

# KEESAL, YOUNG & LOGAN WINS “INFOWORLD 100” AWARD FOR 2003

**Long Beach, CA – November, 2003** – The law firm of Keesal Young & Logan (KYL) has been selected as a winner of the “InfoWorld 100” Award for its outstanding wireless implementation. The InfoWorld 100 Awards honor forward-thinking companies whose IT initiatives make use of innovative technology to further their organization’s goals. Keesal Young and Logan is the *only* law firm to win a 2003 InfoWorld award, and it ranks the firm’s IT innovation in a league with such large InfoWorld 100 visionaries as Citigroup, Morgan Stanley, US Bancorp, and Visa.

KYL uses an inventive combination of interactive information systems developed jointly with PensEra Knowledge Technologies to deliver a powerful suite of information tools to their mobile professionals. Using wireless devices and mobile software from Good Technology, KYL lawyers are more productive and responsive to client needs through mobile access to workload, time tracking, document and knowledge systems, as well as all-wireless continual-sync of e-mail, calendar and contacts.

“Our goal is to provide the highest levels of client service in the industry, and our resources are dedicated to making sure that our lawyers are as efficient and responsive as possible,” says founding partner Skip Keesal, “Our clients expect creative solutions from this firm, so this national recognition of excellence in innovation is especially gratifying.”

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“Information technology transforms the way we work and think about business. But it takes bold vision to accomplish real change. The visionaries are still out there, judging by the projects that won this year’s InfoWorld 100 awards, which honor IT initiatives making use of innovative technology to further their organizations’ goals.

Entries were judged on innovation and project complexity. Judges looked at what cutting-edge technologies were used and the stumbling blocks that were overcome to achieve success. Also considered were integration issues and how project leaders worked with users and other business units.

Congratulations to all the winners.”

KEESAL  
YOUNG  
LOGAN

 InfoWorld

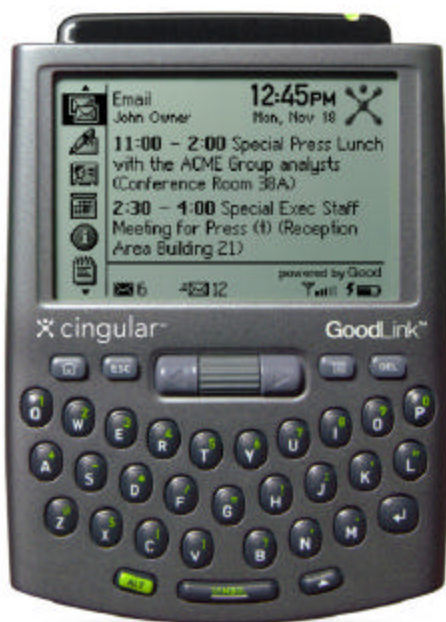


**2003 InfoWorld 100 Award Winning Case Study**  
***Keesal Young and Logan Implement Leading-Edge Wireless Technology That Immediately Improves Customer Service***

**Situation**

Nowhere is the axiom “Time is money” more relevant than in the legal profession, where minutes and dollars are one in the same. That is why the 170-strong Pacific Rim law firm of Keesal, Young & Logan (KYL) is always looking for a way to capitalize on improvements in technology to deliver the most value for their clients’ dollar.

“With 80 attorneys working remotely an average of one day per week, it was important to provide a mobile solution that keeps attorneys in touch with clients and each other at all times,” states Justin Hectus, KYL’s Director of Information. “We were spending significant time and money supporting access via laptops and remote access server connections, but lawyers were disconnected when they were on the go.”



Another law firm introduced KYL to GoodLink. As the only service offering continual two-way wireless sync of all of Microsoft Outlook, GoodLink can keep up-to-the-minute email, attachments, contacts, calendar, notes and tasks and company information at attorneys’ fingertips, whether they’re

in a courtroom, deposition, restaurant, or taxi. And its GoodInfo counterpart provides wireless access to Document Management and Time & Knowledge systems to boost efficiency and capture billable time in real-time. “Having continual access to email means the attorneys can get critical information faster, thereby serving our clients more effectively,” says Hectus.

