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Accounting Manager
GableGotwals

3E WORKS FOR GABLEGOTWALS

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Inside, their 3E success story ...



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3E HELPS GABLEGOTWALS LEVEL THE PLAYING FIELD

GableGotwals is a full-service Oklahoma-based firm specializing in corporate litigation and corporate transactions, with 65 lawyers in two offices. In 2010, firm leaders chose the 3E® Financial and Practice Management System as their new technology platform to help them serve a Fortune 500 client roster even more effectively.

In evaluating a replacement for their legacy system, decision makers wanted more flexibility with processes, less paper, and a truer single-office environment. Accounting Manager Mark Burt led the evaluation of alternatives.

"We saw 3E as a revolutionary platform that was really going to buck the obsolescence trend," Burt said. "Every time we asked our questions, it was obvious that 3E was much further ahead of the curve than anyone else on the market ... 3E was the wagon we wanted to be hitched to."

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THE FIRM EXPERIENCED A SMOOTH CONVERSION TO 3E

GableGotwals went live after a five-month, Thomson Reuters Elite-led implementation process and a go-live period that took three weeks instead of a planned four. The final data conversion occurred over a weekend. The firm rolled out their entire 3E package (General Ledger, Client Management, Records, Conflicts, and Time Capture) in both offices at once.

"We went live with the entire firm sooner than anticipated."

"Instead of running parallel with our legacy system," said Burt, "we trained the lawyers on time capture in our developmental database, and used this during our dark period to be recording our live time." When the firm went live with 3E, the team pulled the time data from those records to get caught up.

"We went live with the entire firm sooner than anticipated," Burt reported. "The conversion went smoothly, and the support we got from Thomson Reuters Elite through the whole process was very good."

3E HELPS THE FIRM'S LAWYERS GET BACK TO LAWYERING

In choosing a new platform, the firm's single biggest driver was faster conflicts checking and new-business intake. Before 3E, lawyers had to sift through a mountain of data because of the firm's detailed records. "3E takes that from being a paper-based process to an inquiry-based process with full drill-down capabilities," Burt said.

"Now, we're able to look at red, yellow, or green and make a determination: Do we have a conflict or not? And it really ended up being about that simple for us."

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Being able to work on multiple records at one time also helps maximize lawyers' billable time. "With 3E, you can work on 10 things at the same time and make changes to all 10 of them at once," Burt said. Also with 3E, lawyers have just one global bill template with many options instead of many bill templates, which lets them easily create tailored presentations for client requests—but not change the template itself.

GABLEGOTWALS HAS CUT DAYS FROM ITS BILLING CYCLES

Preparing and submitting client invoices for payment is another area where 3E has made a difference. The flexibility of 3E is enabling the firm to create its own paperless pro forma tool that pulls data from 3E to an intranet dashboard, allows the lawyers to make changes to it, then generate those pro forma invoices with 3E. (See the 3E GableGotwals Case Study.)

"3E is basically allergic to paper."

"Overall, everything from closing out the month to generating the pro forma invoices for the next month just runs that much faster," said Burt.

"By saving all the routing back and forth of the paper between offices and instead, having a bill completed and emailed back to lawyers within an hour, we could get it in a client's hands five days faster. If you can cut cash flow by five days, that's a pretty tremendous ROI."

The flexibility to create e-pro forma invoices is one more way 3E is helping the firm become more paperless. "Our legacy system didn't even understand the concept of paperless," quipped Burt. "3E is basically allergic to paper."

WITH 3E, THE FIRM CAN CUSTOMIZE ITS PROCESSES

The current and long-term flexibility of 3E is a key advantage for GableGotwals. "For the first time, we could have almost limitless customization ability with our software," said Burt. "3E is the first software I've seen that truly delivered on all the promise of .NET,



which represents the ability to have our own customized version of a process without interfering with the core software-developed process. We can make the software mirror what we want to do, and we have the tools to do it."

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For GableGotwals, that is a return on investment that extends well into the future. "The return on 3E from a long-term perspective, from where we sit right now," said Burt, "is that 3E is built not to become obsolete."

To view the 3E GableGotwals Case Study, visit elite.com/gablegotwals.



GableGotwals is a full-service law firm representing a diversified client base across the nation. The firm's areas of expertise range from energy litigation and labor law to technology and intellectual property. To learn more about GableGotwals, visit www.gablelaw.com.

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