

Pioneering international law firm taps into goldmine of enterprise knowledge with Insight+

Allens uses artificial intelligence to surface relevant insights from vast library of curated documents



Industry:

- Legal

Headquarters:

- Sydney, Australia

iManage footprint:

- iManage Work 10 in the Cloud
- iManage Share
- iManage Security Policy Manager
- iManage Threat Manager
- iManage Insight+

Allens' emphasis on efficiency and collaboration across practice groups has been a defining feature of the firm's way of working, providing a strong foundation for ongoing innovation. With around 120 million documents in iManage Work 10, including a well-organized knowledge database, the firm looked to make its knowledge collection even more accessible by adopting native curation tools and advanced search capabilities. Using iManage Insight+, 1,350 legal staff across the firm now benefit from a high-value search experience that surfaces the right information in the right context at the right time, supporting faster, more informed decisions and stronger client outcomes.

[Allens](#) is a leading international law firm headquartered in Australia. Founded more than 200 years ago, it has built enduring client relationships, with some extending back more than 170 years. Through its alliance with Linklaters, it has a network of 40 offices in 25 countries. With clients ranging from established leading companies to emerging entrants, Allens has played a pivotal role in shaping legislation and regulatory frameworks and has led transformative initiatives across industry and community issues.



Throughout the years, our relationship with iManage has only grown stronger, and we've benefited materially from new features like co-authoring."

Bill Tanner, Chief Information Officer, Allens



Business outcomes:

- Fast access to relevant insights
- Enhances the user experience
- Makes enterprise knowledge accessible
- Improves client outcomes



We'd been using iManage search for years when we heard about iManage Insight+. Our people's knowledge is one of our biggest differentiators, so we were excited by the promise of making critical information and documents even easier to find."

Justine Woodford
Head of Knowledge,
Allens

The business challenge

Surface relevant insights with AI-powered search

Allens places a strong emphasis on efficiency, collaboration, and harnessing its 200+ years of unique enterprise knowledge to deliver the highest quality legal services. This requires investing in technologies that can scale with the firm's growth and support its long-term vision. When the legacy document management system (DMS) no longer met the needs of the expanding enterprise, the firm moved decisively to find a lasting solution rather than a temporary fix.

As a long-standing iManage customer and an early adopter of the iManage Cloud, Allens continued building its reputation as a growth leader and was well-positioned to meet the knowledge work challenges that lay ahead.

Allens' Knowledge Team manages a curated library of precedents and other key knowledge resources alongside iManage Work. After moving its extensive knowledge collection onto the platform, the volume continued to increase rapidly. The team integrated the knowledge database with Microsoft SharePoint to enable lawyers to browse as well as search the collection. However, this was only ever intended as an interim measure until a more sustainable solution could be found."

"Our people were struggling to find the precedents they wanted quickly, and if you don't give them a good user experience, they'll start to look elsewhere," explains Rachel O'Connor, Chief Knowledge Officer at Allens. "With the increasing appetite for AI, there was a risk of our lawyers taking the path of least resistance rather than following best practices to locate the most relevant template."

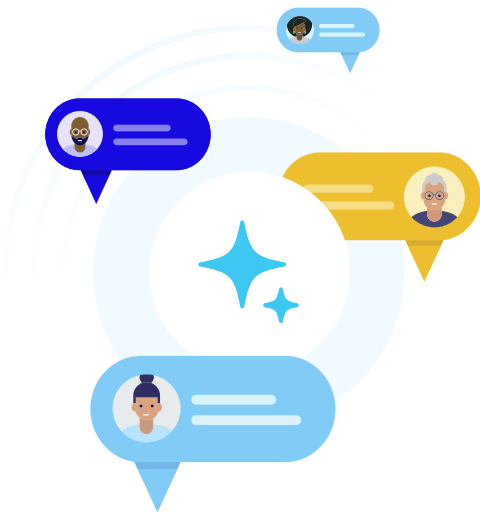
Enhancing the user experience is a continuous goal for the Allens executive team. "AI should make life easier for knowledge workers," states Bill Tanner, Chief Information Officer, Allens. "We've already created an ecosystem of knowledge with multiple use cases, so we wanted a cloud-native AI search engine to make it actionable and ultimately improve the client experience."

"We'd been using iManage search for years when we heard about [iManage Insight+](#). Our people's knowledge is one of our biggest differentiators, so we were excited by the promise of making critical information and documents even easier to find," adds Justine Woodford, Allens' Head of Knowledge.

The solution

Create an ecosystem of actionable knowledge

"We conducted an extensive market analysis and issued a detailed RFP when we replaced our DMS, and iManage came out on top," says Tanner. He says the partnership has materially benefitted Allens in a multitude of ways over the years, "and then, just when we need more from our knowledge ecosystem, iManage introduces Insight+."



