

New Business Intake

Metastorm Process Pod®



Increase revenue and reduce risk by automating your manual processes

Challenge

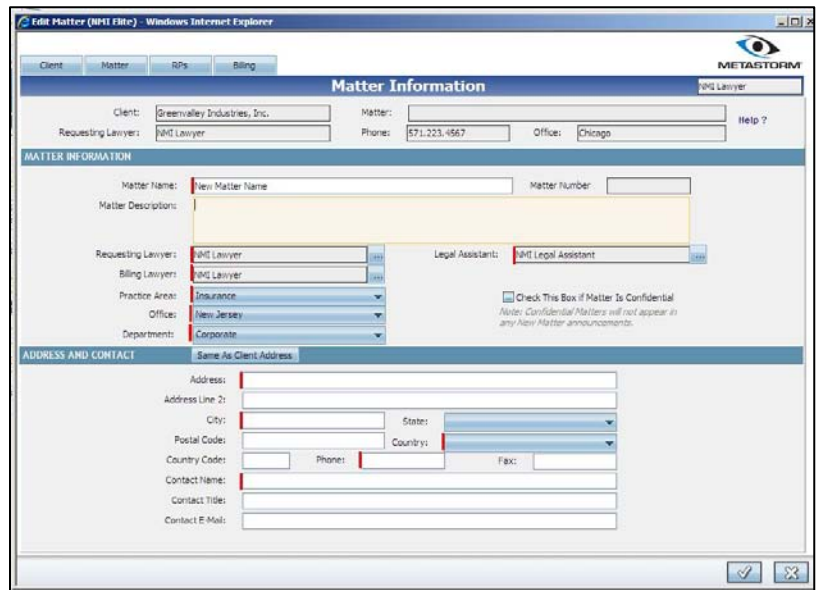
Most organizations are burdened with processes that are manual, paper intensive, require duplicate data entry and are simply not designed to foster improved client services. A case in point is reviewing and processing new clients or new business from existing clients – one of the most cumbersome activities within the legal industry. It requires numerous procedures and onerous amounts of paperwork to make decisions on conflicts of interest, generate billing, and obtain departmental approval to proceed with new business or to begin new activity with a current one.

Solution

Metastorm BPM® and the Metastorm New Business Intake Process Pod streamline new business intake, automating this cumbersome manual process. The Metastorm New Business Intake solution enables:

- **Increased revenue** by accelerating speed of intake
- **Reduced risk** with accurate conflicts clearing
- **Improved efficiency** resulting in increased productivity across the organization

Using an enterprise portal as your primary interface, this Process Pod allows you to effectively and efficiently manage the process



Accelerate intake processes by easily logging information for new business.

Highlights

- Gather client, matter, and billing data (or retrieve existing data from Elite)
- Individually address conflicts – resolution of each is audited
- Define your firm-specific approval stage (e.g., number and roles of people who need to approve the new business, and in what order)
- Allow an approver to return the New Client Matter folder to the requesting attorney for more information or clarification
- Add notes to the New Client Matter folder
- Provide full visibility into current status of the New Client Matter folder
- Define delegates for out-of-office scenarios – i.e. for one person to act on behalf of another
- Send email notifications at defined points in the business process
- Automatically create a Client and Matter record in Elite
- Perform system administration activities, such as defining drop-down field selections, authoring text for form-specific help windows, etc.

from end-to-end by establishing a flexible but controlled approach to gathering the client, matter, related party, and billing data for new business and quickly presenting the new business to the firm for rapid approval and account initiation.

Once the initial data is gathered, the prospective new business moves through the intake process and potential conflicts are identified and routed to the attorneys responsible for responding to conflict hits. Attorneys can review and respond to conflicts via BlackBerry, e-mail, or web, and resolution of each conflict is fully logged for audit purposes. The Process Pod also pushes your conflict information into Elite (as well as all Financial Systems) and returns a prospective batch number.

Most legal firms leverage a document management system (DMS) as part of the new business intake process. The Process Pod enables users to easily reference supporting documents stored in Interwoven and other commonly used DMS systems.

The Process Pod also allows you to define your firm-specific approval requirements and features the capability to return the prospective business to the requesting attorney for clarification prior to granting approval. Upon approval of the new business, the Process Pod generates a new Business record in your Thomson Elite billing system.

Benefits

Maturity and a History of Success

Metastorm BPM has automated processes for a premier list of government and commercial organizations, delivering proven solutions that drive efficiency, agility and overall business innovation. The functionality available in the New Business Intake Process Pod is based on successful implementations within Metastorm's broad, global customer base in the legal industry.

