

Buddle Findlay activates mobility strategy with seamless conversion to iManage Cloud

New Zealand law firm empowers staff and accelerates productivity with anywhere access in the iManage Cloud



BUDDLE FINDLAY

Industry:

- Legal

Headquarters:

- Auckland, New Zealand

iManage footprint:

- iManage Work 10 in the Cloud
- iManage Share
- iManage Drive
- iManage Mobility
- iManage Security Policy Manager



Morae

About Morae Global:

Morae Global was founded in 2015 and has been providing digital solutions to law firms ever since. Its team includes former workers from the legal industry and IT experts, giving it a unique insight into how to deliver solutions that make a real impact on productivity.

Facing hardware end-of-life, growing data volumes and associated storage expenses, and the mounting complexities of running and securing its on-premises infrastructure, Buddle Findlay saw the scale tip in favor of change. Moving document management to the cloud was the obvious solution to improve user mobility, reduce operations costs, and mitigate risk. The firm evaluated iManage Work in the Cloud against a popular competitor, deciding that the iManage platform would provide the best return on investment over time. With that decision made, support from implementation partner Morae Global enabled the firm to seamlessly migrate its data, running change management campaigns concurrently to streamline the transition. The entire firm now enjoys frictionless document management with anywhere access. And, with iManage Drive, Security Policy Manager, and AI all on the roadmap for implementation, the benefits are just beginning.

Buddle Findlay is one of the largest firms in New Zealand, with 350 employees and a 125-year history. Known for its proactive stance on diversity and inclusion, the firm also promotes best practices, technical excellence, and commercial insights in every aspect of its business. Its teams work collaboratively to help clients achieve their objectives by providing tailored and commercially focused legal advice. Buddle Findlay interfaces with clients and firms across the globe, including Australia, Asia, the US, and the UK.



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Adam Gower

Chief Digital Technology Officer, Buddle Findlay

Business outcomes:

- Supports business mobility strategy
- Reduces risks to business continuity
- Improves staff experience and satisfaction
- Ideal platform for future innovation

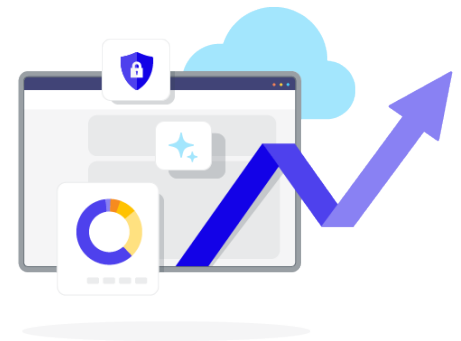
The business challenge

Protect the business and prepare for new technologies

Running two on-premises data centers, Buddle Findlay's hardware was reaching end-of-life. This opened an opportunity to evaluate how new technology could help them achieve their strategic goals. A risk report indicated that the firm would have to invest in more heating, cooling, and power to keep its data on premises. It also noted that the servers were located in an area prone to natural disasters such as earthquakes.

As Buddle Findlay's data volumes grew, the IT team encountered increasing complexity in managing and securing the data — and while they were up to the challenge, the time commitment made it more difficult to focus on moving the firm's digital strategy forward. The team wanted to give the staff a more frictionless experience and empower them to be productive from anywhere.

"Our people should spend as much time as possible in front of clients. They needed anytime, anywhere access to documents," said Adam Gower, Chief Digital Technology Officer at Buddle Findlay. "It's our responsibility to bring the power of technology to the places where lawyers work," he added. During litigation, for example, staff often have no Wi-Fi or cell phone access, so they don't have real-time remote access to documents.



Gower said the firm saw that moving to the cloud would help protect business continuity while strengthening its ability to adopt new technologies like AI. But the firm also wanted a strategic partnership with a cloud vendor that is actively invested in developing its products and releasing exciting new features on a regular cadence.

The solution

Investing in the future with iManage Work 10 in the Cloud

The firm evaluated both [iManage Work 10 in the Cloud](#) and a popular competitor, weighing the functionality, roadmap, and support that each solution offered. The team attended roadshows, as well as private sessions with both companies, to learn as much as they could about the platforms. They aimed to find the best solution for their current needs that would also give the best return on investment over five years.

"Ultimately, it was a no-brainer. iManage has an impressive product development roadmap and we have a great relationship with the Asia Pacific team. That gives us fast access to support when we need it," recalls Gower. "The competitor had a more aggressive focus on sales. The user experience and vendor relationship really matter to our firm, and iManage was the clear winner."