**Solution**



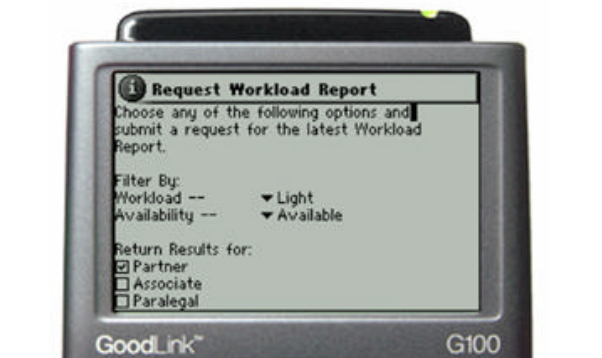
Attorneys simply enter their hours, a work description, and the case name. The case number is instantly validated and the data is then updated in the billing system and on the intranet. An acknowledgement email confirms the time transaction to the attorney.

KYL chose a three-pronged solution from Good Technology to wrap everything up into one tidy package: GoodLink continual-sync email connectivity, the intuitive G100 handheld device, and the GoodInfo corporate information platform. KYL was able to quickly develop a custom thin-client application that tied into TimeKM, its Time & Knowledge system developed through PensEra.

“GoodLink’s continual sync allows our attorneys to exchange email with clients in courtrooms, depositions and even taxi cabs. For example, in federal court where cellphones are not allowed, an attorney received a tentative ruling and was able to strategize with the client in New York via GoodLink prior to the actual hearing,” Hectus explains.

While GoodLink increases lawyer efficiency and client responsiveness, GoodInfo boosts billing accuracy. "Clients are focused on cost control and are demanding more precise information in billing entries, making capturing time contemporaneously critical to insuring accuracy. TimeKM on GoodInfo helps our lawyers deliver the necessary detail even when they are on the road," Hectus notes.

Improving billing accuracy is one advantage of GoodInfo; optimizing firm-wide downtime and serving client more effectively is another. "We have an application that tracks workload so we can distribute work to attorneys who are most readily available to handle it," explains Hectus. "By tying it into GoodLink, a partner can go online and with two clicks see which associate is available to help on a case."



To find a resource to help with a case, an attorney simply filters candidates by current workload, availability and level of expertise. The request triggers a response email with benchmark data on availability, billable hours to date, and projected hours by week or month.

Thanks to the firm's investment in custom-tailored web applications like this resource management system, it was a natural progression to develop GoodInfo applications that extend the KYL portal to the wireless devices. The applications require little development resources and can be delivered and installed on the GoodLink devices remotely.

The GoodLink's are provisioned centrally at KYL's Long Beach office and require no desktop installation. The roll-out of devices to the firm's Anchorage office was completed with 15 minutes at the Good server and a five minute phone call. "The integration with Outlook is so complete and feels so natural, that we really didn't need to dedicate any resources to training," explains Hectus.

From the user side, Good's simplicity and speed is more than evident too. "When it comes to high-value attorneys, simplicity is essential in training and usability," Hectus admits. GoodLink's two-way sync is huge too. "With a Blackberry, I'd have to cradle my device before I left on a business trip," Hectus adds. "If I happened to forget, my contacts and calendar would be out of date. And GoodLink's touch-it-once handling of email is far superior to Blackberry's manual sync and time-consuming reconciling."

For KYL attorneys and our clients, the real-life examples of GoodLink's value are mounting: In one instance, an attorney got into a debate with the plaintiff on a point of the law. He was able to e-mail an associate and receive an answer on the issue within 20 minutes. On a ship in Long Beach harbor, yet another attorney was able to collect information and email reports directly to his shipping client while on the deck. That same client received quick responses to his own emails, which reassured him that his attorney had indeed received his messages and would respond shortly. On a drive down from Stanford, a partner was able to send/receive email and even while watching his son play a ballgame, an associate was able to stay abreast of time-sensitive projects.

## Results

KYL prides itself on excellent customer service and the firm's ability to respond and be accessible to clients is significantly enhanced with GoodLink. The relationship with Good Technology has given KYL a competitive edge and is revolutionizing the way they do business.