



iManage

Making knowledge work

Secure your knowledge

How document management in the cloud
benefits sports law departments



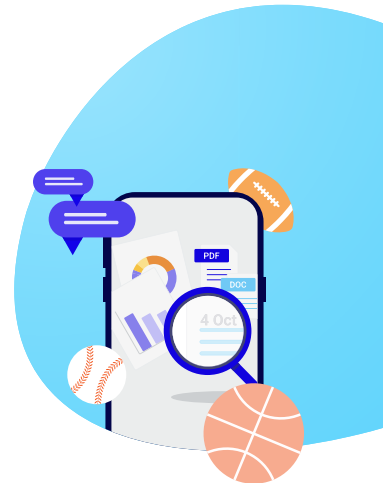
Executive summary

Efficient document management is at the core of how attorneys in sports organizations secure and access their highly specialized legal knowledge. Modern technology platforms enable them to quickly retrieve relevant information, uncover impactful insights, and collaborate with multiple stakeholders anywhere, any time.

However, technological innovation comes with risks, and digital security is a significant concern for all. While many in-house lawyers transition from large law firms with robust IT infrastructures, not all legal departments enjoy the same software sophistication, particularly in document and email management.

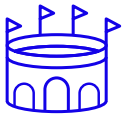
A modern document management system (DMS) can optimize workflows, enhance productivity, and elevate your legal team's capabilities. As a result, instant access to a wealth of specialized legal knowledge becomes an integral component of your sports organization's winning strategy.

Managing knowledge well allows lawyers in professional sports organizations to quickly access the information they need to win lucrative deals, defend their high-value brands, and coach company leaders to big business wins.



Knowledge as an institutional resource

Efficient document management plays a star role in a sports law department's success. In every legal matter, attorneys spend hours creating, reviewing, and managing documents, emails, and files that capture and convey their knowledge. Over time, legal teams build a comprehensive base of specialized intelligence that aids them in efficiently solving legal issues such as:



Handling stadium construction and leases, facilities management, and event contracts.



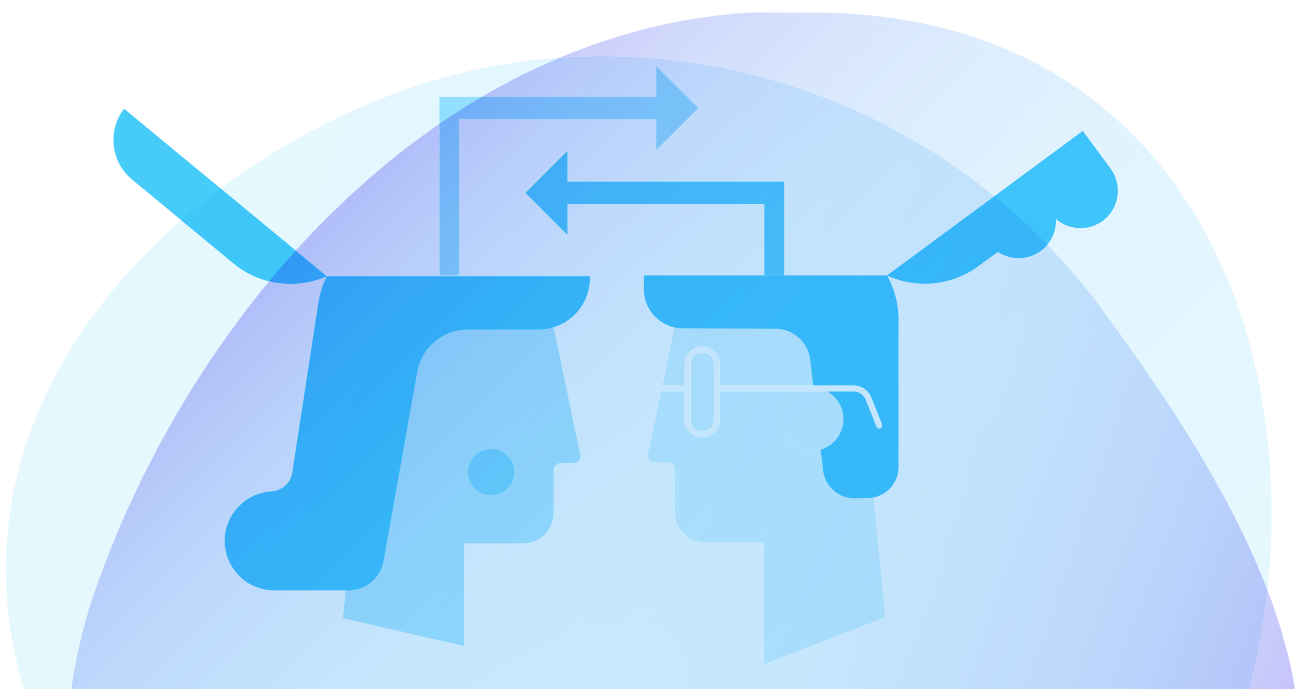
Protecting IP, including trademarks, copyrights, and brand rights, while handling licensing and merchandising agreements and media rights deals.