Buddle Findlay's long-term implementation partner, [Morae Global](#), has supported the firm for more than 10 years. The company has a great working knowledge of the firm's environment and requirements. "Morae is a safe pair of hands. They're smart people and will drop everything to help us," says Gower. "When we were refactoring our system for the cloud, they jumped on a call on a Sunday evening, no questions asked."



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Adam Gower
Chief Digital Technology
Officer, Buddle Findlay



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Adam Gower
Chief Digital Technology
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Transitioning from iManage on premises to the cloud was so seamless that Gower quipped, “Go live day was one of the slowest days I’ve ever had in IT! There were no issues to fix, no unhappy staff to support, and no stresses to mitigate.” The interface was familiar, and Buddle Findlay ran an accessible training program to gradually introduce new features without overwhelming staff. And Gower said even new hires are 100 percent productive after a week of intensive training.

“Having everyone using the same platform is hugely valuable,” explains Gower. He adds that the lawyers love working in iManage Work 10 in the Cloud. It’s faster than the on-premises version, and the IT team applies a mix of standard and custom features to make users’ lives easier. For example, the team created “sticky search” to enable people to pin search terms to the toolbar. The firm also changed its matter-numbering policy to make documents easier to locate. And he says all the staff love being able to revert to a previous version of a document by simply right-clicking on the file.

Recently, the firm launched the iManage Mobility app to give lawyers access to documents from anywhere. “iManage Mobility means lawyers don’t have to wait until they get back to the office to work. They can find, review, edit, and author documents whether they’re with clients or traveling between meetings,” says Gower. “iManage Mobility will keep client work moving even while people are out on holiday.”

The business outcomes

A frictionless document management experience

With iManage Work 10 in the Cloud and [iManage Mobility](#), Buddle Findlay has built a custom, fit-for-purpose environment to facilitate client work and remove friction from the employee experience.

“iManage makes it easier for clients to work with us, meeting one of our core principles,” says Gower. “Employee satisfaction is up, and we can turn our time savings into cost benefits.”

The next phase of the mobility strategy is to transform the client experience, bringing them the smoother, faster, and more efficient experience we brought to our employees. Future capabilities will enable staff to send updates to clients faster and continue to work even in areas with poor connectivity.

The firm’s investment in cloud technologies helps further its business strategy. Moving to the cloud protects the firm against downtime, reduces the risk of outages, and is anticipated to deliver cost and efficiency gains in the future.

The result is a significantly happier IT team with more time to focus on the user experience. “Running on-premises infrastructure wasn’t the best use of our IT budget,” says Gower. “Now we can take a look at our roadmap and bring more value, which is what we want to be doing as an IT team.”

The firm has taken notice of technology’s changing role. During its Mental Health Awareness Week, when employees created a word cloud of factors that contribute to their well-being, “technology” was the biggest and most prominent word.

“We were super stoked to be recognized by our colleagues that way,” recalls Gower. “It’s rare for lawyers to praise technology, and they are genuinely excited by iManage Work 10 in the Cloud and how well it works.”



Looking ahead

The firm plans to roll out more of the iManage platform in the coming months, beginning with [iManage Drive](#) to give the litigation team access to the matters and documents they need when in court. Any updates they make using Drive will automatically sync when the user reconnects to the internet. Drive also helps lawyers stay productive when traveling for business, enabling them to mark up reviews and author documents during the journey.

The firm will also configure [iManage Security Policy Manager](#) to make it easier to manage and enforce ethical walls. Meanwhile, Buddle Findlay is rolling out iManage co-authoring capability to a trial group. Allowing concurrent access to diverse teams during RFPs and when staff collaborate with experts in different time zones, co-authoring holds huge value and promise for the team.

It goes without saying that artificial intelligence is on everyone's wish list. "We had a demo with iManage AI, and it gave us lots of interesting ideas," Gower enthuses. "We're very excited about the ability to categorize specific entities across our entire database using AI with iManage AI Enrichment. That's going to be a real game changer."

Although it's still early in Buddle Findlay's cloud and mobility journey, Gower concludes, the firm is now well on its way to making the shift from technology as a necessity to technology as an enabler.

About iManage™

iManage is dedicated to Making Knowledge Work™. Our cloud-native platform is at the center of the knowledge economy, enabling every organization to work more productively, collaboratively, and securely. Built on more than 20 years of industry experience, iManage helps leading organizations manage documents and emails more efficiently, protect vital information assets, and leverage knowledge to drive better business outcomes. As your strategic business partner, we employ our award-winning AI-enabled technology, an extensive partner ecosystem, and a customer-centric approach to provide support and guidance you can trust to make knowledge work for you. iManage is relied on by more than one million professionals at 4,000 organizations around the world. Visit www.imanage.com to learn more.