![iManage logo] **iManage**
Making knowledge work

Barnes & Thornburg prioritizes people and value in the iManage Cloud

"Relentless" US law firm embraces technology in an ongoing quest to serve the business, its clients, and its staff

Barnes & Thornburg

Industry:

- Legal

Headquarters:

- Indianapolis, US

iManage footprint:

- iManage Work 10 in the Cloud
- iManage Threat Manager
- iManage Security Policy Manager

Barnes & Thornburg is a long-time on-premises iManage customer. The firm recognized that the resources required to maintain on-prem systems accrue quickly, and that moving to the cloud made good business sense, as it would enable both IT and the firm's attorneys to dedicate a greater share of their time to higher-value activities. After looking at other cloud options, including NetDocuments, SharePoint, and Box, B&T decided that moving to the iManage Cloud platform made the best sense for their organization. They've had no regrets. iManage Work 10 in the Cloud is core to the firm's processes, how its attorneys work, and how IT supports them.

More than 800 lawyers in 23 offices across the United States collaborate seamlessly at Barnes & Thornburg (B&T) to field the right team for you. As one of the 100 largest law firms in the country, the firm puts its collective experience across legal disciplines to work in helping its clients conduct business in today's changing marketplace.

> **"** Ultimately, we decided iManage, not NetDocuments, had the right combination of features, functions, and capabilities to best serve the business and our users."
>
> **Joan Holman**
> Chief Information Officer, Barnes & Thornburg

Business outcomes:

- Foundational platform
- Promotes efficiency
- Protects and secures data
- Evolves with your business

The business challenge

Change is relentless: So are we

Barnes & Thornburg's business motto is "Change is relentless: So are we."

For Joan Holman, the firm's Chief Information Officer, change has decidedly been relentless — especially for the last 10 to 15 years. "Our goal is to be effective and efficient and provide excellent service to our clients," she explains. "We are embracing how we can use technology to improve how we provide those services."

Holman believes time is the most valuable resource any of us has, and in the importance of maximizing people's time and knowledge skill set. "I'm always evaluating what is the highest and best use of people's time," she shares. "I don't want people outside of IT to think about technology, that's IT's job; I want the rest of the firm to spend their time thinking about the content of their work."

An on-prem system needs upgrades, patches, and new software versions, which require a lot of capacity — spending time and money upgrading servers or versions of SQL — and that adds up fast. By contrast, moving to the cloud allows everyone to focus on things that are higher on the value chain. For IT, that means answering questions like, how can we effectively use a new tool to support our attorneys and their work? How do we make sure everything's integrated to create a seamless experience for our attorneys? How can we achieve 100 percent adoption?

Although she was not involved in the original decision-making process to purchase iManage, Holman says she was very much involved in the move from iManage on premises to the iManage Cloud. And, despite a few bumps along the way, Holman says all of their attorneys are now using the solution.

The solution

Continue to evolve the firm's technology landscape

To ensure she makes the best technology decisions for the organization and its people, Holman educated herself about other options in the DMS space, like NetDocuments. The team also considered SharePoint and Box — solutions she says you wouldn't necessarily classify as pure document management systems. They looked at a variety of solutions to determine what would best meet the firm's needs.

Holman says changing enterprise systems is not for the faint of heart. "I wanted to pick a partner that can help us be successful in the long term. Fundamentally, I wanted a partner who cares as much about our work as I do," she adds. Thus, they evaluated the quality of the support and the stability of the provider, as well as the product.

"Ultimately, we decided iManage, not NetDocuments, had the right combination of features, functions, and capabilities to best serve the business and our users," recalls Holman.

The integrated iManage Cloud platform, with its tools and monitoring capabilities, gives Holman's team a holistic view, which she compares to a single pane of glass. This clarity enables the team to quickly pinpoint areas in the organization that need attention.

"I want to make work as easy as possible for our end users," says Holman. "I also want to make it as easy as possible for our team to administer and manage our solutions.

"

Everything is organized in iManage. You can find it. You can put your hands on it. We can effectively manage it. It's not squirreled away on a file share or a local hard drive, or on some other platform. That makes life a lot easier."

Joan Holman
Chief Information Officer, Barnes & Thornburg

iManage makes it easy for us to empower all of our people to make the highest and best use of their time."

Why adoption is mission critical

Holman says her firm can build or implement the best solution in the world, but if nobody uses it, it's not successful, so adoption is critically important. "Business is all about people, and people can be the biggest challenge," she quips. "So, when someone is not using the technology, we work to understand why."

If someone says it's not meeting their needs, IT must understand those needs before they can address any gaps. But she also knows humans are creatures of habit, and we get comfortable in our ways, and changing people's habits is hard.

