



Cisco serves law firms, so they can serve their clients.

Improve Client Service and Make Better Use of Billable Time

Beyond providing technology that helps improve productivity, Cisco Small Business Solutions equip law firms with a foundation that offers opportunities for growth through increased client satisfaction, reduced operational costs, and improved billing accuracy.

When lawyers spend less time managing phone calls, email, and other communications, they can spend more time providing sound counsel to clients. Through online meetings with colleagues, they can devote the time saved toward building a stronger case. When their firm wins cases it wins a favorable reputation, which brings in new business down the road.

Cisco solutions enable law firms to communicate more easily with web, voice, and video conferencing capabilities. Cisco solutions provide access to the information they need from their office, from a client's office, or in court, with:

- Access to voice or email messages, and faxes over all types of devices
- Videoconferencing capabilities for depositions and settlement conferences
- Highly secure, mobile access to legal documents and client information

Improving virtually every aspect of a law firm's practice, Cisco Small Business Solutions allow lawyers to work smarter and more efficiently. That's how firms grow. And that's how Cisco helps stimulate business.

Challenges Law Firms Face, a Solution that Can Help

Attorneys are under constant pressure to be responsive around the clock, both inside and outside the office, to respond to clients and colleagues quickly and maximize their personal productivity. Legal professionals also need the ability to interact quickly and efficiently with partners, clients, co-counsel, subject matter experts, and other associates. This collaboration helps build the client relationships that can bring in new business and referrals.

To facilitate collaboration, law firms require support for advanced applications such as videoconferencing, unified communications, and other tools. Practices need to be able to rapidly integrate new partners and staff into the firm, and they need to scale as the firm evolves and changes. Finally, the need to protect proprietary confidential client records and communications has always been central in the legal industry. Cisco Small Business Solutions provide a foundation that allows firms and their attorneys to face and meet these challenges on a daily basis.

Elevator pitch

With Cisco, law firms that enable their lawyers to work smarter and more efficiently, serving their clients better. Cisco Small Business Solutions offer complete wireless mobility so attorneys can always have access to information and people. Cisco increases productivity from anywhere, with software that manages client information, provides shared access to schedules, and has the ability to host online meetings. In addition, Cisco technology offers videoconferencing, plus a simple tracking system that lets lawyers keep accurate records of every billable minute.

Product Family Information	
Cisco SA 500 Series Security Appliances	Designed for small businesses with less than 100 employees who need a single, comprehensive security device to protect their network. Its features include firewall, secure network access, web threat mitigation, email threat mitigation, and desktop/server antivirus enforcement.
Cisco ESW 500 Series Switches	Foundation of a small business network, delivering the high performance and reliability needed to keep employees connected and productive, and preserving the availability of essential applications and services.
Cisco AP541N Wireless Access Point	Easy to configure and manage, Cisco Small Business Pro products enable robust wireless applications including mobile data, secure guest access, voice over WLAN, and wireless video monitoring.
Cisco Small Business Video Surveillance Cameras	Keeping tabs on the workspace from anywhere with remote-controlled cameras and feeds that can be accessed from any web browser.

Benefits for Partners

With Cisco Small Business Solutions, Cisco partners can grow their service and support business by:

- Building a robust unified communications foundation for small law firms, providing opportunities to upsell advanced IP technologies, phones, management software, and more
- Reducing the cost and effort required to deploy, configure, and manage the solution, allowing partners to focus more time and resources on business growth
- Solidifying their role as strategic advisers who can align technology strategies and solutions with the unique needs of law firms

By selling the range of Cisco technologies available, you can help law firms:

- Easily communicate with clients, colleagues, co-counsel, and others through web, voice, and video conferencing capabilities
- Access voice, email, and other messages over all types of devices
- Use videoconferencing capabilities for depositions and settlement conferences

- Have highly secure, mobile access to legal documents and client information
- Boost productivity, cut costs, and build better relationships with clients through networked applications

Benefits for Customers

Cisco Small Business Solutions improve a law firm's productivity in many ways:

Increased Productivity

With Cisco solutions, law firms can take care of everything from day-to-day office tasks to managing their revenue. Employees have detailed visibility into their colleagues' availability status, regardless of their physical location. And simple bill-tracking tools ensure that every minute of a lawyer's time is accounted for, reducing loss of revenue for the firm.

