

Citytech



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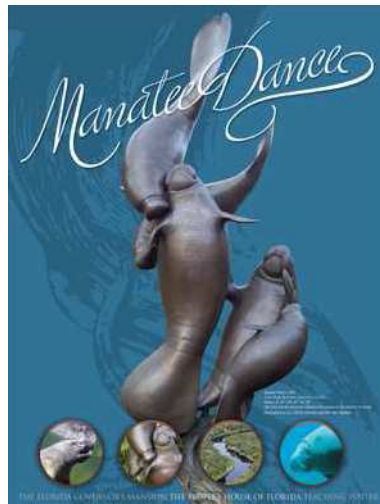
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Florida prepares for the techno cognoscenti at ILTA in August



The Manatee Dance. Available from <http://www.floridagovernorsmansion.com>

With every country in the world experiencing a heat wave (even foggy old London), it seems the preparation for ILTA in Florida has begun.

An event that attracts thousands from around the USA and beyond, it is as big as LegalTech but usually considered more friendly in feel and it certainly has the most spectacular parties of any big legal techno event. →

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There are parties galore at ILTA with Hummingbird and Interwoven usually locking horns to throw the biggest and bestest event during the period. Last year Hummingbird had a frat party with complimentary drinks; band and air-guitar-playing guests. Interwoven went all 1920's with a 100ft King Kong; a marquee, vintage 1920's cars and dancing girls.

→Vendors report that the audience is interested in upgrades and re-forming relationships – less new leads than LegalTech but certainly valuable business to be had. However I suspect this changes year on year and of course we must remember that all USA shows are vital for US vendors – it's a question of covering the ground and keeping in touch with clients who are spread over vast distances. (I visited the Chicago ABA show this year and the same vendors were dutifully lined up, selling their wares).

For law firm staff, it is a great experience but also an opportunity to take a bit of time out to hear how other law firms are progressing and the issues they face. For those with global offices its an eye opener on how law firms work over here. →

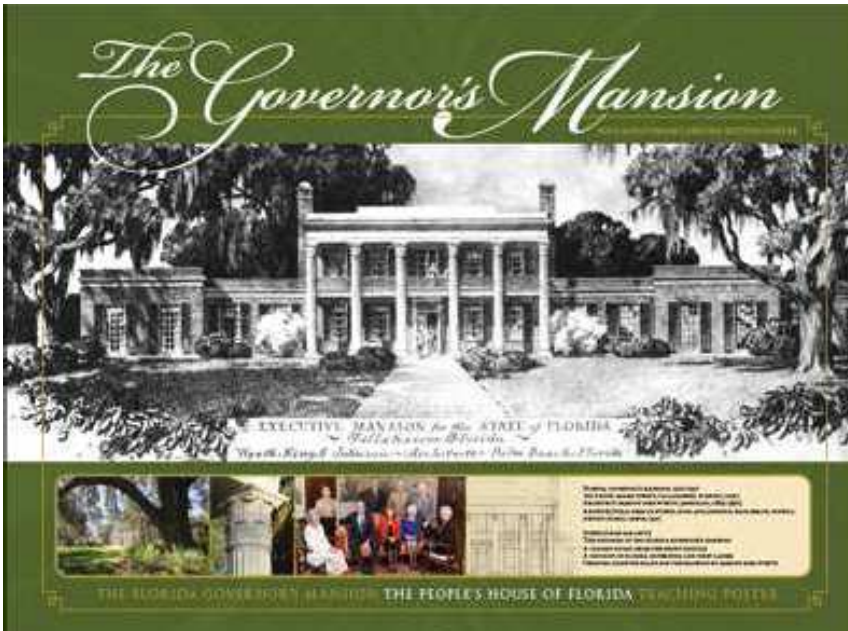
ILTA threw the best party with a room themed in white and with ice statue displays. Their sound a like band had the venue rocking all night long as guests slurped tequila shooters and scabbled around for free drink tickets.

