



Andrea Brian,
Head of Programme Management
DWF LLP

ELITE 3E WORKS FOR DWF

“By moving the practice to a single platform, we have greater visibility over our business to manage it more effectively. It provides our platform for growth.”

– Andrea Brian

Inside, their 3E success story ...

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Samantha "Sam" Charman
IT Development Manager
DWF LLP

3E SOLVES DWF'S NEED FOR ONE FLEXIBLE PLATFORM.

DWF is a leading, full-service law firm based in the UK, serving businesses and private clients from its five offices and through its relationships with law firms globally. DWF employs over 1,000 people, including 124 partners. Due to a major expansion and a merger, DWF was running four platforms and needed to consolidate information in order to run the business more efficiently.

"Our basic need was to get to one platform," said Andrea Brian, Head of Programme Management. "We were drawn to how ELITE 3E® could move us forward – with the visibility of performance that one integrated system could give us."

DWF implemented the 3E financial and practice management system because "it was the best on the market." The firm completed a "very successful" conversion and is continuing to phase in business processes according to business priority.

"The other options we looked at were either last-generation products or the framework was too rigid," said Andrea. "With our planned growth and the need for flexibility, 3E was the ideal choice."

3E OFFERS ENHANCED INFORMATION TO RUN THE BUSINESS.

DWF already enjoys enhanced reporting and an improved view of what is going on in the business. "For the last few years, we've looked at our firm through four very muddy windows and now we have one big, clean window to see everything that's going on," said Andrea.

Part of that improvement is from the faster turnaround of reports. Since all the information is in one database, DWF can run metrics any time and the reports are immediately available. "For us to have visibility of essential management information across the board very quickly is a huge benefit," she said.

Take, for example, billing workflow. According to DWF, firm leaders would come to end of the month and not really know where they were in relation to the targets they had for that month – or how to find them. It involved many people doing many things across the systems.

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"Now with 3E, we just run reports to tell us where the bills are in workflow, the invoice value, and precisely what we are running toward each month," said Samantha "Sam" Charman, IT Development Manager. "That allows us to manage the process a lot better and achieve our targets."

Approvals go more smoothly, too. "In a paperless system, we can pass those around much easier through the system instead of putting paper forms on people's desks. That improves control and speed."

3E BRINGS TRANSPARENCY TO DWF AND ITS CLIENTS.

For DWF, transparency is a key part of being able to manage the business more effectively. Lawyers can self-manage their targets by being able to see their exact position against that target. The firm controls access levels by the 3E dashboard. "We have someone who looks at a team of five, someone who looks at a department, and someone who looks at an entire practice group," said Sam. "We can drill down into each one of those or we can roll it up. It provides information at the fingertips that allows individuals to react quicker and manage their own statistics and personal targets."

That transparency also extends to clients via an extranet. 3E enables DWF to post case-management information so clients can view portions of the financials they want to see in relation to billing and time. "Clients know it's all up-to-the-minute and transparent. That's very attractive to them, particularly in the current climate," said Andrea. "3E's transparency is the success story at the moment."

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For Andrea, the ability to improve efficiencies and client service is the driving force behind the adoption of 3E. “Everything we do is for our clients, so any internal streamlining is ultimately for our clients’ benefit at the end of the day,” she said. “They see real benefits through our extranet and reporting capacities that 3E provides.”

3E’S FLEXIBILITY IS KEY FOR DWF GROWTH.

The flexibility to deal with growth and change was another key factor that tipped the scales in favor of 3E. The ongoing need to improve processes fits perfectly with the 64-bit technology on which 3E is built. “We have to be extremely flexible as a business, so our tools have to be flexible as well,” said Sam. “3E gives us the power to fit the system to the firm; not the firm having to fit the system.”

The firm essentially views 3E as a workflow tool, and that is one of its appealing features. “We need to have a flexible framework because we’re a varied law firm – everything from volume work right up to niche transactions,” she said. “3E allows us to accommodate many different work types, needs, billing arrangements, and clients.”

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Because the framework is so flexible, 3E can grow with DWF and help them perform all of the work they need to do over the next 3-5 years. “There’s a lot of planned improvement in our program,” said Andrea. “Most of it involves, at some point, a connection with 3E.”

CHOOSING 3E WAS A STRATEGIC DECISION FOR DWF.

DWF knew the challenge of integrating four platforms into one, but 3E is already paying handsome dividends for the firm.

“We’re already seeing far better reporting, which gives us more transparency on financial health, not only on the firm level but an individual level,” said Sam. “But it’s the massive potential of 3E that excites us the most. It can move with us. We knew we would have



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no more than the base platform when we went live; but we have a great deal of potential to move forward and make it grow. In the next 12 months we will see even more of the real benefits from 3E.”

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“Growth, growth, and more growth is our mantra,” said Andrea. “We’re an ambitious business. Rather than just shouting growth, strategically we’re making the moves to be a top 30 law firm. It’s why we made the strategic decision to choose a best-of-breed platform like 3E to support us in reaching our goal.”

To learn more about Elite 3E, please call **323-642-5200** or visit **elite.com**. To view the 3E DWF Case Study, visit **elite.com/dwf**.

To learn more about ELITE 3E or for a global list of office locations,
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