



SAMPLE RFP RESPONSE

Presenting
**Client Impact of
Centralized Matter Management**

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Introduction

The following information is intended to highlight some of the competitive advantages that a fictional law firm, Smith Jones, LLC, would enjoy should it choose to implement a centralized, web-based matter-centric workflow and information management system. The information is presented in the form of an excerpt from a response by Smith Jones to a Request for Proposal (RFP) from a leading pharmaceutical corporation to engage new national coordinating representation for major product liability Multi-District Litigation. It is formatted as a narrative rather than a traditional RFP, and the text presumes some typical client objectives.

While corporate legal staffs and budgets are shrinking, 37¢ of every corporate legal dollar goes toward litigation¹. The two greatest unmet legal needs identified by major corporations are (i) law firm streamlining and (ii) client-focus, each placing well ahead of even cost reduction¹. This document is intended to show how Smith Jones might combine its existing advantages in the marketplace with enhanced technology to provide even more of what clients and prospective clients are seeking.

The “Smith Jones-Pharma Corp System” envisioned herein would be just what the name implies – a system tailored to the specifications of the legal teams; in this case the Smith Jones Products Liability and the unique needs of the client. A broadly deployed Smith Jones System can greatly enhance the firm’s internal needs for administrative reporting, marketing, CRM and RFP response.

Each feature and benefit touted for the imagined Pharma System below can be demonstrated in current installations of the Lucid IQ platform application, Case ManagerSM, at firms such as McDermott, Will & Emery, Hunton & Williams, Sidley Austin, and others. Smith Jones would further benefit from standardization across the practice area or firm to improve resource management and margins of profit resulting from reduced administrative and other non-billable costs, as well as the enhanced competitive advantages.

For more information please visit www.lucidiq.com and contact Lucid IQ.

¹ *The Strategic Review and Outlook for the Legal Services Industry 2005*. © The BTI Consulting Group, Inc. www.bticonsulting.com

Smith Jones Response to RFP

The Products Liability practice of Smith Jones specializes in representation of clients that develop, manufacture and distribute pharmaceuticals and medical devices. As coordinating counsel for numerous clients, Smith Jones successfully organizes and manages multi-district litigation (“MDL”), class action representation, mediations and summary jury trials. We have extensive experience in class certifications dealing with medical monitoring claims in drug and medical device as well as mass tort and MDL.

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Technology

Standard intro and other sections ...

Smith Jones Matter Management System

As National Coordinating Counsel, Smith Jones will utilize its centralized web-based matter-centric workflow and information management system. Smith Jones will consistently be able to provide a depth and breadth of information that will allow PharmaCorp and counsel far greater control and insight to manage individual cases, specific groups of cases, and entire classes of cases with great acuity. When combined with the experience of Smith Jones and the consensus standards developed with PharmaCorp, the Smith Jones-PharmaCorp System (the “Pharma System”) will provide a national, or international, platform to create and maintain a centralized, highly responsive system of management.

The platform provides three primary advantages that substantially improve management effectiveness.

- Better Quality of Information.** Standards established for the specific needs of PharmaCorp are applied through a single system for all counsel. The opportunity for error, miscommunication and non-compliance is low. Specialized practices, screens, terminology, documents, reference library, templates, and other standards provide relevance, context and consistency that enhance effective management and decision making. Data is tied together across the boundaries of all records: documents, contacts, case data, financial, email, calendar, docketing, staffing, expert reports, and other areas.
- Better Access to Information.** The Pharma System will provide secure managed access for authorized personnel of Local Counsel, Smith Jones and PharmaCorp. Integration with complementary systems will provide a single point of access for disparate information. The practice standards, records, and fulfillment tools will be available to information generators and managers, and the managed information available on demand for decision makers.
- Better Utilization of Information.** The Pharma System platform provides the capacity to use information productively, communicate effectively and inform readily. Streamlined by layout, data quality, automation and functions, non-productive time dramatically drops. Reporting is clean, complete and consistent, providing a basis for sound decisions and the time to make them.

System Overview

Standard matter management features such as data capture, document creation, contact logging, task management, and reporting are enhanced by an enriched data environment, record cross-referencing, as well as automation and coordination features for managing volumes of people and information.

