

→ Esquire innovations, LA – special feature

Citytech



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Editor:

Karen Jones
Tel: +44 (0)20 7935 5527
Email:
kjones@citytechmag.com

Accounts and subscription enquiries:

Andrew Jackson
Tel: +44 (0)1737 355054
ajackson@jonespartnersconsulting.co.uk

Design:

Nick Hayes
Megaphonic
nicholas.hayes@megaphonic.co.uk

www.citytechmag.com

Address:

Citytech
40 Devonshire Place
London W1G 6JX
Tel: +44 (0)20 7935 5527

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Esquire innovations

*We follow the "Tom Peters" philosophy:
"Be distinct ... or extinct!"*

Karen Jones reporting from LA



Judy Carter-Reynolds, Director of Client Experiences (far left), Randy Farrar, Chief Software Architect /CEO/President (middle) and Susan McClellan, Director of Operations (right).

→ **Our mission: "Innovative software plus astonishing service equals extraordinary client success."**

Temecula, California is probably not a place or name you've come across before but it is home to one of the most innovative software companies in the USA – Esquire Innovations.

Before you start memorizing their name though they want you to be clear "it's the products we want remembered, not the company."

Who is Tom Peters?
Check him out on this link
<http://tompeters.com/>

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The product line up:

iCreate, iScrub, iRedline, iDocID

** New launch set for ILTA, Florida: iCreateDA (DA: document assembly)

Randy Farrar, Chief Software Architect /CEO/President of Esquire Innovations says:
“We started on a shoe string budget five years ago and had to ask staff to work for free for three months and they did. We now have around 500 clients are growing quickly and profitably and are planning overseas expansion.”



Their emerging philosophy Director of Client Experiences, Judge Carter Reynolds says is to get into the skin of software like Word and just figure out how users are working and make it easier for them.” She continues “iCreate used to fix the bits in Word that were broken but as they’ve developed and patched their holes we’ve upped the ante.” She elaborates: “we find the useful bits in Word that are sometimes hidden and never used but with this software can be brought to the surface to make life much easier for users.” Finishing she says “ultimately it reduces training and support because competency levels increase and fee earners are less frustrated.”



Randy at the LexThink! Bloggers bowling alley conference in Chicago this year



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“We have a family atmosphere in the office at Esquire Innovations; pets and children are more than welcome.” Randy Farrar

Judye Carter Reynolds deserves special mention. A trainer of many years, it is Judye’s role to be the ‘face’ that clients recognize and relate too. Her role of ‘Director of client experiences’ encompasses client support and she has a team of people who work with her on this. (Esquire has around 500 clients) Judye also manages implementation assistance and has become known as “the problem solver.”

Writing for tech heavyweight, Law Technology news in the USA and known for her public speaking she emanates a soothing calm: she could dissolve an attack from the angriest of users. I suspect once you’ve been ‘Judye’d’ there is no turning back.

Other products in their range include iScrub which compares against Workshare Protect. The likes of Google in-house counsel and Marvel Comics are using this Esquire product. It doesn’t need any customization and law firms can apply their own compliance formulas across the enterprise. It helps law firms have a standardized approach to meta data problems. →



Judye Carter Reynolds,
Director of Client
Experiences,
Esquire Innovations

A Training and
implementation guru at
Esquire Innovations


Behind the scenes at Wiggin LLP

Read the full story at www.thomsonelitenews.com

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All Esquire Innovations products start with an “i”: iCreate, iRedline, iScrub, iDocID. The way to remember them is: iWANT it. iNEED it. iMUST have it.

A small image of a green printed circuit board (PCB) with various electronic components.

Another product in their stable is iRedline which is like Workshare Deltaview except the product is less expensive and available to firms with small amounts of users. Their product tracks changes in Word, creates reports and can convert Deltaview documents should your clients be working with other lawyers who have the opposing product.

iDocID their final product was born because Esquire had numerous requests to create special 'ID' stamping for firms documents and many wanted a different stamp per document. This is an out of the box solution which can configure with no programming.

The brains behind the outfit is Randy who is chief architect for all products and he spends his time product innovating and strategising. Randy says that although they are getting a lot of enquiries from other industries to supply products their only focus is (and will continue to be) legal.

Susan McClellan is operations director and she looks after the whole back office operation and keeps the company grounded. With an English heritage she is the best of both worlds for legal tech buyers – well versed with the ways of the American legal tech industry with a good old British sense of humour.

The Esquire Innovations team will be at ILTA in August launching their new product iCreateDA which is a web based document assembly. □

Citytech:

What do readers think about this new publishing entrant?

"Citytech's emails are a welcome ray of sunshine amid the masse of garbage which normally lands in my In Box"

**Jan Durant,
Lewis Silkin, UK**

"It always contains information which is useful, and comes in any easy to use format."