Although survivor photos were not on offer, there would have been a few of the usual suspects still going strong at 3am and conversations were not about technology....



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Available from
<http://www.floridagovernorsmansion.com>

→Its long hours (most work until 9pm) and only two weeks holiday as standard. In the UK we expect at least four weeks holiday if not five or six as our absolute right. If a USA employer came over to the UK and tried to mess with this, they could expect a hard time hiring.

Aside from a “jolly” in Florida, there is very interesting work coming out of USA firms like Morrison & Foerster with their Answer KM project which is powered by Recomind. Recomind have just opened in the UK with Simon Price heading up the operation (ex Solution 6). They have had rave reviews in the USA so if you are planning a steamy-hot, Florida visit this August then their booth is worth a stop-by. Morrison & Foerster have further plans to integrate their litigation cases into this resource which has so far kept very separate in most firms. Its worth a review.

In January this year (in fact at Legaltech) it was eye opening to see the utter frustration of many US law firm litigation managers trying to ‘handle’ the non stop calls from eager vendors. Managers from various countries (Canada/Australia and USA), shook their head at the inability for vendors to understand that dropping→





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Have a look at ILTA membership on www.peertopeer.org

ILTA opened in the UK this year with a grand splash at the Dorchester.

All attending agreed it was a valuable day and a great venue to start off their European expedition.

Available from <http://www.floridagovernorsmansion.com>

→price was rarely a reason to move. Quality and speed of work ranked highly as did relationship with a vendor that allowed 'trust' to be the glue in a discovery transaction. Law firm IT directors and litigation managers at the end of the day, have to justify their decisions and 'look good' internally. Having a fiasco with an unknown vendor on an important trial with partners hoping mad was a sure fire reason not to try and save a few pennies on a litigation.

Last year Nigel Blackwood and Andy Stokes of Wragge & Co were spotted (ILTA was Arizona last year – it moves every two years); Tikit and Rupert Murray of nQueue were also there.

More information on the conference follows. It will be hard to get a hotel room now in the area but not impossible and with the increasing need→

ILTA:

**August
21 - 24, 2006**

**Grande Lakes
Orlando
Orlando, Florida**



ILTA attracts thousands of law firm staff each August. Read more here:

<http://www.iltanet.org/2006conf/info.asp>

→ for a global outlook in your profession, it is definitely worth the investment.

ILTA educational tracks:

Applications, Business Strategy, Communications, Executive, Finance, ILTA U, Professional Development, Technology, and Risk Management. In addition vendor-based Peer Groups: ADERANT, Hummingbird, Interface Software, Interwoven, Microsoft, Novell, and Thomson Elite. Topic-based Peer Groups: Law Department; Litigation Support; Mobile, Remote and Wireless; Open Source Software; Project Management; Records Management; Telecom; and User Support. A Sharon Swartworth Leadership Development Seminar. □



Read more about Florida on this link

<http://www.visitflorida.com/>

Helping win the paper war

Read the full story at www.thomsonelite.com

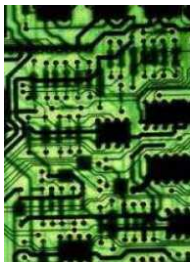
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JoAnna Forshee of Envision Agency, Atlanta offers a media track at ILTA to help vendors (and law firms) understand the media and best ways to get press coverage

Attention Executives, Marketers and PR Folks...



Due to the positive feedback from our past Media programs, ILTA is once again teaming up with [Envision Agency](#) to bring you a Legal Media Discussion and Networking session at this year's conference. Envision Agency is assembling a prominent panel of legal media thought leaders. This session is designed to help vendors better understand legal trade publications, their mission and how vendors and consultants can most effectively work with them. Following the session, we will host a "meet and greet" reception where you will have the opportunity to chat up the legal media representatives. This is your chance to put a face to the name and introduce yourself!