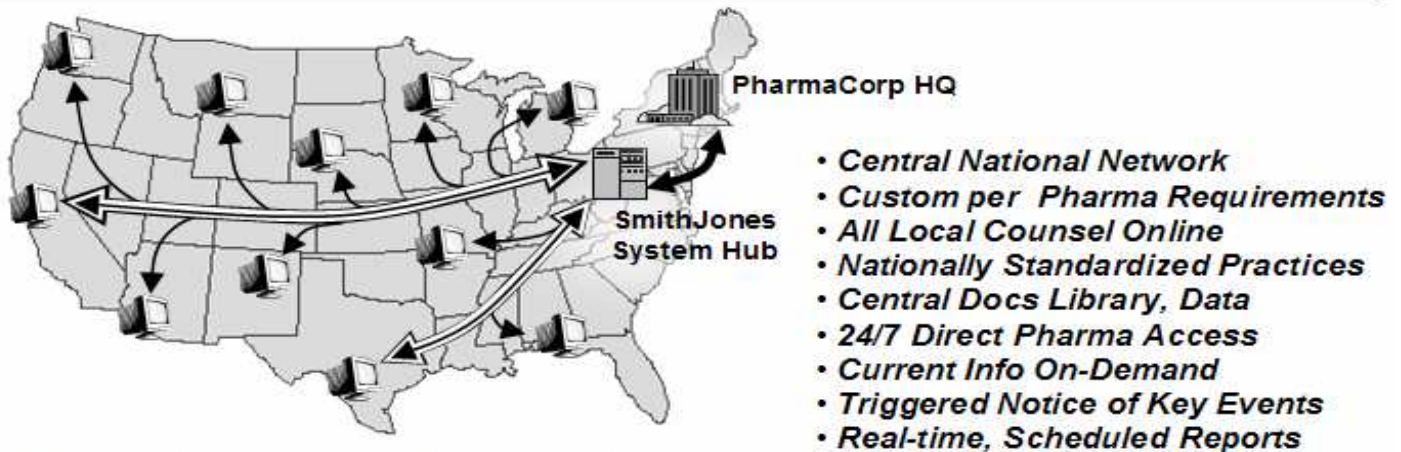


Fig. 1. Centralized National Management System

- ❑ **Access to Information.** Authorized **Pharma personnel will have direct access to the Pharma System**, not just documents or a counsel-managed extranet. Personal Home Pages have favorite and tracking links to cases, calendars, and documents, as well as client-defined reports for supervision and reference. Event notices, alerts and correspondence are also displayed with other key information.
- ❑ **Related Records.** Related records are linked to one another for quick access and drill-down, such as a case record linking to an expert report, the report to the expert profile, and the expert's studies and witness history from his profile. Records may be related to numerous others of various types to allow multiple perspectives for analysis. Reporting is greatly enhanced by the relational depth.
- ❑ **Workflow.** Sophisticated workflow templates provide a means to create management processes as a series of tasks based on scenarios. The process template consists of tasks scheduled relative to others (e.g.: "Submit Exhibit List 15 days Before Trial Date") with assigned responsibility by role. When a workflow process is applied and staff is assigned, notification of due dates and alerts ensue. Assignees include Local Counsel, Smith Jones and Pharma personnel who **receive daily notice via email** and in the recipient's personal calendar, to-do list and the record calendar. Document templates, report and record links may be included to facilitate the scheduled action.
- ❑ **Batch Processing.** The System is designed to manage large volumes of data, groups of claims and cases. Large matters with multiple parties, for instance, can be initially entered with lists of plaintiffs or defendants. Cases can be grouped for trial and managed as a single matter while updating the records individually. If a bulk settlement occurs, status update and allocation can be automated. Documents can be generated for multiple records at once using standard templates.
- ❑ **Reporting.** The depth and relational network managed by the System provide a wealth of information. It is perpetually current since the System is the work area. The List Query reporting functions allow detailed ad hoc reporting and exports to MS applications and XML. SQL queries are also used with Crystal Reports and other apps. No creation and collation are required, so **current reports are always available**, and can be scheduled for periodic auto-delivery.

Benefits

The advantages and features identified above result in numerous benefits to be enjoyed by PharmaCorp that are varying strains of a few recurring themes:

