

THOMSON REUTERS ELITE CASE STUDY

HANNES SNELLMAN

SUPPORTING INTERNATIONAL BUSINESS STANDARDS
AND GROWTH WITH 3E



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LEADING THE MARKET WITH ENHANCED TECHNOLOGY PLATFORM

Hannes Snellman is the only top tier Nordic law firm in transactions and conflict management with a strong foothold in Russia. The international firm has 300 employees with five offices in Copenhagen, Helsinki, Moscow, St. Petersburg, and Stockholm. The firm promotes its simple style when dealing with high-profile mergers or critical disputes, allowing the client to remain in control.

As the firm grew, however its financial and practice management system was getting difficult to control. "We were using a local billing and time entry system that was at the end of its lifecycle," explains Anne Myyrinmaa, Head of Finance and Administration. "As we expanded over borders, we needed a system that could support multiple languages and currencies and able to produce reports that met both local needs and our internal group needs."

Furthermore, Myyrinmaa and her team maintained separate billing and bookkeeping systems, which meant they were constantly reconciling between the two systems.

Myyrinmaa led the search for a new platform that would support their current and future needs. Among those included in the in-depth evaluation of leading solutions was 3E®. 3E is the latest-generation integrated financial and practice management system, delivered through a Web-based user experience to more easily track and manage activity on a multi-office scale.

The firm's search committee was most interested in 3E's user-friendly time entry interface; the multi-currency and multi-language support; the highly flexible, efficient, and modern reporting capabilities; and the fact that 3E is built on the most advanced technology available.

Being one of the first to adopt leading-edge technology was a bit of a double-edged sword for the firm. "We made the conscious decision to move forward with 3E even

though it was a brand new platform because the benefits outweighed the risks for our firm. There was really nothing else like 3E on the market at that time," shares Jussi Hirvelä, Head of IT.

A PHASED APPROACH PAYS OFF

Hannes Snellman's simple approach did prove to be successful with the 3E implementation. Hirvelä worked with the Thomson Reuters Elite Client Services Team to devise a phased rollout plan that maximized user adoption and minimized potential issues.

From the test environment, the team moved only the essential information to the live 3E system, such as client data and open matters, and was able to switch to the new system literally overnight. The second phase of the rollout focused on implementing the 3E bookkeeping module, which occurred about six months later.

The training process was also key to a smooth transition. Phased training sessions were conducted starting with an introduction to 3E's capabilities in a classroom setting and then moving to the test environment for hands-on experience.

"Overall, the entire implementation process went really well," says Hirvelä. "During the first week that we went live on 3E, I only had four or five support calls from the staff, which is so minimal for this type of system implementation. I really couldn't believe it!"

"We haven't had any pricing models that 3E couldn't support, and there have been some interesting ones."

Jussi Hirvelä
Head of IT

HANNES SNELLMAN

Founded more than 100 years ago, Hannes Snellman has 300 staff that delivers transaction and conflict management services from offices in Copenhagen, Helsinki, Moscow, St. Petersburg, and Stockholm.

OBJECTIVE

To upgrade its technology platform for better reporting and multi-currency, multi-language support.

WHY 3E?

3E is a next-generation financial and practice management system that can more easily track and manage activity on a multi-office scale.

BENEFITS

- International business standards support
- Real-time analysis on firm performance
- Quick adoption with intuitive user interface

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“My favorite feature is the ability to sort the data myself by easily dragging and dropping the columns.”

Anne Myyrinmaa
 Head of Finance and Administration

A FEW OF OUR FAVORITE THINGS

International Billing Capabilities

One of the first improvements Hannes Snellman experienced with 3E was the enhanced billing process, as the firm relies heavily on the ability to handle multiple currencies and languages on a single bill. The team designed the invoice templates to meet the myriad of tax rates and tax legislation criteria required as an international firm and still retain the flexibility to alter the bills as needed.

3E is also able to support the firm’s complex pricing models. “We haven’t had any pricing models that 3E couldn’t support, and there have been some interesting ones,” says Hirvelä. An example is a standard fee arrangement for a certain volume of work after which a discounted percentage would be triggered automatically.

Generating bills in the language for each region—English, Russian, Finnish, Swedish, and most recently Danish—was also an important feature for the firm. Lawyers now see their time card narratives in their native language with the native currency. “Offering more customized invoices for our clients really reinforced the sense that Hannes Snellman is an international law firm. It certainly had an effect with our own staff,” mentions Hirvelä.

Real-time, Online Reporting

After billing, the next major area that 3E improved was reporting. 3E enables the team to easily generate regular reports that are featured on management dashboards, such as productivity reports that can be viewed by practice areas, regional offices, or down to the individual.

“My favorite feature is the ability to sort the data myself by easily dragging and dropping the columns,” says Myyrinmaa. “We are able to generate key figures very easily and quickly.”

Firm management is also benefitting from the dashboard reports. Real-time 3E reporting analysis capabilities give management the business intelligence data to make proactive decisions about the firm’s growth. Management was able to control fast growth in their new Stockholm office, which grew to 100 staff within three years.

“We couldn’t have supported the phenomenal growth we’ve had with any similar tool in the local marketplace or software that wasn’t specifically designed for a law firm,” adds Hirvelä.

Rapid User Adoption

Clearly the firm’s training approach helped the staff learn and adopt 3E, yet much of that can also be credited to 3E’s user-friendly and intuitive interface. For example, there are several different types of timers to keep track of time, and lawyers use the Time Entry Calendar to view daily and weekly totals. As a result, the finance department has noticed that time narratives are more detailed.

To further extend 3E adoption, Hirvelä is planning for deeper integration with Microsoft® Outlook®, which will save time and eliminate any redundant data entry. His team is also looking into iPad® integration with 3E as more lawyers are using them as a convenient business tool to stay more connected.

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“Supporting international business standards is key to our growth, and we expect 3E to support these needs well into the future.”

Anne Myyrinmaa

LONG LIFE EXPECTANCY

Myyrinmaa and Hirvelä are confident that 3E is the right platform as Hannes Snellman continues to expand and raise their profile internationally. “Supporting international business standards is key to our growth and we expect 3E to support these needs well into the future,” says Myyrinmaa.

To learn more about 3E or for a global list of office locations, visit elite.com.