Work from Anywhere

Cisco wireless communications allow staff to communicate with anyone by staying on top of email, voicemail, and instant messaging from any location. Shared calendars allow everyone in the office to schedule people, resources, and events. Collaboration websites let attorneys share documents and host online meetings with colleagues and co-counsel from anywhere.

Secure Access to Legal Information

Laptops, PDAs, and smart phones are all easily integrated into Cisco networks. With the numerous ways that everyone from paralegals to partners can stay in touch and access information, it's critical to make sure that information is secure. Cisco technology is designed to prevent even the most sophisticated security threats from getting into your network.

Provide Better Litigation Services

Cisco solutions allow lawyers to videotape depositions and store, share, and access them from anywhere. They also offer the ability to use PowerPoint presentations, projections, or videos in front of a judge, mediator, or jury. In addition, e-discovery database programs help lawyers manage depositions, examinations, transcripts, and more. All of these tools help lawyers build better cases and win more of them for the firm.

Improve Client Retention and Firm Growth

Whether a law firm plans to grow aggressively or in measured steps, Cisco technology can grow flexibly with it. Seamless communications services and powerful litigation tools help win more cases, to contribute to the retention of clients and the growth of the firm.

How Do I Qualify Firms for Cisco Small Business Solutions?

Cisco Small Business Solutions are designed for small law firms that:

- Need a way for attorneys to receive and manage voicemail or email messages and faxes over laptops, phones, and portable devices
- Desire the convenience of videoconferencing capability for depositions and settlement conferences
- Require secure, reliable, mobile access to information and collaboration tools
- Would like to increase office productivity with tools that help manage day-to-day tasks
- Have a limited or outsourced IT staff
- Require a highly scalable solution that delivers investment protection and can evolve with their business
- Want a competitive price
- Require a more efficient method of managing and tracking billing

Questions to help initiate the sale (and possible answers)

Helping Increase Your Firm's Productivity

Q: Are there many repetitive daily tasks that are necessary to run your business that can easily be overlooked when the firm is extremely busy?

A: Cisco solutions are designed to handle the busywork so your attorneys can focus on their clients' cases. With a single solution for email, voicemail, and instant messaging, Cisco technology ensures that all correspondence is accessible, archived, and easily managed. In addition, office administrators have visibility into an attorney's availability status, so scheduling is also easily managed.

Helping Lawyers Achieve True Mobility

Q: Do your firm's attorneys have true wireless mobility?

A: Being able to stay in touch with clients, co-counsel, and office staff at all times is essential. Cisco technology is designed to free up lawyers so they can serve their clients better. This means allowing them anywhere, anytime communication, in any format. In addition to being able to communicate with colleagues and co-counsel through web, video, and voice conferencing systems, it also means having the ability to retrieve and update client documents from anywhere and keep track of accurate billing.

Q: How do you share important e-mails among attorneys, paralegals, and secretaries?

A: Unified messaging collects voicemail, email, and faxes into a single inbox to simplify communications and make it easier for attorneys to access critical information no matter where they are. Notes, calendar items, contact information, and other items are replicated and updated constantly to ensure that all information is up-to-date and accurate.

Providing Secure Access to Legal Information

Q: How many members of your firm have their own laptops? PDAs? Smart phones? Secure wireless access?

A: Security for all of the data a law firm collects and creates is critical. Cisco offers comprehensive security solutions on every level of its network. Whether attorneys are tapping in from their laptops, PDAs, or smart phones, the information they access and update is controlled with powerful software dedicated to protecting and keeping data safe.