- Reduced Risk. The risks associated with the litigation will be significantly reduced and better quantified. Uniformity of management will minimize errors. Existing and potential issues are more easily achieved with better data. Preventative measures may be employed through managed protocol. Strategic and tactical actions are more effectively communicated and executed.
 - Control. Creating a coordinated team working under clearly defined guidelines immediately minimizes risk inherent to siloed operations. Likewise, providing a single source and structure enhances clarity and consistency. Smith Jones will define relevance and assure the quality of data. Judgment and miscommunication errors will be rare, activities more easily watched and risk factors monitored. Documentation and tracking is simplified and more enforceable. Reference materials including all standard response, interrogatory and exhibit documents, are approved and posted.
 - Knowledge. Current data relevant to risk will be captured and reported for review. Liability will be more accurately documented and potential issues, such as pending court deadlines or inappropriate legal actions, will be reported and checked in advance against standard practices. Supervisory alerts will be automated for critical events. The specialized data that we gather will be accessible to analyze risks and trends that may typically be missed all together. Accurate, current and detailed information will help to sustain thoughtful proactive management.
 - Response. Smith Jones and PharmaCorp will be better positioned to act to avoid or minimize the impact of risk events. Improved settlement data for our clients and other defendants has helped to document cases for **substantial reserve reductions**. In one instance, simply reconciling Local Counsel settlement classifications to actual regulatory requirements resulted in an astonishing reduction in liability reserves. Transition of Local Counsel to a new firm is a major expense that can be largely avoided with systemization and centralization. Clerical or system errors resulting from missing a key email or using a dated document can be eliminated or managed before reaching critical mass. Analysis of settlement and verdict history will likely help to determine where, when, how much and with whom to settle, providing the data to save millions of dollars in legal and settlement costs.
- Reduced Cost of Counsel. Setting aside other factors, Smith Jones and Local Counsel will have less billable time and lower administrative costs resulting from effective application of a central management system.
 - Reporting. Shifting from labor intensive decentralized reporting for mass tort to a single normalized system eliminates large blocks of administrative time for dozens of law firms. In addition, data updating is not required since it is maintained as work is performed, not as a separate activity. Special requests for ad hoc reports will be far less expensive as well. Our experience shows that overall **billable hours for reporting will decline 90%** or more when compared to decentralized reporting, sometimes saving hundreds of hours per month.
 - Client Access and Counsel Responsiveness. PharmaCorp's access to System data, documents, and reports will dramatically **decrease the cost for counsel support**. When needed, the response time to queries will be shorter and most often require less time to research.
 - Settlement Management. As addressed in the "Risk Reduction-Response" section, better data and improved reporting will support well informed settlement decisions. Counsel services will be better directed and more effective. **Quicker settlement** at reduced net cost is a likely outcome.
 - Finding and Sharing Information. Legal and support time decrease as availability of information throughout the system improves via searches, related record links, and links from reports and email. Not

limited to documents, all records (contacts, notes, histories, calendars, etc.) are accessible from innumerable approaches. Both legal and legal support costs will decrease in every law office in multiple scenarios of frequent occurrence with streamlined access to information. Depending on the comparative basis, cost savings of 3% to 6% can be anticipated.

- Productivity Gains. Document creation and deployment is expedited by availability of requisite data, relevant document templates and standard forms, minimized data entry, and batch or group functions. Standard document templates use fixed and custom data, are easily modifiable for local use and are centrally available. Batch functions multiply time savings by executing one action for many records, such as providing standard responses to complaints or serving an entire trial group. Capturing data from standard forms such as administrative claims and interrogatories is simplified by custom sections that reflect the forms' content. Notes and contact records are entered and saved in context. Email and documents are quickly captured and easily searched. In mass tort litigation and class action, these functions dramatically impact time and cost of production.
- Efficient Communication/Coordination. Administrative time is dramatically reduced by automating delivery of assignments, alerts, tools, documents, reports and messages through the workflow functions (see "System Overview"). As a task is marked complete the next task is delivered to the assignee, as are related alerts or notices, eliminating the time and uncertainty of manual follow up. The scheduled reports are delivered without preparation time, and supervisory time is more productive with timely data in well structured formats. Links to related records and documents provide rapid access while eliminating concern for version or proliferation. The legal team members know what to do, when, and have the tools immediately at hand to execute.

□ Reduced PharmaCorp Internal Cost

- Legal Department. The PharmaCorp legal department will spend less time seeking, awaiting and managing information and have greater capacity for strategic and tactical management. Oversight and decision-making will take less time since relevant information will be immediately available and appropriately organized. Status and budget information will be tracked at the local and national levels, providing current budget to actual variance reports. Change in counsel and transition management time, difficulty and cost will be substantially reduced. Internal administrative requirements will be facilitated with electronic reporting and e-files.
- PharmaCorp. In addition to substantially reduced legal costs, PharmaCorp will benefit from data specifically developed and tracked to address its needs. More and better data will presumably enhance the ability to monitor, analyze and manage litigation and settlements more effectively. Reporting compliance with SEC and state regulators will be well defined and documented. Information will be available to manage liability reserves with greater precision.

Matter-Centric Workflow and Information Management Technology

The Pharma System would be a customized part of the Smith Jones Workflow and Information Management System.

- ❑ Platform. The System platform is a web-based application (i.e.: MS-Internet Explorer is the sole required PC Client-side software) developed with MS.NET web services on an MS-SQL database.
- ❑ Security. The application is securely installed on servers at the Smith Jones Data Center in New Jersey. Access and transmission are protected by VPN (“Virtual Private Network”) or SSL (“Secure Socket Layer”), the technical and physical security infrastructure of Smith Jones, personal login and password access, as well as individual and record level security settings.
- ❑ Architecture. The open architecture is highly adaptable for integration with complementary systems such as legacy document management, accounting, e-billing, email, and calendar. The depth of the SQL database design and ability to adapt the system to specialized requirements assure that virtually any relevant piece of information can be captured, recovered in context and applied. The system has proven scalability in terms of both user and data capacity.

Conclusion

Applying Smith Jones’s Workflow and Information Management System will dramatically improve the ability to manage a project of this scale. Quality of the information and the ability to utilize it will substantially reduce risk and cost, from the local counsel to corporate level. Access to information, clarity of focus, and consistency of management will provide an exceptionally well coordinated and effective environment for success.