

The Tiger Eye Overview

An intelligent approach to data management for an intellectual property specialist

Tiger Eye case study: Mathys & Squire LLP, full service IP firm

The background

Mathys & Squire LLP is one of Europe's oldest and most respected law firms specialising in intellectual property. Clients like the BBC, BT, Chelsea FC and BP come to the firm for advice on how to make the most of their technologies, designs and brands. The firm are on an upward trajectory - they've seen their business increase by 25% over the last couple of years and in 2014 became the first law firm in Renzo Piano's iconic Shard building.

The opportunity

Business success and the move to The Shard made internal processes a priority for Mathys & Squire LLP. A key issue for the firm was improving the efficiency of document handling and the firm identified the need to move quickly from a paper-centric

“We recommend others in our profession to use Tiger Eye

IGGY LEONG, DIRECTOR, MATHYS & SQUIRE

system to a digital document management system (DMS). The task of leading the project fell

to Head of Professional Support Ignatious (Iggly) Leong who was initially unimpressed by some of the consultants in the DMS field.



He says they came across as “used car salesmen, intent on selling the product, whatever the cost”. It also became clear to Iggly that off-the-shelf versions of the iManage Work DMS were not the answer and he needed some expert advice. One of Mathys & Squire LLP's suppliers knew Dave Wilson and Tiger Eye and recommended them as a company who could build a bespoke version of the iManage Work DMS with the specific features the firm needed.

The solution

Because Mathys & Squire LLP needed a solution tailored to their particular needs, Dave Wilson took the time to sit down and understand exactly what the firm needed. Iggly says, “It was a case of trial and error to begin with. Dave and his team took the time to understand our existing processes”.

Dave's in-depth knowledge of the iManage Work DMS meant that he

In a nutshell

The problem

Business success for law firm Mathys & Squire LLP increased the necessity to move their document management from paper to digital. The firm needed a bespoke DMS solution and Tiger Eye were recommended as having the right approach for the firm.

The solution

The key to delivering a successful DMS was to first understand the issues. Dave Wilson and the Tiger Eye team worked closely with the firm to plan the right system. Work on the drawing board and pre-testing solutions meant Mathys & Squire LLP got the DMS they needed.

The outcome

The DMS gives the firm's staff fast and reliable access to documents. Clients like the BBC, Chelsea FC and BT get a swifter service as a result. Also, because legacy documents are now stored digitally, the firm saves on the need for 200 sq. ft. of high-value office space.

To find out more about data management and how it can help your business, call Dave Wilson or Matt Cleverdon at Tiger Eye on 01603 293 500 or email: mattc@tigereyeconsulting.com

and Iggy could look at alternative process flows on the drawing board and decide on the right route to solve each issue.

Next, the Tiger Eye team were briefed and started producing some of the answers. Iggy continues, "Dave and his team devoted time, energy and resources to help us produce a working model of what the DMS could do, for us to demonstrate to the Board". The test model made the internal approval

“ Tiger Eye took time to understand our processes ” IGGY LEONG

process much smoother.

Once the main structure of the new DMS had been hammered out, the Tiger Eye team were then able to look at writing add-on modules to give the DMS the functionality demanded by the firm. Iggy continues, "There are quite a few processes and scripts which, without Dave and his team's input, we would have had to incur substantial costs by purchasing various software



packages and plug-ins, which would have been an overkill solution".

The outcome

The key result is that the new DMS allows documents to be accessed from anywhere in Mathys & Squire. Instead of hunting through filing cabinets, staff can go straight to the information they need when they need it.

Iggy Leong says the business can now "track documents to see what has happened to them. The DMS has allowed for greater flexibility for our staff and fee earners to be able to work remotely" Iggy also points out improvements to the service to the firm's clients who now see faster responses to queries and better client data sharing and handling.

Mathys & Squire LLP have also seen significant cost savings because the new DMS has freed up floor space previously occupied by filing cabinets. Iggy says, "In addition to us making a saving on file storage as a result of us back scanning all our live files, thereby not having to look for file storage space to the tune of 200 square feet at our new offices in The Shard. This equates to a considerable cost saving of approximately £20K per year on rent".

To sum up the success of the project, Iggy Leong looks to the future, "The DMS project is not at an end, in fact we are now just starting phase II, which looks at improving our workflows further to make them more efficient for everyone concerned".

Left: Iggy Leong, Director, Mathys & Squire



The Shard, Mathys & Squire head office

Was it worth it?

A DMS project requires a major investment of time and money . What difference has it made at Mathys & Squire?

- The new DMS allows documents, emails and other digital content to be accessed from anywhere in Mathys & Squire
- Greater flexibility for staff and fee earners to work remotely
- Clients see faster responses to queries and better data sharing
- The DMS has freed up floorspace which equates to savings of around £20k/year

“ Responsiveness and availability. Pretty much sums it up ”

IGGY LEONG

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