Q: How do you know when you've had a security breach in your network?

A: With the ability to control and monitor network access, Cisco solutions help your network, data, and communications stay safe. Even the most complex threats are kept at bay with Cisco's sophisticated detection and prevention technology.

Providing Better Litigation Services

Q: Do you videotape depositions? How do you store, share, and access these?

A: Video depositions are referenced frequently during the course of a case, so it's important to be able to view and share them at all times. Cisco technology makes it easy with wireless solutions that allow co-counsel, clients, and judges to view them in the office, offsite, or in court over highly secure wireless devices such as laptops, PDAs, and other mobile devices.

Improving Client Retention and Firm Growth

Q: What are your plans for business growth in the next year? The next five years?

A: Cisco networks deliver the resiliency and functions that law firms demand by enabling staff to work more efficiently and productively. When your attorneys are free to be more responsive to their clients, they're able to build stronger cases. And when firms provide better counsel for their clients, they grow existing business and develop future referral business down the road. This is how Cisco helps firms grow.

Common Objections

Objection: My firm has enormous overhead due to salaries and irregular cash flow. I don't think we can afford a system this robust.

Response: Consider that Cisco can save around 15 to 20 minutes per day in productivity of a lawyer's billable time. If the average lawyer's billing rate is \$250 per hour, the total increased billing potential for a 10-lawyer firm is over \$150,000 in one year. Cisco offers simple, affordable financing that can help ease the pressure on your budget and cash flow.

Objection: My administrative staff is limited. I don't think we could maintain this type of technology in our firm.

Response: The vast majority of law firms have no dedicated IT staff. Cisco Small Business Solutions offer several support and managed services options, including affordable, efficient, and intelligent IT expertise. There is also an online support community, exclusively for small firms, that can help you troubleshoot most IT issues.

Objection: Our business thrives because of customer referrals, not because we have the latest technology.

Response: With a solid networking foundation from Cisco in place at your firm, your entire practice can run more efficiently. Your office productivity can improve, communications become seamless, and in turn your lawyers will be able to serve their clients better. That leads to return business as well as more referrals.

Objection: Keeping our legal records at the highest level of security is one of our biggest priorities. This type of technology will just make us more vulnerable to security threats.

Response: Cisco technology not only bolsters your firm against security threats but also makes it more secure. Cisco solutions protect data that is accessed and retrieved on every level in the network. This means anyone from paralegals to partners can tap into the most private data using their laptops, PDAs, smart phones, or other devices, knowing that the information accessed is highly protected and secure.

Cisco EasyLease

With Cisco EasyLease financing, law firms can accelerate return on investment, stay current without investing valuable capital, and keep pace with the practice as it evolves. It can allow them to take a more strategic approach to technology spending with:

- Regular, predictable payments
- Trade-up and leasing options
- Built-in support and services
- Technology roadmaps designed for their business

Service and Support Offerings

Cisco understands that downtime is not an option for small businesses. That's why we offer multiple levels of services and support.

Essential Support for Cisco Small Business Products

Cisco provides support for warranties, advanced hardware replacement (if required), and for questions about Cisco Small Business products. Experienced technicians are ready to help.

Peace of Mind Coverage for Cisco Small Business Pro Series Products

Cisco Small Business Pro Service is a new technical support service that delivers value and peace of mind at an affordable price. Delivered by Cisco through a three-year device-level subscription, this service offers software upgrades and updates, extended access to the Cisco Small Business Support Center, and next-business-day hardware replacement. For more information, visit www.cisco.com/go/proservice.

Join the Discussion

Learn the latest news for Cisco partners, access support resources, and share and network with your peers at the Cisco Small Business Support Community at www.cisco.com/go/smallbizsupport.

Additional Resources

For more information about the Cisco Small Business solutions for law firms, visit www.cisco.com/go/smallbusiness/legal.



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