**Janet Day,
Berwin Leighton Paisner, UK**

To subscribe contact Karen Jones kjones@citytechmag.com. In June Citytech is free to law firms who wish to receive the weekly newsletter. It can be sent straight to information for intranets or to email boxes. Vendors pay £500 + vat/\$1,000 per annum.

Vendor offer: 50% subscription reduction 'til end June 2006.

A strip advert and subscription for a year is £2,000 + vat /\$4,000.

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Appleby Hunter Bailhache, Peter Bubenzer, Managing Partner interview: Understanding managing partner issues

The offshore world has seen quite a bit of merger activity and new office openings in the last few years. With the announcement that Appleby Spurling & Hunter and Bailhache Labesse were joining forces, it seemed an appropriate time to get the inside track from Bermuda heavyweight Peter Bubenzer (Managing Partner of Appleby Spurling Hunter) on why the rush for 'global domination.'



**Peter
Bubenzer
Managing
Partner
Appleby
Spurling
Hunter**

"We worked hard to keep it a surprise."

Why did the merger take place?

The reason it took place was that we were both going in a similar direction and had had a previous association around eight years ago. Last year we started speaking with serious discussion starting January this year.

We've set a goal to be a leading offshore firm and had made significant progress but needed a European addition. Jersey was a natural choice and we felt we needed this access to Europe. Bailhache Labesse were interested in expanding their reach which meant we both had a great deal in common.

There will be a number of challenges as is always the case with mergers but having undertaken this type of transaction before (2004 Bermuda HQ Appleby Spurling & Kempe merged with Cayman based Hunter & Hunter) we have the sensitivity to understand that what works for Bermuda, for instance, doesn't necessarily work for Jersey. We have an integration team set up with members from both firms and they are based in several offices. Working through the process of integration will mean a change in reporting and management lines. It may mean people feel they have less control on the ground but I believe all of this can be overcome with proper communication and care.

Is it a takeover not a merger?

It's a partnership not a takeover. There are things that Bailhache Labesse will bring to us, intellectual capital, people, offices, administrators and experience. For instance their software systems are likely to be adopted by the whole group. (Editor comment: This is an unusual move and bucks the usual trend of law firms going with the larger firm to save mass re-training for fee earners. Normally it's an instant domino affect from the larger firm to the small).

Continued page 8



Rx
Prescription
for Success!

How Healthy is Your Firm?

Susceptible to information management **gaps**? > Inadvertently **exposed clients** to risk? > Client **intake process** feeling run down?
> Experiencing weaknesses in **conflicts** searches? > Getting the recommended dose of **integration**? > Feeling the aches and pains
of **e-mail** management? > Recovering from **discovery** requests? > Striving to achieve true **matter-centricity**?

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Peter Bubenzer Appleby Hunter Bailhache

Managing Partner interview

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Capital Capture

Litigation Support Bureau

Churchill House,
142-146 Old Street,
London
EC1V 9BW

Phone:
+44 (0)20 7314 7700
Fax:
+44 (0)20 7314 7777

Email:
information@capitalcapture.com

Website:
www.capitalcapture.com

Are there other buyouts planned by you or the market?

We plan to be in the Isle of Man, Guernsey and Bahamas at some stage but tend to take time to deal with our meal and digest it. We want to do a decent job, so there will be a pause.

I suspect there will be more take-overs, there are a number of firms wanting to take the same stance (i.e. be in all the jurisdictions). Offshore leadership can only be achieved by home-growing in each jurisdiction or combining with firms. The latter is the quickest way. I think some Jersey and Guernsey firms are ripe for takeover.

Everyone is rushing into Dubai but we've not made that move because we are conscious that we have to deal with the project in hand. There is intense pressure to be there though, we simply have to resist and stick to an agreed plan. We want to be a leader with a quality reputation.

Why is it so important to be a one stop shop offshore?

It stops firms 'grabbing' work or deals for jurisdictions that might not be right. Service is better because you have connections in all jurisdictions. A great deal of work comes from clients in London and New York and this development helps them to have a range of choices for their clients.

It also helps spread risk bringing a diversified source of business into the practice so that we aren't quite so affected by insurance or rules on certain offshore centres. Essentially it enhances the security of the business.

We expect the Bailhache Labesse merger will bring a significant enhancement of inward money from Europe and structured finance work.

And the future?

In the immediate future we're preparing ourselves to be co-ordinated by 1 September. In the long term I think that three or four big players will keep alive and well offshore. There is starting to be a transition between onshore and offshore with countries around the world reducing tax rates and want to go up against onshore work referrers.





Press release corner

Redwood Analytics have a new website. Redwood offer best of breed business intelligence software reselling through Tikit in the UK.

Check it out and their product on:

<http://www.redwoodanalytics.com/>

Redwood Analytics had a feature issue in Citytech in Edition 15, 08/02/06 if you want to 'refresh' your knowledge about them.