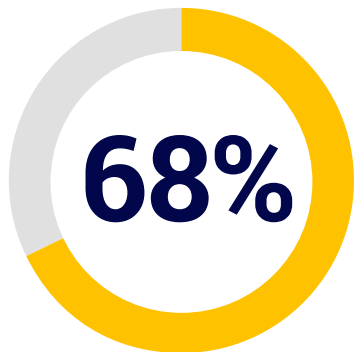
Drafting, negotiating, and ensuring compliance with the terms of player contracts, endorsement deals, and sponsorship agreements.



Managing team operations, including safety protocols, insurance matters, liability issues, and compliance with league rules, corporate regulations, and policies.



Every document and email contains insights into the organization's legal and business risks and opportunities. In our recent knowledge work survey¹:



of survey respondents described “the information contained in digital documents and files” as the most important thing to their business.

However, to tap into that knowledge, lawyers must be able to quickly find and access documents and emails to uncover meaningful information about a specific client, matter, or legal concern.

Traditional document storage systems often create significant knowledge gaps and information silos that prevent attorneys from finding relevant documents when they need them. Emails, filled with context-critical discussions and decisions, are frequently lost in overflowing inboxes. Systems that should serve as vital stores of critical intelligence are instead sources of frustration and delay.

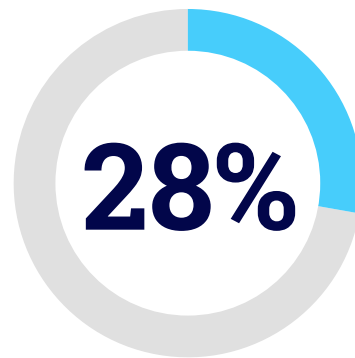


¹ Making Knowledge Work - A report for the knowledge work community on how to drive productivity, commerciality, and smarter working practices
MetiaGroup/iManage – <https://imanage.com/resources/resource-center/content-library/making-knowledge-work/>

Efficient **document management** enhances **knowledge sharing**

Legal teams generate tangible business value when they apply their accumulated knowledge and expertise to a matter. To better understand the value of knowledge work, we partnered with Metia Group to conduct in-depth research² with nearly 1100 global respondents and found that legal professionals run on knowledge. It is the core value they deliver and the lifeblood of their organizations. Companies win high-value deals, deliver better business outcomes, and fuel growth through their lawyers' skills and expertise.

Protecting and drawing on this value requires organizations to optimize their legal teams' knowledge management capabilities. This involves leveraging technology and tools to capture, store, and manage content such as emails, documents, and contracts with software features that bring actionable insights to the surface the moment they are needed.



For 28 percent of the Metia survey respondents, most or all documents are scattered and siloed across multiple systems.



² Making Knowledge Work - A report for the knowledge work community on how to drive productivity, commerciality, and smarter working practices
MetiaGroup/iManage - <https://imanage.com/resources/resource-center/content-library/making-knowledge-work/>

Emailing and uploading files to shared networks and applications leaves documents strewn across multiple departments, servers, and personal devices. Attorneys seeking guidance from past decisions and actions struggle to locate the most up-to-date knowledge. They waste time searching for the right precedent, contract clause, or industry expert.

Meanwhile, those who collaborate remotely depend on tools like Microsoft Teams, which are outside the company's established document management processes and systems.

These issues impede workflow and productivity. The Total Economic Impact of iManage Work³, a commissioned study conducted by Forrester Consulting that analyzes the Total Economic Impact™ (TEI) and benefits realized by corporate legal departments deploying iManage Work for email and document management, stated:

“ ”
The combination of information fragmentation and inefficient search and upload significantly impaired team productivity ... Internal and external collaboration was difficult, and institutional knowledge could get lost when team members left their roles.

Individual lawyers do their best to preserve and manage knowledge. Yet, even with the widespread availability of traditional document management tools:



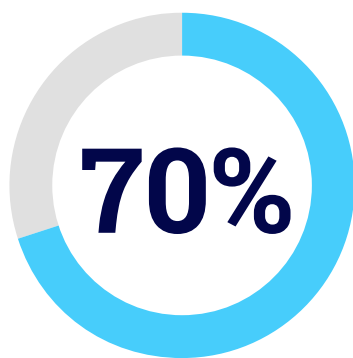
95% of respondents in the Metia study believe that optimizing the resources, processes, and tools they use to support knowledge work will be vital to their organization reaching its goals.

