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Al Tamimi & Company

3E WORKS FOR AL TAMIMI

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much simpler for us."*

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Inside, their 3E success story ...

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3E FITS THEIR NEED FOR RAPID, INTERNATIONAL GROWTH

Al Tamimi & Company is the largest law firm in the Middle East, with a staff of 360 and offices throughout the United Arab Emirates in Dubai, Abu Dhabi, and Sharjah, as well as in Iraq, Jordan, Kuwait, The Kingdom of Saudi Arabia, and Qatar. The full-service commercial law firm has experienced rapid growth that led it to upgrade their legacy platform to the 3E® Financial and Practice Management System in 2008.

“From a financial perspective, 3E is invaluable.”

Today, with even more fee earners, offices, and territories, Al Tamimi is well-positioned with 3E. According to Kevin Hall, General Manager, “Accounting for a firm with clients and practitioners in many countries with different currencies is difficult. But we found in our evaluation process that 3E does it well. The multijurisdictional, intercompany accounting processes are very good, very reliable, and highly sophisticated. From a financial perspective, 3E is invaluable,” he said.

3E OFFERS SIMPLE ACCESS TO REAL-TIME INFORMATION

The firm’s overarching goal was to provide fee earners, partners, finance, and support staff with simplified, day-to-day access to knowledge about its business. The data had to be accurate, reliable, and safe. With 3E, real-time information is now available on the firm’s individual dashboards.

“We have good control of the business and good information about our business.”

“Knowing what aspects of your business are performing well and being able to secure this information quickly is very important to being agile as a business,” said Hall. “You’ve got to know what’s happening before you can do anything about it. Good information systems enable you to manage your business more effectively.

“We now know much more about our client base and profitability, and the necessary tasks of running a legal operation are more streamlined, accessible, and relevant. We have good control of the business and good information about our business.”

3E SMOOTHLY HANDLES MULTI-CURRENCY ACCOUNTING

As a multi-national law firm, Al Tamimi deals daily with numerous currencies and jurisdictions. In one transaction there may be up to three currencies, and constantly changing exchange rate movements may occur between billing and settlements—from the initial transactional currency, to billing in the currency where the transaction took place, to final payment in the organizational currency. 3E enables the firm to handle these accounting functions more smoothly and simply than ever before.

“3E makes life very straightforward for us in dealing with many different countries.”

“The multijurisdictional intercompany accounting processes are very good, very reliable, and highly sophisticated in the way they deal with things,” said Hall. “3E makes life very straightforward for us in dealing with many different countries using many different currencies.”

3E MAKES BILLING FASTER FOR THE FIRM

Another area the firm has improved significantly is billing processes. “Billing in a law firm environment is not straightforward, and it is time-consuming,” said Hall. “Billing time has been reduced with 3E.” This enables the firm to do more business with the same, if not fewer, staff members. Draft bill runs are immediately available to edit narrations and billing amounts quickly.

“Billing time has been reduced with 3E.”

And, if a lawyer wants to generate a particular bill mid-month, it’s now a simple online process. According to Hall, this type of individualized information has created a more responsive, nimble environment overall, with information available at the client, lawyer, or partner level.

3E CAN GROW WITH THE FIRM’S CHANGING NEEDS

Al Tamimi continuously looks at additional system functionality to apply to its business, such as 3E Calendar Management, which helps fee earners manage multijurisdictional deadlines and requirements. This includes the ability to enter information in Arabic, an important organizational requirement. Rather than buy a third party application or tap internal resources to develop such a diary-type program, Al Tamimi is presently commissioning this 3E module.



Today with 3E, users no longer need to mine databases and apply that information to various spreadsheets. Reports referenced frequently, such as yield reports, provide a targeted look at the business in real time. “I wouldn’t want to be running Al Tamimi & Company without the ability to account for these things as quickly and capably as we can,” said Hall.

“We have one of the state-of-the-art products that are available.”

“After initial commissioning, our experience over the past three years is that 3E is reliable, stable, and does the things it’s supposed to do well,” he said. “We believe we have one of the state-of-the-art products that are available in our profession.” For growth-oriented law firms like Al Tamimi & Company, that is a great asset moving forward.

To view the 3E Al Tamimi Case Study, visit elite.com/altamimi.

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