

Case Study— Research Solutions

Florida law firm achieves greater efficiencies and delivers faster client service with Lexis® for Microsoft® Office

Macfarlane Ferguson McMullen

Overview

Location: Tampa, Fla. (with offices in Clearwater, Fla. and Lakeland, Fla.)

Industry: Legal services

Customer Profile: Tracing its roots back to 1884, Macfarlane Ferguson McMullen is a full-service law firm with more than 45 attorneys practicing in three Florida offices. The firm is organized into key practice areas encompassing personal, transactional and litigation matters.

Business Situation: For many years, the Macfarlane law firm used exclusively Westlaw® for its online legal research needs. In 2010, the firm decided to sit down and take a close look at both West and the legal research services offered by LexisNexis so they could evaluate the value provided by each company.

Solution: In the process of evaluating options for online legal research, the firm's partners met with a LexisNexis representative who demonstrated Lexis® for Microsoft® Office, a breakthrough offering that leverages the seamless integration of LexisNexis content and the open Web with Microsoft Office applications attorneys use every day. In the end, the efficiency and innovation delivered by Lexis for Microsoft Office served as the final decision criteria leading Macfarlane to switch to LexisNexis as its sole online legal research provider.

Results: By integrating Microsoft Outlook® with their legal research service, attorneys are able to respond faster and more accurately to clients' emails.

The seamless integration between Microsoft Word and LexisNexis research content makes drafting work product easier and more efficient.

The Macfarlane firm has received excellent customer service from the LexisNexis team and is encouraged by the commitment to ongoing development of Lexis for Microsoft Office.

Product Summary:

Research Solutions

—Lexis® for Microsoft® Office

Macfarlane Ferguson McMullen is a full-service law firm, with more than 45 attorneys, that is organized into key practice areas encompassing personal, transactional and litigation matters. Since 1884, the firm has served clients throughout Florida, and its attorneys and support staff continue to follow the century-old tradition of individualized client attention.

The firm is based in Tampa, Fla., and has additional offices in Clearwater and Lakeland. Together, the attorneys in all three locations work closely as one practice, drawing upon each other's varied resources and experience. The attorneys' blended backgrounds, diversity, experience and knowledge enable the firm to provide clients with a valuable combination of legal skills.

Macfarlane Ferguson McMullen has served as legal counsel to some of the oldest and most respected Florida-based companies as well as founding families of the state. The firm's ability to retain a significant client base of large Florida businesses for nearly a century is proof that its dedication to excellence is still valuable to clients today.

Situation

The Macfarlane law firm was a longtime customer of West for its online legal research needs. In 2010, the firm decided to evaluate its research subscription and consider alternatives.

"After some internal discussions about the costs associated with Westlaw, we decided to take some time to sit down and re-think our online legal research spending," said Joshua Magidson, managing partner of Macfarlane Ferguson McMullen. "We knew that LexisNexis® offered a number of legal research products and services, so we agreed to meet with their representatives and learn more about what they could do for our firm."

The partners then entered into a fairly intense review process to investigate online legal research services and started a head-to-head comparison between the two major online legal research service providers.

“... then she introduced us to a new offering (Lexis for Microsoft Office) that we immediately recognized was a major competitive differentiator from Westlaw.”

—Joshua Magidson, managing partner of
Macfarlane Ferguson McMullen

Solution

“We met with a LexisNexis rep one day to learn more about her company’s online legal research products and services, their pricing structure and their customer support,” recalls Magidson. “We were impressed with what we learned and then she introduced us to a new offering that we immediately recognized was a major competitive differentiator from Westlaw.”

Magidson and his partners were drawn to Lexis for Microsoft Office. Instead of toggling between their research applications and Microsoft Office, the lawyers noted that Lexis for Microsoft Office provided them with direct links to research relevant to their work product.

Lexis for Microsoft Office enables legal professionals to access content, services and drafting tools from LexisNexis and other sources while operating directly within Microsoft Office applications. For example, while reviewing a Word document or an Outlook e-mail message, Lexis for Microsoft Office users can just click on a word or case name and seamlessly access content about that item from LexisNexis or the open Web.

“This was not a process or a decision that we took lightly; we did a long and intense comparison between the offerings from West and LexisNexis,” said Magidson. “In the end, we felt that Lexis for Microsoft Office provided our firm with the ability to integrate our existing office workflow with our legal research, which would be an enormous efficiency advantage for us.”

In fact, the partners were so impressed by Lexis for Microsoft Office that it served as the final decision criteria and led them to switch to LexisNexis as their exclusive provider of online legal research.

Results

“After making the switch, the first thing we did was integrate Lexis for Microsoft Office throughout our law firm,” said Magidson. “Since then, we’ve realized some important benefits.”

• Client Service

According to Magidson, the firm’s lawyers “practically live” inside of Microsoft Outlook, reviewing and responding to emails from clients, co-counsel, opposing counsel and other parties involved in transactions or litigation matters. “We take very seriously our responsibility to respond quickly to client emails, so we’ve found that the tight integration of our email with our legal research service is a game-changer for us,” he explained. “As a result, we’re able to give our clients faster and more reliable answers to their critical business questions.”

“The integration of Microsoft Outlook with legal research content from LexisNexis has provided our firm with tremendous efficiency benefits, not to mention the cost savings we’ve achieved.”

—Joshua Magidson, managing partner of
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- **Workflow Efficiency**

After the firm’s attorneys realized the benefits from tying together Outlook with their LexisNexis content, they were eager to explore other components of Lexis for Microsoft Office and worked with the LexisNexis team to integrate Microsoft Word with their workflow. “The seamless movement between Microsoft Word and LexisNexis research content makes drafting work product easier and more efficient,” said Magidson. “This is especially true for our litigators when they need to draft memos to clients, or briefs, pleadings and motions for submission to the courts.”

- **Support from LexisNexis**

“We’ve received excellent customer service from the LexisNexis team,” said Magidson. “Anytime we’ve had a question or a concern, no matter how small, they have been very responsive and made sure our issues were quickly resolved.” Magidson noted that the firm is also encouraged by the commitment from LexisNexis to ongoing development of Lexis for Microsoft Office, such as the pending integration of Lexis Advance™. “Lexis Advance is an excellent format for conducting research, so that should bring even greater efficiencies to our firm by uniting what we like about the Lexis Advance research interface with what we love about the Lexis for Microsoft Office workflow platform.”

“The integration of Microsoft Outlook with legal research content from LexisNexis has provided our firm with tremendous efficiency benefits, not to mention the cost savings we’ve achieved,” summarized Magidson. “We’re very pleased with our decision to switch to LexisNexis two years ago and look forward to the innovations they have planned for the future.”

To learn more about Lexis for Microsoft Office, visit www.lexisnexis.com/office-macfarlane

About LexisNexis

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