Lewis Silkin LLP Selects

InterAction: With 250 staff, Lewis Silkin is planning to integrate InterAction with Microsoft Outlook®, Axxia's Arista practice management system, Hummingbird's DM5 document management system and other Microsoft Office® applications to provide lawyers and staff with one seamless environment for comprehensive access to all critical business information directly from their desktop environment.

"We have established a reputation for innovation, using information technology in integrated and creative ways to improve client service as well as our internal operations," said Jan Durant, Head of Information Technology for Lewis Silkin LLP.

"We've never been a firm to take the lemming approach and simply buy what everyone else is buying. However, InterAction's sophisticated, industry specific functionality and integration characteristics make it superior to all other CRM offerings we reviewed."

Previous to InterAction, Lewis Silkin LLP had a simple contact management solution in place and managed relationships and new business development with a number of software applications and methods.

InterResolve installs Proclaim® case management

to handle high-volume caseload. InterResolve, the independent claims resolution specialist, is pleased to announce that a bespoke case management system, developed to its specification by Eclipse Legal Systems, has been delivered and installed. The system has been designed to assist InterResolve to operate its Bodily Injury Claims Scheme (IR:BICS) on a high volume basis. Simon Goldhill, InterResolve's Chief Operating Officer was instrumental in the deal.

LexisNexis® Martindale-Hubbell® sell online client development products to US firm: Manatt, Phelps & Phillips, LLP.

Manatt will take advantage of a variety of Martindale-Hubbell products and services in order to communicate key information about the firm's credentials to corporate counsel. The firm has purchased three online client development products: Legal Articles; Group Profiles; and a Diversity Profile. This means lawyers can publish their articles straight to www.martindale.com for clients to read.



Treat yourself The Hollywood heights



From Rodeo Drive to Hollywood Boulevard, LA houses beauty, beaches and brashness.

One of the nicest spots was Santa Monica where a huge pier like Brighton Beach sits proudly above the beach. Pepperdine University is a famous landmark – a leafy, "ivy league" university with an art gallery in situ and deer wandering around its grounds - this is in Malibu just up from Santa Monica.

The beaches are golden and include 'Muscle Beach' which launched the career of Arnold Schwarzenegger. Venice Beach which is on the same strip has bikes for hire to ride their many miles of golden beaches. Getting around is challenging unless you have a car so do prepare for driving or a few hundred dollars in taxi fares.

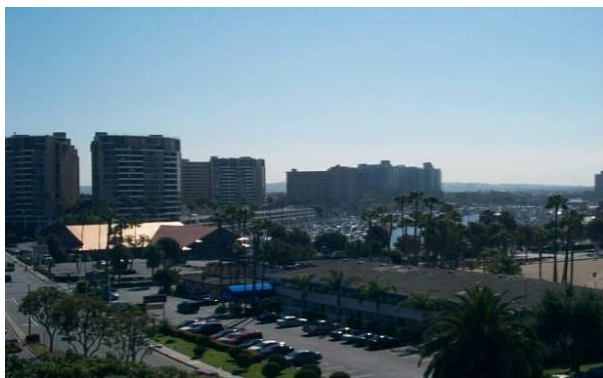


Temecula, LA – the home of Esquire Innovations – has their own vineyard: Wilson Creek.

Get your own award winning Almond Champagne and Chocolate Port.

www.wilsoncreekwinery.com.

35 minute flight with United Airlines from centre of LA.



Marina Del Ray (Pictured left). A harbour area in LA and home to the Ritz Carlton and Marriot. A hot restaurant to visit with authentic Cuban food is Versailles in Culver City www.versaillescuban.com. A car is essential to get around but get extra insurance, LA is known for wild driving.

LA: Its not hard to see why ‘thin-is-in.’

The sun is always shining, golden beaches entice you to play volleyball or jog and salads are filled with ‘shrimp’ and fresh seafood ingredients. The ambience in LA makes you yearn to be outside and eat well.



Try LA in style: A limo ride for 3 hours costs \$165. I tried ‘L.A. VIP Limousine tour and sightseeing cars.’ They offer a private and exclusive tour of your choice. Mine picked me up at my hotel and took me to: Malibu, Muscle Beach, Hollywood Boulevard and the infamous Hollywood sign in the hills. No-one could believe I did so much in one day.

Everyone orders an “Arnold Palmer” iced tea and lemonade. Arnold Palmer was a famous US golfer like Jack Nicklaus.



The Chinese theatre and Kodak Centre. The Oscars are held here each year. (Left). Outside the Chinese theatre all the hand and foot prints of the stars are set in concrete slabs and the Hollywood stars shown above are set into the pavement. Pictured above in the stars are Hugh Heffner and Zsa Zsa Gabor.

I flew with Virgin Atlantic. Flights are direct and arrive at ‘LAX’. Check out www.virginatlantic.com for flight information and offers.

