

THOMSON REUTERS ELITE CASE STUDY MINTER ELLISON

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PLATFORM TO PROVIDE VALUE TO THEIR CLIENTS

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One of the largest firms in the Asia Pacific Region, Minter Ellison, has successfully managed to grow revenue year on year, despite a global financial crisis. On the back of this growth the firm decided it was time to rethink their marketing and business development (BD) platform. The reasons for this were two-fold.

Firstly, Minter Ellison's global footprint was growing. With more than 290 partners and 1,000 legal staff located in Australia, Greater China, New Zealand and the United Kingdom, Minter Ellison needed a more powerful BD platform that could support their growing number of clients and engagements.

Secondly, Minter Ellison was conscious that time had caught up with a number of their existing systems. "Our client-focused business management tools, including website and contact management capabilities, needed refreshing as they were no longer capable of providing the required connected functionality," says Peter Westerveld, Director of Technology.

WHY FIRM SELECTED THOMSON REUTERS ELITE

Minter Ellison was faced with the need to integrate their online presence with their business development platform in order to provide real value to their clients and effectively drive their firm's growth strategy.

There were a number of solutions available and Minter Ellison looked at several options that offered specific client relationship capability for professional services firms. Thomson Reuters Elite's suite of BD tools was chosen.

"We saw the potential range of benefits that an integrated platform of marketing tools would deliver and strongly believed that there would be a faster and more coordinated delivery of client services through an integrated suite of solutions and single database approach," says Westerveld.

PROCESS

- Minter Ellison was an existing user of Thomson Reuters Elite's enterprise relationship management (ERM) software, ContactNet
- The success they had experienced in using ContactNet led to a decision to implement additional web communications, contact management and BD solutions from Thomson Reuters Elite
- Minter Ellison's key focus was then to revamp and reposition their website, implementing Thomson Reuters Elite's Web Center software which provided the foundation for content globalisation, email marketing, alumni and career microsites
- Finally, Minter Ellison will implement Contact Manager, Thomson Reuters Elite's contact management software and follow this with Proposal Generator and Experience Manager

RESULTS

- The joined-up approach was designed to provide Minter Ellison's BD and legal teams with more control over information, which in turn would lead to improved client services
- Minter Ellison's BD team makes extensive use of the ERM functionality, particularly in strategic planning sessions with individual lawyers. It also comes into its own when a lawyer leaves the firm, allowing is to quickly identify critical client contacts that need to be managed
- Thomson Reuters Elite provided design and content management services, which means a refreshed look and feel, as well as new functionality, including RSS feeds, blogs and other Web 2.0 features
- What Minter Ellison now has is full control over the way they deliver their sales and BD communications – both online and offline – and a powerful BD platform to support client relationships and drive further revenue growth

AN INNOVATIVE AND GLOBAL LEADER

Thomson Reuters Elite offers an end-to-end enterprise business management solution that allows law firms and professional services organizations to run all operational aspects of their firms including business development, risk management, client and matter management, and financial management. For over 60 years, we've demonstrated we understand the business and financial aspects of firm operations with proven tools that streamline processes to increase visibility and workflow efficiency across the organization and provide the flexibility to change and grow your business.

For more information, visit elite.com/businessdevelopment or call +1 312 873 6881.



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