We have scheduled the media session for **Monday, August 21st, 3:30 – 4:30 p.m., followed by the "meet and greet" from 4:30 – 5:00 p.m.** - immediately following the ILTA business meeting/ILTA member Purchasing Survey presentation by Envision Agency. The Technology Purchasing Survey was sent to all ILTA members and covers topics from purchasing trends to important purchasing influences.

We are sure this will be a well-attended event, so we ask your Executives and PR / Marketing teams to RSVP early. Send all RSVPs and questions to JoAnna Forshee at <mailto:jf@envisionagency.com> or (001) 770.438.1908.

More details in the next issue of our E-News.



JoAnna Forshee
CEO
Envision

Her PR and marketing agency offers an essential inside track for UK vendors trying to break the USA market. She is at most of the USA shows and knows everyone.



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What do you think about the vendor buyouts?

More Citytech feedback from law firms

“The take over piece is a curate's egg - good and bad. Smaller companies are dogged by not having enough cash to invest in development, which can and often does get in the way of progress. Larger companies go for world domination rather than excellent products. So we win one way and miss out the other.

Cartelling is to my mind always bad - so getting together to head off at the pass a big company is a bit fraught. Having said that user groups are pretty close to a control mechanism.”



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New vendor in town

John Flynn, VP Sales and Marketing
Ring2 Communications Limited. www.ring2.com

Ring2 offer that extra element in conference calls – invite people from your BlackBerry by email and a tick against their name shows up on your screen to show you that your invitee joined the conference and tells you who people are and when they leave by ‘unticking’ them. I understand a lot of you have this already but John says “its pay per minute, no licence and they do great deals on per minute rates” (dependent on size of law firm but its competitive). He gave me a demo and I can see fee earners will definitely like this little new addition to their best friend.



For more information, visit www.ring2.com, call us on +44 (0) 845 0800 877, or email us at sales@ring2.com





Workshare form alliance with RPost UK - electronic registered e-mail



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Whether we gripe and moan about some vendors and whether we get technology right or wrong, there are certainly some vendors who seem to do no wrong. I'm not a great fan of Workshare myself but they certainly garner a lot of respect in the legal market from people I trust.

I got a call from a chap called David Wood this week who is sales director at RPost UK which is a product that will be working with Workshare to show "absolute" delivery.

If you are a criminal email user (like me), you will often say 'no' to read receipts (I do it on principal – not sure what principal - but I don't like people to know I've read something if I am not sure I will have the time, energy or inclination to do anything about the email).

Apparently RPost gets around this little hiccup and just guarantees delivery so that the other side in a court case, can't say they didn't get an email or pussy foot around telling porky pies (lies for my USA readers). Not that anyone ever does you understand but I am sure we have all been guilty of making up an excuse now and again for a reason we ignored an email (I currently have 24 unread emails from about 1 month ago).

So it seems a pretty neat idea and as Workshare (they who can do no wrong and are universally loved by all ...and ranked as the no. 1 useful software in a Citytech survey) have backed them and given them a seal of approval, it speaks volumes. (David Wood seems quite nice too and I think is planning to work with Tikit aswell).

Read more here <http://www.rpost.com/site/>



Worldwide Jones USA blog

As August is a slow month in London (it is in the USA as well) and I needed to pop back to New York to get in a few more meetings about my big upcoming LA event, I thought I would take the opportunity to spend a few weeks in the USA.

Fortunate to have a friend temporarily stationed just off Broadway on 53rd, I've managed to drop my bags in town and be out and about without racking up thousands in hotel bills.

My view is that if you want to understand a country and how to work there, you have got to spend quite a bit of time just hanging out and picking up tips and pointers on how people live their lives and also to get a deeper understanding of values and culture which are the areas that are usually given no real significant attention but often hinder organisations.