In other words, many in-house legal departments are still searching for the ideal DMS solution.

³ The Total Economic Impact of iManage Work, Forrester Research
<https://imanager.com/resources/resource-center/content-library/forrester-the-total-economic-impact-of-imanager/>

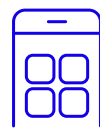
Knowledge and reputations need protection

Like the teams they are built around, sports organizations thrive on collaboration and communication with league partners, vendors, fans, regulators, PR and media representatives, and others. However, sharing information can be tricky in the digital era.



A well-known 2020 UK report found that 70% of sports organizations experience at least one cyberattack annually⁴.

Many attacks are like those faced by other businesses, such as when ransomware attackers said they stole data from the NBA's Houston Rockets, including contracts, NDAs, and financial data in 2021⁵. But the sporting industry attracts a broader kaleidoscope of security threats because:



The widespread use of personal devices, online payments, and mobile apps at sporting venues gives hackers many infiltration points into networked systems.



Companies must protect high-value proprietary data and analytical models used for competitive advantage (e.g., athlete performance, player training data, and injury histories).



Significant financial rewards for cybercriminals increase the risk of insider threats and data theft from employees and contractors.



Geopolitical security threats loom large over high-profile events such as the Olympics and the FIFA World Cup. Super Bowl LVII attracted nearly 9,000 intrusion events, more than 400,000 connections from blocklisted regions, and almost 17,000 security intelligence events⁶.

⁴ The Cyber Threat to Sports Organizations <https://www.ncsc.gov.uk/files/Cyber-threat-to-sports-organisations.pdf>

⁵ NBA's Houston Rockets Probing Cyber Attack <https://www.reuters.com/lifestyle/sports/nbas-houston-rockets-probing-cyber-attack-working-closely-with-fbi-2021-04-15/>

⁶ The NFL Relies on Cisco <https://www.cisco.com/site/us/en/about/case-studies-customer-stories/nfl-super-bowl-lvi-security.html>



The cost of failure is steep. The global average price of a data breach increased 15 percent over three years, reaching \$4.45 million in 2023⁷.

Companies that lost revenue due to an attack increased from 56% to 62% from 2022 to 2023, and those who experienced reputational damage increased from 43% to 48%⁸. Tolls can rise even higher in the sports industry, where breaches can harm players, sponsors, and fans.

Threats also go beyond digital. Many sports companies still store backups at their physical locations. Confidential information remains vulnerable to natural disasters and physical threats.

While successful sports deals and events require fast communications and reliable information sharing, sports organizations must implement multi-layered security strategies to protect their most sensitive data. Security risks require “ethical wall” and “need-to-know” security measures to safeguard critical information and limit access to the appropriate individuals.

Now more than ever, sports organizations need top-of-the-line security solutions from DMS vendors with verifiable success in defending against cyberattacks.



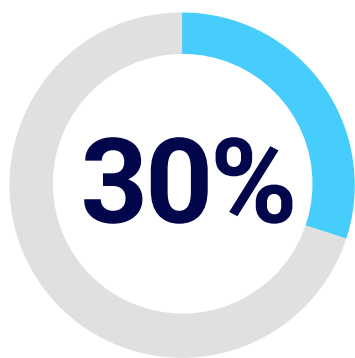
⁷ IBM Cost of a Data Breach Report 2024. <https://www.ibm.com/reports/data-breach>

⁸ Delinea State of Ransomware 2024 report <https://delinea.com/resources/ransomware-2024-research-report>

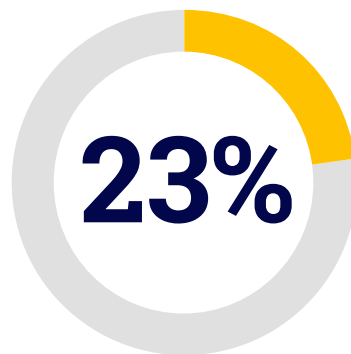
Unlock **knowledge** and **manage risk**

Transform one individual's information into institutional knowledge.

Legal departments are understandably cautious when adopting new technology.



According to the Metia research, 30 percent of respondents said their company is underinvesting or not investing in knowledge work technology.



Only 23% of respondents considered their organization “ahead of the curve regarding digital capabilities supporting knowledge work.”

Instead, companies store documents in isolated digital repositories that have more in common with the physical filing cabinets they replaced decades ago than the technological capabilities available today. These outdated storage systems lack the powerful advantage of modern DMS solutions – the ability to transform the information in documents and communications into meaningful institutional knowledge.



