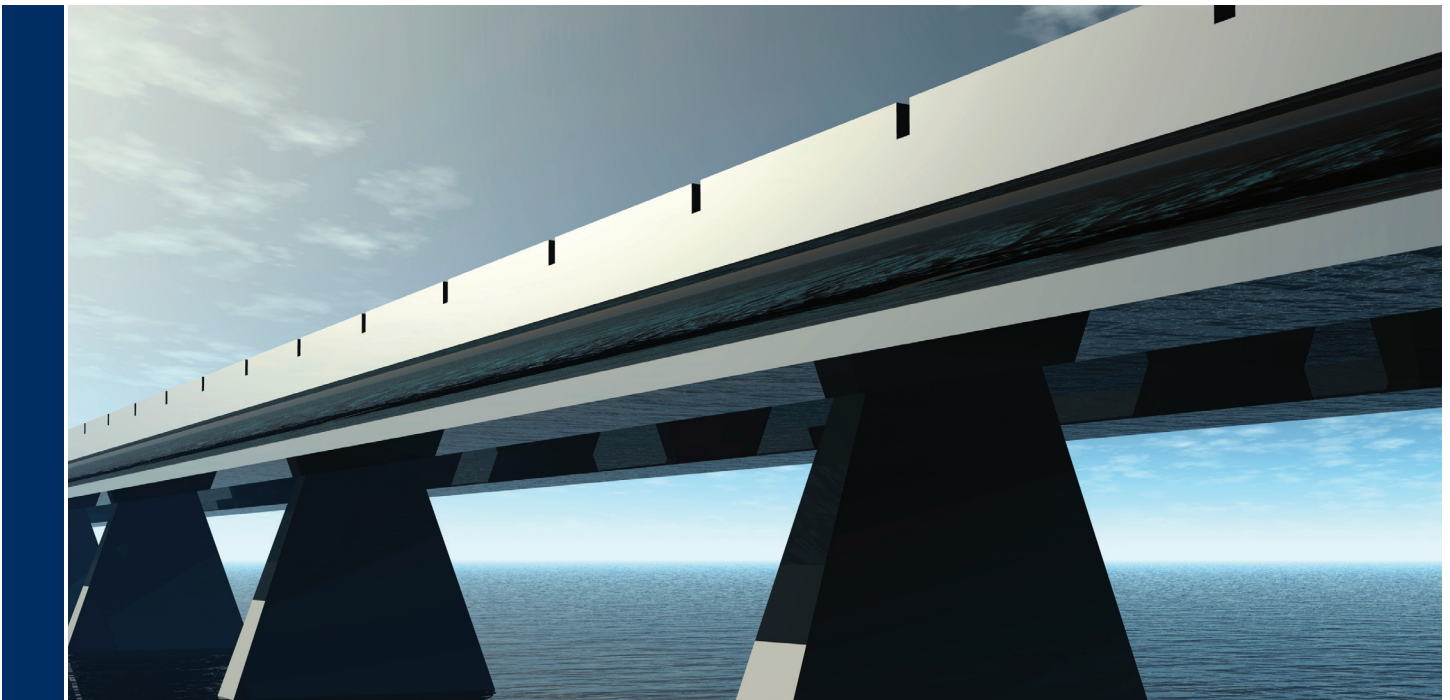


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Law firms remain under pressure to contain and reduce operating costs as they continue to recover from the financial crisis. Many firms are changing their operating models to become more scalable as markets expand or retract.

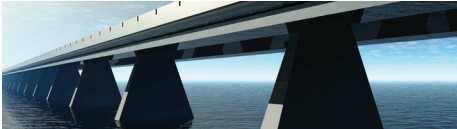
Operations leaders continue to look for opportunities to restructure their operations, reengineer processes and lower overall operating costs to meet firm goals. Areas that are often ripe with opportunity for cost savings and increased efficiencies are internal and external communications. This includes research, creation, development and production (“Creative Services”) of information.

While creative services outsourcing has been adopted across a number of industries, the legal market has been late to adopt this approach. With increased pressure from clients to reduce costs or change billing models, this new approach is yet another way to deliver value internally while helping firms continue to market their brand and gain competitive edge.

So what is the impact to the firm?

Based on our due diligence and experience we have learned that for every nine firm resources from secretarial through the associate level that spend one hour a day every week formatting, editing, animating and producing documents, proposals and pitches, typically 1.5 to 3 Creative Services full time equivalents could be leveraged, delivering more available hours and/or cost savings between 10 and 30% (TCO). Those same nine firm professionals recover five hours each to focus on their primary responsibilities or expand their role.

The significant effort required to meet the various demands of external marketing and business development functions pulls



team members away from their full-time responsibilities. Internal communications associated with firm management and support teams such as HR, Learning & Development and IT are often overlooked when assessing cost and productivity. The costs that firms could avoid or reallocate are often quite significant and quantifiable.

Outsourcing significant components of internal and external communication “execution tasks” and some “direct creative” to an outsourcing provider is an effective way to consolidate disparate functions, increase speed to market and lower overall operating costs. These components can then be managed and delivered under a comprehensive Creative Services umbrella.

Five key steps to begin the process of outsourcing Creative Services

1. Establish a clear vision for the outsourcing partnership
2. Evaluate work produced and define which components should be included in scope
3. Consider service providers with capabilities to support current and future business needs
4. Understand your firm’s culture, as it may influence how and where your work should be delivered
5. Recognize that innovation and ongoing process enhancement is critical for long term success

What are the key attributes of a good Legal Sector Creative Services partner?

Your Creative Services partner should be experienced in all areas of planning, implementation and continuous improvement. Some key attributes to consider are:

- Creative Services management expertise
- Record of success
- Deep understanding of the Legal Sector (experience)
- Transition expertise
- Scalability
- Flexibility
- Highly experienced talent
- Process development /reengineering expertise

Benefits Creative Services will deliver:

- Brand consistency
- Increased speed to market
- Firm resources focused on core competency activities
- Greater efficiency throughout the firm
- Reduced cost
- Flexible delivery model
- Increased efficiency and scale

Williams Lea has been delivering creative services globally for marquee clients for more than 10 years. Clients who have adopted an operating model with flexible delivery and highly experienced talent continue to see the benefits of a Williams Lea partnership. We focus on innovating our delivery models and capabilities to ensure we evolve our business with our client’s ever changing requirements.

Contact

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