

Mobility of Lexis Advance® Helps Burton Law Increase Productivity and Efficiency of Legal Research

Overview

Firm: Burton Law LLC

Location: Four offices in Ohio and North Carolina

Industry: Law firm

Customer Profile: Burton Law LLC is a law firm based in Ohio, with lawyers also in Washington, D.C., North Carolina and Kentucky. The firm practices in the areas of business law, data privacy, litigation and dispute resolution, estate planning and intellectual property.

Business Situation: Burton Law has been a LexisNexis® customer for online legal research since the firm was launched by Chad Burton in 2009. In 2011, Burton was approached by a LexisNexis representative and was given an early look at a new online legal research solution under development that would dovetail nicely with Burton's vision of a virtual law firm.

Solution: The new offering that Burton tested would eventually become known as Lexis Advance®, a more efficient and intuitive way for legal professionals to conduct their legal research. Burton was immediately struck with the simplicity of Lexis Advance and its potential for use with mobile devices, a key strategic objective in his virtual law-firm model.

Benefits to Burton Law:

- **Productivity:** Lexis Advance increases Burton Law's productivity with doing legal research and managing client work product by approximately 30 percent.
- **Relevant Results:** Lexis Advance search results are more relevant and useful, particularly the delivery of valuable secondary sources.
- **Cost Control:** LexisNexis built a pricing model for Burton Law that allows the firm to obtain access to a wide range of sources without incurring major expenses.
- **Mobility:** Lexis Advance is accessible to Burton's lawyers while they're on the go by using the iPad® app, which is crucial to his virtual law-firm model.

Burton Law LLC is a law firm based in Ohio, with lawyers also in Washington, D.C., North Carolina and Kentucky.

Burton Law has dismantled the traditional law firm model and turned it on its head. The firm's technology platform allows its lawyers to practice in a geographically dispersed manner, which greatly reduces overhead and inefficiencies associated with the traditional firm model. These cost savings ultimately get passed on to the firm's clients, while at the same time providing the personal attention those clients expect.

The firm practices in the areas of business law, data privacy, litigation and dispute resolution, estate planning and intellectual property.

Situation

"I was introduced to the LexisNexis® legal research service during law school and used it extensively in my career while working at a couple of large law firms in the Ohio region," said Chad Burton, founder and senior partner at Burton Law LLC. "In 2009, I opened my own law firm and decided to make the LexisNexis service the bedrock of my practice for online legal research."

Burton Law has been recognized as a pioneer for its model of functioning as a virtual law firm. The firm's lawyers are not contained within a typical brick and mortar setting under one roof, but rather from virtual hubs located in areas that are convenient to the firm's clients.

"We use the latest technology available not as a crutch, but as the driving force to advance client service," explained Burton. "We meet with clients personally, then technology allows our lawyers to practice in a greater geographic footprint while maintaining a work environment as if we are sitting in an office next to one another."

In 2011, Burton was approached by a representative from LexisNexis and was given an early look at a new online legal research solution under development that would dovetail nicely with Burton's vision of a virtual law firm.

“If I were to put a number on it, I’d estimate that Lexis Advance has allowed us to increase our firm’s productivity with doing legal research and managing our clients’ work product by more than 30 percent.”

—Chad E. Burton
Burton Law LLC

Solution

“The next-generation online legal research solution I saw that day would eventually become known as Lexis Advance®,” recalled Burton. “I was immediately struck with how simple the tool was to use, both from a visual layout and from a functionality standpoint. I could also see the potential for using this service efficiently on a mobile device, which obviously was a huge opportunity to support our virtual law firm model.”

With Lexis Advance, legal research is made faster and easier because researchers can easily get relevant results from more than 40,000 legal, news and public records sources, delivered through familiar online search filters. The service provides a more efficient and intuitive way for legal professionals to conduct their legal research, while delivering comprehensive and relevant results that can be managed, stored and accessed on demand.

Burton provided his vocal support for this new LexisNexis product innovation and asked that his firm be switched to the Lexis Advance service as soon as it was available.

Benefits

Productivity

Lexis Advance resources help Burton Law’s lawyers cut through the clutter during legal research and find the specific results they need as quickly as possible. “If I were to put a number on it, I’d estimate that Lexis Advance has allowed us to increase our firm’s productivity with doing legal research and managing our clients’ work product by more than 30 percent,” said Burton.

Relevant Results

“Lexis Advance is an excellent solution for helping me obtain comprehensive and relevant legal research,” said Burton. “In particular, it helps me get my hands on valuable secondary sources, such as legal treatises in key areas of the law of relevance to our clients.”

Cost Control

As they do with all small, law firm customers, LexisNexis built a pricing model for Burton Law that allows the firm to obtain access to a wide range of sources without incurring major, unexpected out-of-plan expenses. “Lexis Advance helps us control our legal research costs because we have very clear access to the breadth of legal databases we need, based on the kinds of matters we handle on a regular basis,” said Burton. “This saves me the hassle of worrying about which content will run up my bill and it saves my clients money on their invoices for out-of-pocket expenses.”

“Lexis Advance provides my firm with the ability to get access to comprehensive legal research from both primary and secondary sources—as well as other LexisNexis productivity tools—from a single provider.”

—Chad E. Burton
Burton Law LLC

Mobility

The Lexis Advance app for iPad® devices is accessible to Burton’s lawyers while they’re on the go, which is crucial to his virtual law firm model because it gives his firm’s lawyers the power to conduct research on a client matter while working in a mobile environment. “I believe that mobility is one of the keys to moving the legal profession forward in serving our clients,” said Burton. “We’re moving to a future where I can run my entire legal practice from a tablet and a smartphone. The iPad app for Lexis Advance is an early indicator of this future.”

Conclusion

“Lexis Advance provides my firm with the ability to get access to comprehensive legal research from both primary and secondary sources—as well as other LexisNexis productivity tools—from a single provider,” said Burton. “It’s the most cost-effective legal research option available for lawyers who are practicing in today’s highly competitive environment.”



Chad E. Burton is the founding attorney of Burton Law. A former big law lawyer, Chad represents technology-oriented companies.

Chad is admitted to practice law in state and federal courts, including the State of Ohio, the Sixth Circuit Court of Appeals, the District Court for the Southern District of Ohio and the District Court for the Eastern District of Michigan.

Chad lives in Centerville with his wife, Brooke, and children, Ainsley, Ella and Maxwell.



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