Having analyzed how employees searched for content, the Knowledge Team at Allens worked closely with the iManage team to implement Insight+ optimally for people's needs and best practices. The goal was to be in sync with their behavior rather than compel them to accommodate new workflows.

"We had an excellent experience working with iManage. They were impressed by the level of curation and taxonomy we already had in place, and they helped us refine our structure to get the best out of Insight+," recalls Woodford.

The firm's intranet features an icon that links our lawyers to Insight+ to support search and discovery. Users can "favorite" precedents and materials to appear on their landing page, where the Knowledge Team has pinned standard documents that should be useful to everyone.

To support change management, the team ran a campaign to raise awareness and provided training at practice group meetings. They were also on hand to answer colleagues' questions and work together over a shared screen. Training was personalized to improve engagement with different practice groups and demonstrate the value of using Insight+.

"We looked for natural champions; lawyers who are good at using Insight+ and have influence over their peers. People are far more likely to use something when they see it helping other lawyers," adds O'Connor.

The business outcomes

Get the most out of enterprise knowledge

Since going live, Insight+ has quickly become a game changer, helping 1,350 legal staff to surface useful information out of massive volumes of enterprise data. "Insight+ connects lawyers with the right knowledge to fully support their clients," says O'Connor.

Feedback from employees has been overwhelmingly positive. They find the solution intuitive and easy to navigate and value the ability to locate documents quickly. And, because they find the most relevant documents so easily, the quality and efficiency of work have also improved. Staff save time by personalizing their iManage experience, too, pinning documents to their landing page.

"Great technology and high-quality expertise are the foundation of an excellent client experience. iManage doesn't just lay that foundation; it gets better and delivers more and more value over time," says Tanner. "Our staff genuinely appreciate how iManage takes the friction out of their daily lives."

[iManage co-authoring](#) in Work, for example, has been a massive hit. It enables people to edit files together in real time and create audit trails documenting changes.

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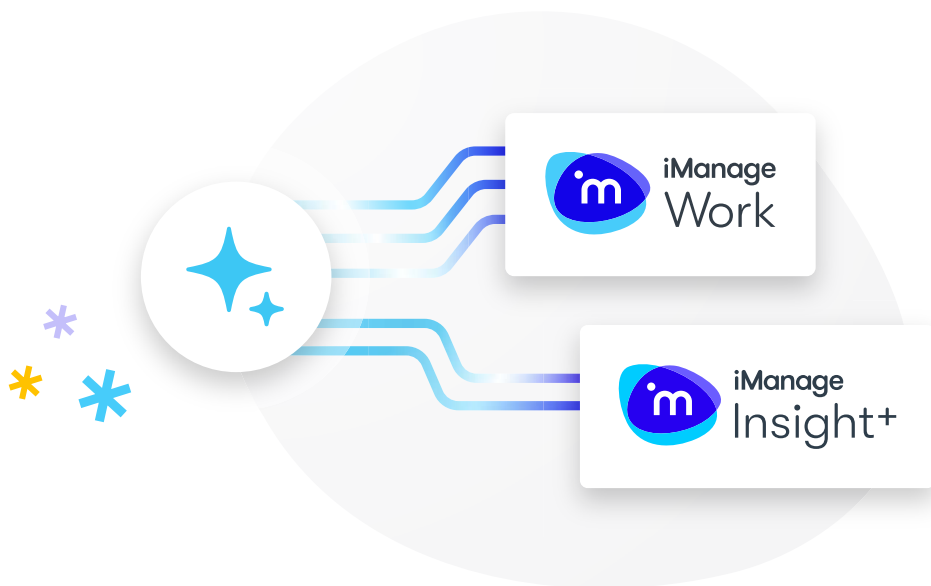
The team also highlights the ease of integration — particularly with [Microsoft](#) solutions — and how [iManage Threat Manager](#) protects Allens' intellectual property. Tanner says [iManage Security Policy Manager](#) makes it easy for lawyers and compliance officers to control access to sensitive materials. And staff can all appreciate the freedom that the iManage Mobility app gives them to access their documents securely wherever they are.

Looking ahead

Following the success of its curated collections, Allens is looking at creating collections for practice groups, relying on Security Policy Manager, with its ability to deploy information barriers at scale, to set the access controls.

The rich, clean data set that implementing Insight+ has facilitated means Allens is well placed to begin exploring the newest [AI options](#) iManage is building into its platform. The team has seen demos of (iManage) Ask Knowledge and looks forward to its use of large language models (LLMs) to create a customized semantic index and search.

"We have a three-layer approach to our AI strategy, and when we connect Insight+ and our knowledge library to all three layers, we can boost efficiency even more," concludes Tanner.



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 30 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.