With a modern DMS, advancements such as powerful information search, easy and secure collaboration, artificial intelligence, and automation can transform a traditional static archive into a user-friendly knowledge management system. Innovative features unlock access to the information in emails and documents, enabling attorneys to quickly find, reuse, and share knowledge in a fraction of the time it used to take.

Tailored workspaces break down silos and ensure everyone works with the most recent information. Lawyers can share what they need while protecting what they must as they work with trusted, familiar tools such as Microsoft 365.

At the same time, sports organizations make remote work safe with mobile solutions and local document synchronization. All of this occurs in a Zero Trust secure cloud environment, a leading-edge security architecture that offers the highest protection level for sensitive information assets.

The cloud solves collaborative challenges

Many legal divisions in sports organizations are taking a cloud approach to capture, share, and manage the knowledge in emails and documents while maintaining the highest security and data protection standards and processes. Attorneys and stakeholders come together in an intuitive, integrated workspace to co-author contracts, leases, and other documents and share knowledge.

REST APIs allow legal teams to securely connect their favorite apps to their DMS and automate everyday tasks. Legal professionals can manage documents anywhere, in a secure environment, with the control and visibility to see who is working with what and when.

Moving to the cloud boosts performance for sports law departments, whether they have ten lawyers or 500. Those with smaller IT teams and budgets can deploy turnkey solutions that instantly level up their knowledge management capabilities. For larger departments with more intricate workflows, the cloud offers efficient and cost-effective solutions that scale with their needs.



How can **iManage** help?

iManage is the knowledge work platform with a proven track record for delivering the secure, scalable, and sophisticated document management capabilities needed to uncover and activate the knowledge in your content and communications. Using iManage Cloud, attorneys in sports organizations work collaboratively, smarter, and more productively with a secure platform they trust.





Work productively

iManage provides a single resource where documents and emails are automatically saved and organized by client and matter. Lawyers access information via a simple modern user interface that mirrors consumer applications like Amazon and Google. iManage is engineered from the ground up to deliver a more intuitive user experience that requires minimal training and drives user adoption.



Work smarter

iManage includes smart features that anticipate your needs, helping you work more intuitively and productively. For example, iManage Work displays document history in visual dashboards and Facebook-like timelines. Attorneys can identify changes at a glance and assess the impact of actions over time. iManage Work analyzes and predicts user actions with smart document previews, suggested filing locations, and flexible work folders. iManage saves users an average of 3.5 minutes when uploading each document through the automatic assignment of metadata and 30 seconds when saving each email via predictive filing, according to the Forrester TEI report.



Collaborate securely and efficiently

Efficiently collaborate with clients, colleagues, and external stakeholders with a secure foundation for remote and hybrid work. iManage enables safe, governed content sharing and collaborative workspaces with a single click that doesn't interrupt your workflow. According to the Forrester TEI Report, iManage sped up collaboration with stakeholders by an average of 11 minutes based on the time saved per document search, upload, and email save.



Find anything

Modern document and email management allows lawyers to quickly and efficiently apply existing precedents and reuse institutional knowledge to make smarter decisions. iManage delivers sophisticated personalized search that produces more accurate results by remembering what the user searches for and how they work. According to the Forrester TEI Report, iManage can save each user 240 hours annually in time spent searching for content.



Work safer

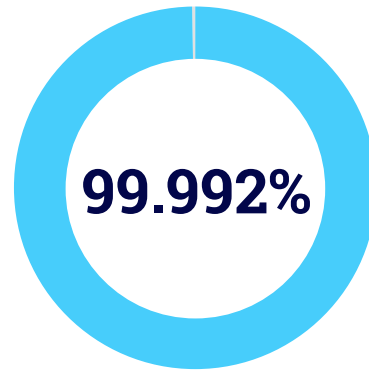
iManage enables legal teams, large and small, to offer comprehensive security protections for all data, advanced perimeter security and encryption, need-to-know security and ethical walls, and active threat detection. You get unobtrusive security and governance across the entire information lifecycle.



Deploy in the iManage Cloud

The iManage Cloud offers the fastest and most straightforward way to implement document management while minimizing cost and complexity. Over a million knowledge workers and thousands of organizations rely on iManage to identify, unify, and magnify knowledge. We've been at the forefront of making knowledge work for 20+ years, offering unique and differentiated reliability, performance, and security while minimizing the burden on IT departments:

- Optimized user performance delivers the fastest upload and download speeds available.
- Our comprehensive security protections, powered by our Zero Trust architecture, are vetted by the most demanding and security-conscious organizations.



Industry-leading 99.992% uptime and availability, monitored in our real-time customer Trust Center



Learn more about how iManage can benefit sports organizations on our [website](#).



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