I've travelled the USA before (I spent a year over here in 2000 – I went from the Artic Circle in Alaska and travelled down all the countries in the Americas to Antarctica in Argentina) and did mainly the West Coast of North America so decided that on this trip I wanted to see areas like Connecticut, New Jersey, Texas and a bit more of LA (one of my friends won a BAFTA for designing the sets of Bleak House and North & South and is now up for an EMMY so we are going to walk the red carpet at the event and ball on the 19th August. Don't even get me started on an outfit!).

My first trip was a train from Grand Central Station New York. For \$21 you can get a

train (the trains are basic but quite fun and informal) through the burbs to places like Greenwich and Stamford. (Pitney Bowes are based in Stamford). I took the train to Fairfield (about an hour) and alighted to have a look round (no plan).

It was a beautiful, small town with a seaside beach and lots of locals sitting on the seafront in deckchairs (very much like our Brighton) and beautiful American houses sitting right on the beach. The reason for my interest is that Connecticut is now the home to many hedge fund managers who have experienced enormous wealth (like the dot com boom) by knowing about the unregulated area of alternative investing (betting on market movements to gain benefit). Vanity Fair recently published an article on Connecticut which said that the real estate market had gone mad (worse than Manhattan or London) and the old money (Connecticut is prob' like Scotland) had been forced out as the wild, money making boys of the City moved into Connecticut. There are stories of 100 year old houses being bought and torn down to make new-money mansions, with underground pools, pool rooms and every mod con you can imagine. Fairfield and Lichfield Counties are where most of the money has moved to.

Talking to one of the lawyers at Day, Berry & Howard who is based in Connecticut he said that one of the hedge fund managers based in his building was kidnapped from the car park and held for three days. (These people are worth on average around →

Worldwide Jones USA blog part 2

→\$50million each and their wealth has been gathered in around three years). Apparently kids took him to try and get a ransom but they ordered pizza with his credit card and got busted by the police. This and other events has led to the hedge fund managers living in a secret world where they rarely talk to the press.

I was interested to see what I could glean for my other newsletter Citywealth which focuses on the super rich and their advisors. At the moment the energy is directed at politics as state elections are taking place. One of the hedge fund managers had hired some students to walk up and down the beach to gather names (you need 10,000 to be allowed to run for ballot). He was asking people to allow him to stand as a Libertarian - people who believe we don't need rules or controlled by police or the government. They believe that people can make their own choices about prostitution and other such activities that are deemed illegal. They also believe that they shouldn't have to support state systems with taxes nor health services).

A few elderly couples happily signed their names. Only one feisty couple said "but we don't know the fella, even if he is a hedge manager and from Harvard." I thought it might make an interesting article on politics and the nouveau rich but lawyers in New York say most go the Libertarian route because they are fed up of the Republicans (Tory equivalent) and Democrats (Labour). The problem in Connecticut apparently is that the current Democrat has gone too far right in his politics (aka UK Prime Minister

Tony Blair) which has upset the locals greatly. He is set to be ousted this time around. Read more about Libertarianism on this link

<http://en.wikipedia.org/wiki/Libertarianism>

In Connecticut everyone has a big USA flag (not everyone) in their front garden or hanging from their house so I've bought a \$1,49 American flag and put it in a vase in the living room. (Tee hee).

One thing that our USA counterparts will not understand when they visit London is 1. why everything is so bloody expensive (its \$5 here to get fancy trousers dry cleaned as opposed to about £15 in London) 2. Why it takes so long to do everything.

I wanted a hair and nail appointment in London before I left. No chance (with a week to go). Here I walked into fifth avenue salons within two hours and was sorted. The Americans really have service licked. If the USA is something we are moving toward (economists say the UK is about 3 years behind US cultural trends) then bring it on.

And why can't we get half the stuff that they sell in chemists/drug stores? Each time I come over to the USA I spend hours visiting Duane Reade marvelling at the products you can buy off the shelf which we can only get by prescription. Its hard to believe that we must have much tighter regulation in the UK about medicine/drugs (or why wouldn't we have the same stuff on the shelves?) And how could we possible be more uptight than the US administration with its super litigious society?