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CASE STUDY

LEGAL INDUSTRY

Marriott Harrison eCopy™ Early Adopter Takes Document Processing to the Next Level

CHALLENGE

- Production of eBibles, large documents recording all aspects of investment banking transactions usually produced in multiple copies, required expensive outsourcing services, consuming excessive time and delaying release of funds
- Significant costs associated with couriers and faxing of time-critical documents; one assistant dedicated full-time to managing faxes
- Older documents associated with real estate transactions needed expensive and error-prone re-keying

STRATEGY

- 8 licenses of eCopy ShareScan (1 per multifunction copier) are used for faxing and scanning
- eCopy Connectors are used to scan to e-mail, desktop, printers in other areas of the office
- ADOS Connector for eCopy ShareScan enables scanning directly to the document management system for electronic filing and immediate access
- eCopy Desktop makes it easier for users to assemble and annotate documents

RESULTS

- eBibles now produced in-house, saving £150,000 annually on outsourced services, and speeding up the release of funds
- By using ShareScan to OCR scanned images and convert them to editable text, the firm has been

able to speed up the inclusion of older, paper-only documents in real estate document packages.

- Full-time use of two fax machines has been virtually eliminated; full-time assistant that was dedicated to faxing can now do more challenging and productive work
- eCopy Connectors make scanning to various destinations fast and accurate

ABOUT MARRIOTT HARRISON

Marriott Harrison is an independent corporate and media law firm based in London. Founded in 1982, the firm has 63 employees, nearly half of whom are lawyers. The firm prides itself on providing large-firm services with small-firm customer service and attention to detail, bringing a pragmatic and refreshing approach to solving legal problems facing the business community.

“Our attorneys are amazed at how quickly their assistants can incorporate old documents into real estate document packages. The assistants love how easy eCopy makes this process for them and how clever the attorneys think they are for getting the work done so quickly.”

— **Christopher Lai**
IT Systems Manager
Marriott Harrison

LIKE MANY LAW FIRMS, MARRIOTT HARRISON WAS SPENDING A FORTUNE ON FAXING AND COURIERS...

“We were fortunate enough to be one of the first London-based law firms to implement eCopy,” said Christopher Lai, IT Systems Manager for Marriott Harrison. “While eCopy was initially placed on only one copier, we soon discovered that we were underutilizing its capabilities.” One of the largest areas of opportunity Lai identified was the production of eBibles, multiple copies of very large documents that include the entire history of investment banking

Marriott Harrison Case Study

financial transactions. “We were outsourcing production of these to the tune of about £150,000 annually,” he adds. “Long production lead times also delayed release of funds.” Lai points out that like many law firms, Marriott Harrison was spending a fortune on faxing and couriers. “We knew placing more eCopy units could address that issue as well,” he says.

THE FIRM NOW HAS ECOPY SHARESCAN INSTALLED ON EACH OF ITS 8 MULTIFUNCTION COPIERS... “

Everyone in the firm uses them,” remarks Lai, “even the attorneys.” In addition to ShareScan, Marriott Harrison has 60 eCopy Desktop licenses that allow the firm’s staff to easily aggregate and annotate scanned documents, as well as convert archived documents needed in real estate transactions to editable text rather than having them re-keyed. Replacing a single standalone scanner with eCopy access on all copy machines in the firm has made these scanning capabilities readily accessible to everyone.

“Cost recovery is very important in a law firm as well,” says Lai. “With the eCopy Cost Recovery Service and Copitrak, we are capturing costs associated with all eCopy transactions. What’s more, Connectors allow users to quickly and efficiently scan to e-mail, their desktop, to a printer on another floor, or to our ADOS document management system.”

eCopy usage has also eliminated virtually all of the firm’s fax and courier expenses, as well as outsourcing of eBible production. “When documents had to be signed by multiple parties,” Lai explains, “they were either couriered or faxed, with the associated time delays and costs. Now we use eCopy to securely and instantly transmit those documents.”

THE MOST IMMEDIATE IMPACT THE ECOPY SOLUTION HAS HAD FOR MARRIOTT HARRISON IS THE ELIMINATION OF OUTSOURCE PRODUCTION OF EBIBLES...

“We are saving about £150,000 and weeks of time on that one application alone,” he says. “The technology puts us on even competitive footing with much larger firms. We do 300 or more of these private equity and investment banking transactions annually. eBibles were previously written to CD by our vendor and we often made 15 copies of these CDs. eCopy has made the process more secure, extremely cost effective, and much more efficient, resulting in faster release of funds by the banks which makes everyone happy.” Even when they were manually copied internally, eBibles could cost as much as £3,000 to £5,000 each. Lai reports that they are now produced at a cost of no more than £500 each, a huge savings for the firm.

Before deploying eCopy on all of its copiers, Marriott Harrison had two dedicated fax machines that were operating full-time, and a full-time assistant managing the process. “We have eliminated almost all of that faxing,” Lai reports. “Not only does it save us a great deal of money, but the assistant who had the boring job of managing faxing can now pursue more challenging, productive, and satisfying tasks.”

Marriott Harrison has also made good use of eCopy in assembling real estate document packages. “Many times,” explains Lai, “we need to retrieve very old and complex documents that exist only in paper form in order to conclude a real estate deal. Secretaries really hated retyping all of that technical detail, and it was very easy to make mistakes. Now they love the process; they simply scan the documents and use eCopy to convert them to editable text that can easily be incorporated in the document set required for a real estate transaction.”

But Marriott Harrison’s use of eCopy doesn’t stop there. The firm has implemented the eCopy Cost Recovery Service with Copitrak for full cost recovery, and used Connectors to link to the firm’s Axxia accounting system. The ADOS Connector for eCopy ShareScan makes filing of documents fast and accurate. As the IT manager, Lai is especially pleased at how easy eCopy is to use. “It is so intuitive that training, if any is required at all, can be done in five minutes, and users are up and running.”

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