idea of how documents are being produced."

Simple economics is why the firm needs that information.

"There's a hole in our client billing practices," says Kutzera. "Traditionally, we haven't charged for prints. And some of our clients have strict billing policies that allow us to charge for copies but not for prints. But with our five new Canon MEAP MFPs, copies and prints are produced on the same device."

As printing steadily replaces copying, that's the hole through which countless dollars of unbilled expenses are flowing every month.

"Given that we are still charging the same 15 cents a page, what's going on with our traditional collection of charges for copies?" Kutzera asks. "If we're following the same trends as

**Firm:** Ogden Murphy Wallace, P.L.L.C., a 45-attorney firm with offices in Seattle and Wenatchee, Washington.

**Challenge:** To determine the cost recovery potential of billing clients for the increasing numbers of computer-generated prints that are replacing conventional copies — on Canon multifunction printers capable of producing both. In addition, minimize the purchase of cost recovery terminals by enabling entry of client-matter codes directly in the control panel of Canon MEAP-enabled MFPs.

**Application:** Upgrade to Equitrac Professional 5 from Equitrac Professional 4 and deployment of Equitrac Embedded™ software for Canon MEAP.

**Result:** Automatic, transparent collection of print tracking data with no impact on the end user experience; generation of summary and detailed print activity reports by user, device and billing code revealing client-related print volumes and bottom-line cost recovery potential.

**Client Comment:** "Everybody's changing the way they work. The way we account for that has to change. If we charge for only 40% of what we've been missing, I believe we're looking at less than year to pay back our investment."



our profession, I would guess that it would be down. That's because we're printing more instead."

The first step in quantifying that problem was to upgrade the firm's cost recovery system to include print tracking capability. At the same time, Kutzera wanted to reduce the

need for copy-tracking terminals by choosing an embedded solution that would allow entry of client-matter billing codes directly in the control panels of the firm's Canon MEAP-enabled MFPs. Unaware that Equitrac offered such an embedded solution, Kutzera began his review with offerings from nQueue and Copittrak.

"I thought their embedded solutions would be really cool, and I wouldn't have to buy terminals," Kutzera explained. But in hands-on trials, "those solutions just didn't meet our needs. Their interfaces were something that my users could not make a transition to," he said. Discovering and then trying the Equitrac Embedded software for Canon MEAP turned the decision in Equitrac's favor.

"We let attorneys and legal assistants play with the different systems and Equitrac came out as the choice," Kutzera said. "A big piece of our going with Equitrac as a solution was our history with the company and users' comfort level with client and matter codes being discrete fields. Equitrac handled that more elegantly than the others." The firm's complete solution also included installation of one Equitrac TouchPoint Console® for entry of other billable client expenses.

Now that the solution is being rolled out, Kutzera says "users are not aware their printing is being tracked. They've noticed no change in performance." But insight provided by Equitrac reports suggests that one kind of change may be coming.

"Reports are showing us that upwards of 15% of our printing is coming from Internet Explorer," said Kutzera. "If that's research documents, such as Westlaw and Lexis, then arguably that's the sort of thing that should be charged."

To further assist Ogden Murphy partners in deciding whether to charge for prints, and perhaps offer options such as first set free, Kutzera will generate Equitrac reports comparing actual client expense billings with various what-if scenarios. "Reports will show if we had charged for prints, this is what we would have collected last month," said Kutzera.

"I'm trying to get some visibility into how much paper is being run through the firm and showing that it might be a staggering amount of money," he explained. "Eventually, we'll have to say to clients: 'We need to charge you for all the paper we're producing on your behalf that we should have been charging all along.'"