

Content a vital asset for law firm Ebsworth & Ebsworth

Overview

■ **The Challenge**

Having merged from three separate partnerships into a single firm, Ebsworth & Ebsworth needed a software solution that would help staff collaborate and share knowledge. The firm also wanted to streamline its processes for publishing website content and ensure consistency between its external and internal communications.

■ **The Solution**

Implemented by Eos Solutions, a Premier IBM Business Partner, IBM Lotus Workplace Web Content Management™ provided a workflow and content management solution for publishing content to the company's website and allowed it to create an intranet to improve internal communications.*

■ **The Benefits**

IBM Lotus Workplace Web Content Management allowed subject matter experts to contribute up-to-date website content while allowing technical and design staff to focus on the infrastructure.



About Ebsworth & Ebsworth

Ebsworth & Ebsworth Lawyers have a long tradition of legal expertise and service in Australia. From humble beginnings more than 100 years ago, the practice has grown in size and reputation to become one of Australia's oldest and most widely respected legal firms. Today, Ebsworth & Ebsworth holds a significant place in the national legal and business communities. With offices in Sydney, Melbourne and Brisbane, the firm is a leader in transport law, general marine insurance, commercial litigation, corporate and commercial, health, personal injury and product liability law.

Lengthy processes, inconsistent results

The year 2002 saw significant changes for Ebsworth & Ebsworth, as it made the transition from a federated partnership to a single, integrated firm. Ebsworth & Ebsworth wanted to increase collaboration between the firm's legal professionals in order to combine the three partnerships and contribute to a wider effort to improve staff efficiency and better share knowledge.

The firm recognised the Internet as an important marketing and business tool, and its website was rapidly accumulating content, driving up the corresponding costs of publishing and site management. Clients told the firm they valued frequently updated news and events from each division of the business. However, it struggled to maintain a consistent and professional look and feel across the entire site.



At the outset of the project, Ebsworth & Ebsworth had no corporate intranet. However, consolidating into a national firm operating out of three different cities made it more important than ever before to share information between staff. The business needed to help staff in different locations collaborate on client matters in order to deliver maximum value to clients and achieve operational efficiency.

“Content is a vital asset of any professional services firm,” said Lionel Bird, IT Director at Ebsworth & Ebsworth. “Content and the processing of that content must be carefully managed in the same way that physical assets and production processes are managed in the industrial economy.”

A collaborative business solution

Ebsworth & Ebsworth needed a software solution that could integrate and manage unstructured content and that could be used anywhere, at any time. The firm started looking for a content management system that would allow content classification, control, workflow, filtering, categorisation and customisation.

As well as the overall cost and return on investment of the solution, Ebsworth & Ebsworth wanted a package that could:

- *Reduce content update costs*
- *Improve the speed with which content could be published*
- *Maintain design control and branding across the firm through standardised content structures*
- *Maximise effectiveness of team skills by enabling business users to publish their own content while allowing technical staff to concentrate the infrastructure*
- *Keep content current by applying automatic review or expiry of pages (lifecycle management)*

After extensive evaluation, Ebsworth & Ebsworth chose IBM Lotus Workplace Web Content Management, an integrated suite developed for the Domino® platform.

By working with pre-designed templates, IBM Lotus Workplace Web Content Management separates content from presentation, allowing content to be published without passing through a designer. This removed a major publishing bottleneck.

Using templates allowed corporate standards and branding to be maintained while allowing responsibility for content to rest with subject matter experts. Staff members could type in text without having to learn HTML or worry about how things looked.

Ebsworth & Ebsworth worked with Eos Solutions, a Premier IBM Business Partner, to implement the solution.

Managing the information asset

The result was a fully integrated approach to managing the firm's website, intranet, and client extranets. By leveraging the its existing Lotus Domino infrastructure, Ebsworth & Ebsworth can use the content management system to accelerate its business processes, saving time and money.

Lotus Workplace Web Content Management integrated seamlessly with other Lotus collaborative solutions such as Lotus Notes®, Lotus Domino® and Lotus Quickplace®, allowing professionals and clients to easily share documents.

The intranet contains information that will increase productivity and efficiency for Ebsworth & Ebsworth employees within each office. The intranet now serves as an effective communication channel, providing a single point of access for staff to information on daily law lists, news and events, precedents, HR, training and library resources.

The new corporate website has improved the firm's relevance, accuracy and consistency in the delivery of timely advice to clients at the point of need. The site is structured to deliver the frequent news updates that customers expect. IT aims to deliver the information visitors commonly seek, including legal and industry specialisations and a partner directory.

“Lotus Workplace Web Content Management has become a core component of our business critical applications,” said Bird. “It has greatly increased productivity by giving us many new ways to deliver the right information to the right people.”



For more information

Please call **132 462** in Australia or
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