

Porter Wright Switches to Lexis Practice Advisor® for Practical Guidance on Legal Issues

Robert J. Tannous, partner of Porter Wright Morris & Arthur LLP, shares the firm's journey in search of a new practical guidance solution and admits that things have significantly changed with the LexisNexis offering in the category. His advice to other lawyers? "If you think you've seen Lexis Practice Advisor before, it's time to take another look."

About Lexis Practice Advisor

Practical legal guidance is available from Lexis Practice Advisor across multiple practice areas and jurisdictions. All Lexis Practice Advisor modules are infused with content created and regularly updated by more than 850+ Attorney Authors—91%* of whom are currently practicing, ensuring the guidance provided is expansive, relevant and current.

To ensure seamless workflow, Lexis Practice Advisor is integrated with multiple LexisNexis products and services, including Lexis® Advance, Lexis® for Microsoft Office® and Lexis® Search Advantage. Using embedded links, the modules furnish deeper supporting content only available through LexisNexis, including excerpts from Matthew Bender treatises and legal news from Law360®.

*Data available as of October 2017.

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SITUATION

"When I started practicing law in 1987, we obviously didn't have the technology tools that lawyers have at their disposal today. Every attorney had their own set of form files so they didn't have to reinvent the wheel every time they had a similar matter to address for a client," says Robert J. Tannous, partner in the Columbus, Ohio office of Porter Wright Morris & Arthur.

Technology evolved, and in 2010 a few of Porter Wright's lawyers were introduced to two practical guidance tools: Lexis Practice Advisor® and Practical Law® (PLC). Both products sought to leverage technology in new ways to provide practical legal assistance to attorneys. Tannous notes that, at that time, Practical Law's product was more robust.

Soon after the firm adopted Practical Law, Porter Wright encountered some difficulties with the product, including continual shifting of needed content to new modules mid-contract, and a business concern about the changing pricing models for the product. The difficulties eventually became untenable for the firm and they decided it was in the best interest of their clients to explore alternatives.

SOLUTION

"In 2016, we made a strategic decision to go in search of a new solution," says Tannous. "We knew that LexisNexis offered a competitive product called Lexis Practice Advisor® and heard they were making new investments in it, so we decided to test it. Our account manager set us up with a firm-wide trial, and we quickly saw the benefits."

Tannous and his colleagues learned that Lexis Practice Advisor has many useful resources that provide key practitioner guidance for attorneys, such as practice notes, annotated forms and activity checklists. These features are designed to help lawyers more confidently advise clients, negotiate terms of agreements, and draft effective documents for a specific area of practice or jurisdiction -- while decreasing time spent on routine tasks.

"We were very impressed with the 'new' Lexis Practice Advisor and we were especially attracted to the idea of entering into a partnership with LexisNexis," says Tannous. "The LexisNexis team was willing to listen to us, address our needs and truly partner with us by creating a pricing model that made sense for our firm and therefore our clients."

Porter Wright made the decision to reduce its reliance on the Practical Law product and start using Lexis Practice Advisor.

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RESULTS

Lexis Practice Advisor has become a competitive alternative to PLC, according to Tannous. “We’ve spent the past year working with LexisNexis on a trial basis and have had a wonderful opportunity to partner together to continue building Lexis Practice Advisor into a more robust product,” Tannous says. “Moreover, LexisNexis really understands the business dynamics of a firm our size and have collaborated with us on a pricing model that works for both of us.”

Tannous identified three major benefits that Porter Wright has realized by switching to Lexis Practice Advisor as the firm’s primary tool for practical guidance on legal issues:

1. Trusted Starting Point

“Lexis Practice Advisor gives us a trusted starting point for insights into the legal issues,” Tannous notes. The product helps attorneys obtain a broader and deeper understanding of key tasks involved with a matter by surfacing content from a constantly expanding collection of practical guidance.

2. Serving Clients Efficiently

Tannous has found that Lexis Practice Advisor helps the firm’s attorneys deliver more value to their clients for the work they’re doing. He says, “There is no doubt that the product allows us to react faster

to client requests and be more responsive to their needs. If a client needs something, you have to deliver quickly - speed is everything. Lexis Practice Advisor is a great tool for delivering that level of client service.” Notably, Porter Wright lawyers are able to respond faster to client requests by using the product’s flexible navigation options to take control of how they find information: by task, content type or jurisdiction.

3. Young Lawyer Training Tool

Tannous shares that, “Another great benefit we’ve realized is that Lexis Practice Advisor is a solid tool for training our younger lawyers. For example, it helps them to understand key provisions in the law, shows them how to look at a matter from both sides, provides tips on the way they should negotiate deals for clients, and gives them convenient access to formats for drafting legal documents.”

This allows Porter Wright to better leverage the work of its younger lawyers and to help them develop their skills as emerging attorneys.

Tannous concludes, “Lexis Practice Advisor offers a tremendous way for lawyers to come up to speed quickly on topics they need to address for clients and to get a head start on the content they need to provide excellent legal counsel. It’s a great tool and our experience with LexisNexis has evolved into a valuable strategic partnership for our firm.”

About Porter Wright Morris & Arthur LLP

Porter Wright Morris & Arthur LLP is a full-service Am Law 200 law firm with roots dating back to 1846, making it one of the oldest businesses in Ohio and among the most prestigious law firms in the U.S. Today, from its seven offices in Ohio, Florida, Pennsylvania and Washington, D.C., the firm is highly regarded for its corporate law practices in areas such as employee benefits, government contracts, health care, intellectual property, environmental law, labor and employment, mergers and acquisitions, real estate, technology and white collar criminal defense. Porter Wright is also well-known for its legal expertise in securities, tax and personal wealth, and privacy and data security.