

**PROLAW CASE STUDY**

KARNOPP PETERSEN LLP

INTEGRATING BIPRO FOR BETTER INSIGHT INTO  
CRUCIAL FINANCIAL DATA



# KARNOPP PETERSEN LLP

## INTEGRATING BIPRO FOR BETTER INSIGHT INTO CRUCIAL FINANCIAL DATA

### GAINING GREATER CONTROL, FIRM-WIDE

Karnopp Petersen LLP is a full-service business law firm located in Central Oregon and serving clients far beyond. For more than 75 years the firm has been committed to its clients and community.

Offering services in nearly 20 areas of law, Karnopp Petersen has inevitably faced challenges in monitoring performance of each integral part of the firm. Since 2001, the firm has relied on ProLaw®, the leading financial and practice management solution for mid-sized law firms from Thomson Reuters Elite, to integrate its case and matter management, as well as time, billing, and accounting capabilities.

Yet until recently, business intelligence information could only be retrieved by manually generating custom queries within ProLaw. It wasn't until learning about BIPro™, a business intelligence and analytics reporting software designed to help law firms gather, store, access, and analyze data to assist in their decision-making processes, that the firm's decision makers saw an opportunity to optimally view, track, and measure firm performance.

According to Karnopp Petersen's Technology & Facilities Manager Dharma Chappell, "As soon as I understood the full capabilities BIPro could provide for our firm, I was truly blown away. I immediately saw the potential that could be unlocked by providing real-time information for our attorneys and firm leaders to make better-informed decisions that impact the future of our firm."

Whereas a typical firm might have 20 areas of law, Karnopp Petersen has further divided those 20 areas of law into nearly 100. The firm tracks all of its expenses at a very minute level, which has proved challenging across so many different practice areas. BIPro has helped gain greater insight into overall firm performance and provides the firm with access to reliable information—crucial for maintaining its competitive edge.

"From the start, BIPro has helped us gain a very clear picture of how each integral part of the firm is performing," explains Chappell. "This ensures our confidence that we're headed in the best direction possible."

ProLaw is an integrated software solution designed to automate the practice and manage the business of law. Built entirely on Microsoft .NET®, ProLaw combines case and matter management as well as time entry, billing, and accounting capabilities within a single integrated solution.

BIPro, or Business Intelligence Professional, is a financial management and analytics reporting software available through Thomson Reuters Elite. BIPro was created by Advanced Legal to integrate with ProLaw to provide a uniquely visual, interactive dashboard with simplified and enhanced reporting. Through easy-to-use color-coded charts, firms can access critical financial data in a matter of seconds without the need to create multiple lengthy financial reports. BIPro helps clients gather, store, and analyze data with comprehensive profitability analytics to visually track productivity and determine effectiveness.

### 24/7 ACCESS TO CRUCIAL BUSINESS INTELLIGENCE INFORMATION

Before implementing BIPro, pulling data was a very difficult and manual process. Queries needed to be written in order to retrieve specific data from ProLaw, and reports were only generated on a monthly basis, taking up to three days to produce. Since implementing BIPro, business intelligence information is updated every day, freeing staff from performing manual reports and calculations, so they can produce more meaningful and rewarding reports—within minutes.

*"From an executive point of view, BIPro is an exemplary tool to help us identify trends and drill into them very quickly."*

**Dharma Chappell**  
Technology & Facilities Manager

### KARNOPP PETERSEN LLP

Karnopp Petersen LLP is the preeminent central Oregon firm. For more than 75 years, its lawyers have been serving the legal needs of businesses and individuals regionally and throughout Oregon. Local roots and strong community ties have created a firm devoted to clients and their causes.

### OBJECTIVE

The firm needed a reporting solution to integrate with ProLaw® and monitor key business intelligence information.

### WHY BIPRO?

BIPro™ is a business intelligence and financial reporting solution designed to mentor attorneys and other non-financial managers to better align their time with financial-driven results.

### BENEFITS

- Automatically retrieves crucial data on a daily basis
- Provides business intelligence metrics in easy-to-read charts
- Improves attorney performance and speeds up collection process
- Helps provide improved client service

According to the firm's Administrative Officer Jane Allen, BIPro has become a very valuable and important component of the firm's business intelligence efforts. She describes, "It was so difficult and time consuming to gain access to any information before, that by the time it was produced, it would already be a week old. I can't understate the value of being able to fetch any specific type of information instantly within BIPro."

For example, at every executive committee meeting, BIPro is up on the screen so attendees can monitor various types of progress, including Accounts Receivable (AR) and Work-in-Progress (WIP) status, partner activities, and how the firm is trending over the last year. Because the data retrieved from ProLaw is presented in easy-to-read colorized graphics, partners can quickly identify the firm's successes and potential problem areas.

"It's always nice to hear about the positive aspects of your firm, but it is even more important to see where there are opportunities to improve," explains Chappell. "From an executive point of view, BIPro is an exemplary tool to help us identify trends and drill into them very quickly."

One of Allen's favorite features of BIPro is the ability to make and track projections for each attorney by hours and dollars, and it offers the flexibility to adjust both hours and dollars as needed. She has found that this is a good indicator of cash flow. "This crucial insight into cash flow was one of my original reasons for implementing BIPro. It has since proven to be extremely helpful," says Allen.

### BOOSTING STAFF PERFORMANCE

A major improvement the firm has seen since implementing BIPro has been in individual attorney performance. Now that every partner has access to everybody else's data, there is a greater sense of accountability, which has driven more conscious efforts to succeed.

Partners pay close attention to gauge how their associates are progressing on each of their assignments. Attorney performance is monitored against budget and projections, and any improvements or declines in AR aging are easily identified.

"BIPro provides an easy way for partners to see how each individual is performing," says Allen. "This has created a much greater awareness of the status of each account and has helped us receive collections more rapidly."

According to Allen, BIPro has also prompted more discussions about process improvements. Since implementing the solution, the firm has become more business-oriented,

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**Jane Allen**  
Administrative Officer

with partners constantly striving to improve their practices and their abilities to collect on AR. "Because the data is so readily accessible at any moment in time, we're able to spend less time looking for answers and more time strategizing on how to provide more benefit our clients. BIPro has really enabled the executive committee to more proactively manage the firm."

Allen continues, "The attorneys who embrace BIPro and look at it regularly have only improved their practices. The end result has been a significant benefit to our clients."

### BETTER LEVERAGING PROLAW WITH BIPRO

The firm plans to transition to ProLaw 2014.1 in the near future. With this upgrade, Chappell and his team look forward to integrating more comprehensive reports as they become available. Allen anticipates consolidating summaries from each of the firm's practice areas to provide even greater insight.

Chappell says he would not hesitate to recommend BIPro to other ProLaw clients. He finds its straightforward interface to be extremely intuitive, making it easy to comprehend data that can be further analyzed if the user so chooses.

He elaborates, "BIPro is a well-integrated product that provides such a valuable way to look at performance that it feels like a natural extension of ProLaw," he describes. "The magic of BIPro is that it takes what would seem like relatively sterile data and turns it into information that is more meaningful to everyone in our firm."

As for the firm's return on investment for BIPro, Allen has no qualms. "I believe it paid for itself the day after it got here!" she quips.

For more information about ProLaw and BIPro, please call **(800) 977-6529** or visit **[www.prolaw.com](http://www.prolaw.com)**.