Barnes & Thornburg provides any resources needed to support people, ensuring they use tools effectively and that the business gets full value from the investment. They employ rigorous training programs, highlight specific features and tech tips, and make people available to answer questions.

"Adoption is not a one-and-done activity," says Holman. "It's ongoing." And their adoption levels are high. "iManage Cloud is a key part of our technology landscape and how we support the work that our attorneys do," she affirms.

The business outcomes

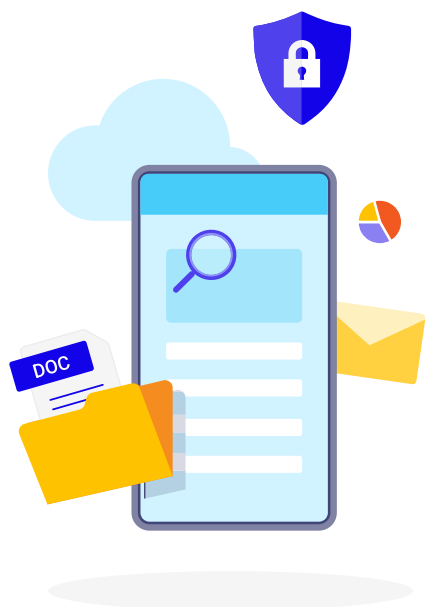**More productive. More secure.**

It's hard to attach a specific dollar amount to the return on investment of using iManage, but Holman says the value is clear in terms of efficiency and effectiveness. "Everything is organized in iManage. You can find it. You can put your hands on it. We can effectively manage it. It's not squirreled away on a file share, a local hard drive, or on some other platform," she explains. "That makes life a lot easier."

Holman says the most significant benefit of using iManage is the foundation it provides. All sensitive client content is stored in one place and protected with tools like iManage Threat Manager and iManage Security Policy Manager.

In the current environment, remarks Holman, it's hard to find a company, regardless of industry, for whom security and data security are not a priority. "Our clients trust us with their crown jewels, their data," she adds, "and I treat that trust with the highest level of diligence and protection. Security is a hard line. If a tool doesn't pass our security requirements, we stop right there. It's non-negotiable."

With Threat Manager, the IT team can see activity that's outside the firm's normal parameters and initiate a conversation to understand why. "Maybe we've got a big deal that's closing, with a lot of documents to pull together and package up — that makes perfect sense," says Holman. "But it's important for us to follow up and have that conversation to be sure everything is operating the way it needs to be."

Without iManage, Holman says everything would be more difficult. Data would be hard to find. Adhering to outside counsel guidelines and responding to things like legal holds and ethical walls would be a chore without Security Policy Manager.

> It takes work to get any implementation set up and configured, but once it's in place, you don't have to focus on the details. It's like the plumbing that comes with the house: it just works."

Joan Holman
Chief Information Officer, Barnes & Thornburg

"This is rare, but if someone left the firm, and the documents weren't all safely tucked away in iManage, it would take a crazy amount of time to rebuild a complete client file," muses Holman. "But with everybody working consistently in iManage, it's efficient, it's effective, and everything is in one place." They can continue to provide services to their clients without a hitch.

Confidence: We can take iManage for granted

Holman says iManage works for a firm of any size because it's scalable. And there's continuing innovation happening, so the organization continues to be responsive to what firms need, what their clients need, and what their attorneys need.

Yes, she admits, there's work to get that foundation in place. You need to be thoughtful about any kind of implementation in how you set it up and configure it. You need to put a lot of thought into how people work. Mind the details. But once it's in place, she says, you don't have to focus on the plumbing. It came with the house, and it just works.

"It would be harder for teams to work together without iManage," says Holman. "If someone needed expertise from another area, everybody would be emailing documents back and forth, like the old days. But if you've got that foundation in place, you can be focused on more important things."

"The integrated iManage Cloud platform allows our attorneys to think about what matters: the work they do for our clients," says Holman.

"I'm proud that we can take iManage for granted. It's core to our processes, how our attorneys work, and how we support them. It's fundamental to how we work, and we don't have to think about it. I'm not battling people every day to put their documents in the DMS. iManage is there, and people use it, and I think that's really great," concludes Holman.

Looking ahead

As a firm, B&T is actively exploring AI but taking a thoughtful approach. Protecting data is step one in the process. "We know AI is coming. From a software solutions perspective. I am really interested in the iManage options and exploring how we can use them to our best advantage."

> **"**
> The integrated iManage Cloud platform allows our attorneys to think about what matters: the work they do for our clients."
>
> **Joan Holman**
> Chief Information Officer, Barnes & Thornburg

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.

iManage
Making knowledge work

Blog: imanage.com/blog