Quick Implementation & Easy Customization

As you will see, the New Business Intake Process Pod has been developed to address the complete new business intake process and is ready to be tailored to meet your unique requirements. The structure of the New Business Intake Pod along with the inherent flexibility of the Metastorm BPM suite allows for customizing the Pod to meet your exact business needs. To facilitate defining your firm's unique user experience, the Pod ships with:

- Sample SharePoint portal sites
- Twelve administrative forms to manage drop down field options, content of help forms, configuration details, and the definition of your approval stage
- View-driven, rather than table-driven, database lookups to easily redefine the tables that the views reference

Ease of Use

The user interface is simple, requiring little or no user training. The Pod ships with a sample Attorney SharePoint portal that includes four main web parts:

- To Do List: Showing New Business folders that require your individual or team attention.
- Watch List: Providing total visibility to those New Business folders that you want to monitor throughout the intake process
- Search Form: Allowing you to quickly locate a New Business folder based on profiled information from the folder

Integrate with Your IT Infrastructure

- **Interwoven** – to store documents in the DMS and associate them with the new business folder
- **Elite** – to retrieve information for an existing client and to create a Client and Matter record in Elite when the new business has been approved
- **BlackBerry** – to allow attorneys to review new business and potential conflicts and approve, disapprove, or request further information
- **Microsoft Word** – to produce documents (e.g., engagement letter)
- **SharePoint** – build customized interface screens for different users and groups of users tailored to their specialty

- Blank Forms: Supplying the means to initiate a New Business folder.
- Beyond SharePoint, the ability to personalize interfaces and the intuitive nature of a Metastorm BPM application enable your staff to become productive with minimal training.

Streamline your process from start to finish through out-of-the-box integration with billing and other critical systems.

New Business – Quick Start

Time is money – especially for your attorneys! The New Business Intake Process Pod provides a Quick Start capability that allows your attorneys to initiate a New Business folder with minimal information. A Notes field is provided as a means for attorneys to quickly enter instructions for legal assistants, who can then take ownership of the folder to complete the data entry tasks and submit the potential new business for initial approval and conflicts checking.

Complete and Accurate Data

The data gathering process has been designed to 'keep the matter moving' – even when there is some missing data. Rather than requiring specific field data entry on forms when they are initially filled out, the Process Pod requires that defined fields be completed before the Attorney or Legal Assistant can submit the New Business for conflicts checking. This approach supports a flexible account initiation or entry process but also ensures that all of your new client and matter data is complete.

Once the new business has progressed through the full process, the system automatically creates a client matter record in Elite. No re-keying necessary. Any future matters opened against the same client will have the client data pre-populated using the Elite record. Elite becomes the single, master source of your client matter data – ensuring accuracy and avoiding duplicative information.

Conflicts Auditing

From a financial and ethical risk perspective, the most critical phase in the New Business Intake process is the conflicts processing stage. The Process Pod generates an individual audit trail for each potential conflict and manages conflict adjudication.

You have full visibility into status, including which attorney is responsible for addressing the conflict, when the conflict was sent to the attorney, whether the attorney has requested a waiver, and other relevant information.

Conflicts review is also one of the more tedious and time consuming steps to bringing on new business. Through the full automation of conflicts review and adjudication, this process is streamlined. Attorneys no longer carry hard-copy results of conflicts reports with them for review. Instead, they can use their mobile device, such as a BlackBerry, to quickly respond to any conflicts sent to their attention.

Conflicts Processing Capabilities

- Enable upload of a comma-delimited, tab-delimited, or Microsoft Excel file containing the results of a Conflicts Search
- Allow conflicts reviewers to select which conflicts require resolution and to select the attorney responsible for the resolution
- Integration with Elite to retrieve information for an existing client and to create a Client and Matter record in Elite when the new business has been approved

A Cost-Effective Investment

Metastorm BPM fits easily within your existing IT infrastructure. Additionally, with the Process Pod's out-of-the-box integrations with Thomson Elite and Interwoven, you gain greater return on your investments in those products and provide better overall service to your attorneys and staff. Since Metastorm BPM is web-based, you eliminate the costs associated with deploying and maintaining software on each desktop. Metastorm BPM and Process Pods offer unprecedented time to value.

© Copyright 2010, Metastorm Inc. All rights reserved. Business to the Power of 3, Enterprise Process Advantage, Metastorm BPM, Metastorm Discovery, Metastorm DNA, Metastorm Knowledge Exchange, Process Pod, ProVision, and the See.Think.Do image are either registered trademarks or trademarks of Metastorm Inc. Other product, service and company names mentioned herein are for identification purposes only and may be trademarks of their respective owners. 12.1.2010.