



Success Story



Brown Rudnick implements printing and imaging strategy to support growth plans

COMPANY Brown Rudnick Berlack Israels, LLP, headquartered in Boston, Massachusetts, is a full-service, international law firm employing over 200 attorneys with offices in the United States and Europe.

Growth is the central theme and challenge at Brown Rudnick. In spring 2004, the firm launched a new office in Washington, DC, where two senior Capitol Hill lobbyists joined the roster. The Manhattan office is adding fifty attorneys and moving to a larger space and plans to increase Brown Rudnick's presence in Boston are underway. Offices in Providence, Hartford, and London are expanding with the addition of new partners and associates.

CHALLENGE Jim Darsigny, Director of IT, knew that Brown Rudnick needed to upgrade their printing and imaging technologies to support their aggressive growth strategy. An aging printer and copier fleet along with an insufficient architectural technology plan meant escalating costs.

According to Darsigny, "Some of our existing printers were generating millions of pages of documents and starting to show their age—downtime was increasing and so were repair costs. Equipment downtime is significant in any business, but it is particularly significant in a large, busy law office, where each case generates an average of 15-20 documents a day".

Brown Rudnick's printing and imaging environment evolved over time, resulting in an uneven deployment. In some areas single printers supported work groups of 6 to 12 users, and desk-top printers (dictated by the sensitive nature of legal documents) populated private offices. Workflow and cost inefficiencies abounded.

Any solution would have to provide a way to manage the associated expenses and charge back printing and copying costs to clients. Darsigny states, "Upgrading our printer and copier fleet was definitely part of our overall business plan. But we wanted to implement a technology strategy that combined enhanced functionality with costs management and not just add more hardware to our existing equipment".

Expert Input. Extraordinary Output.

SOLUTION Flo-Tech introduced an outsourced approach to managing all of Brown Rudnick's printing and imaging needs. Flo-Tech analyzed Brown Rudnick's document environment and recommended 34 multifunction printers (MFP) designed to print, copy, and scan to email. To satisfy the firm's need for privacy, Flo-Tech redeployed existing equipment as single-user desktop devices.

"Flo-Tech conducted a thorough analysis that provided an accurate snapshot of our page usage. Printing, copying, and scanning with one device let us downsize our imaging fleet, freeing up valuable real estate for additional attorneys and assistants rather than equipment". Darsigny adds, "What really sold me was the simplicity of their recommendation—a solution with a single point of contact for all hardware, service, supplies, and training".

RESULTS By partnering with Flo-Tech, Brown Rudnick was able to outsource its entire document management operation, reducing the IT Department's responsibility and the costs associated with managing the printing and imaging environment.

"Flo-Tech's program allows us to get a handle on all our document costs. I know exactly what our costs are and how many pages each device is generating. Budget planning is seamless!" Darsigny explained. "There are no surprises because the page estimates were very accurate".

Darsigny added, "Digital Sending Software (DSS) let's us send scanned documents directly to e-mail addresses, fax machines, or shared folders, improving communication between our attorneys and their clients or co-council. This is an enormous benefit when filing documents in the required PDF format with the appellate court".

Well into the second year of a four-year contract, Brown Rudnick continues to recognize the value of Flo-Tech's outsourced print management services, and has begun expanding the scope of this program to support its aggressive growth plans.