



iLaw Ava for Lawyers

“Practitioners today have to be more knowledgeable about business models than ever before. Not only will the Legal Services Act usher in new forms of legal providers but the economic climate is increasingly challenging. My own theme for my presidency of the Law Society is the business of law because in today’s market we are not just solicitors, we are business people. Effective business management and financial controls are just as essential for legal aid firms as for any other form of legal practice, large or small. Upholding the core principles of being a solicitor is completely compatible with effective business management.”

Paul Marsh,

President, the Law Society

Taken from Achieving Growth through Merger, Acquisition and Organic Growth Toolkit

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<http://www.lawmanagementsection.org.uk/pages/files/fileList/214>

Survival in difficult economic conditions means reducing your cost base. Good case management will help you do this by reducing your staffing and administrative overheads.

But Why AVA? And Why Now? We are trying to save money here

That’s the point. You need Ava to help you save money. And in case that seems like hoary old sales talk, let’s look at a couple of examples:

Example 1: Manual Billing

Firm A use costs draftsmen regularly for civil bills. This is something they have always done and they don’t really stop to question whether they should be so reliant on this service. For sure it can be important for large bills being prepared for taxation but it is a costly and time consuming process in a way that they have stopped noticing. Someone has to prepare the file and ensure all the paperwork and time recording is on there and in order. Then it goes out to the cost draftsman, who will prepare the bill and charge on an hourly rate. If Firm A is lucky, the bill will be back within 14 days.

This bill has cost staff member’s time + costs draftsman’s time, all at a charge.

The alternative is to let iLaw AVA handle the process. It should help in two ways:

1. The discipline of using a case management system encourages a significantly better file handling process. Because attendance notes, time recording and timesheets are all handled by AVA, there is a much better chance that they will reach the file in good and usable order and that fee earners will adopt a more organised way of working. In Firm A's case, it means less time spent picking over the file when the case finishes, multiplied by every case that happens on each year.
2. Because the time recording is stored in AVA, calculating bills takes seconds. It really is as simple as picking the right type of bill and pressing the **Bill Now** button to get what you need. In Firm A's case, that means a significant reduction in their payment of cost draftsmen's fees, if not a total cessation.

Example 2: Fee Earner Billing Ratios aka Is anyone actually making money?

40% of the work done by Firm A is fixed fee. Clients love that fact of course because cost is a known factor throughout. But it is proving costly for Firm A because they don't have any real control over the amount of work being done on each fixed fee case and there is a nagging feeling that costs are being lost. But the task of checking either the historical data or current files manually is too big for anyone to contemplate. So the nagging feeling persists, emails are circulated exhorting fee earners to get sharp on costs but money continues to seep away because all efforts lack focus.

Of course computers are just big calculators and love nothing better than doing this sort of stuff for you. iLaw AVA can tell you exactly how much work was carried out on a file, the value of it and the amount that was finally billed. It can do this by fee earner, group of fee earners or the whole office and for any date range you choose. It will show you exactly how much money was written off on each case and has mechanisms to warn you in future if this is looking likely to happen again. In Firm A's case, putting the time recording into AVA rather than onto a piece of paper would yield all this information and make it possible for partners to identify which fee earners were working at a profit and which ones are wasting time and money.

We can make a business case for AVA saving you money (and helping you make more of it as well). We have been helping Legal Aid lawyers do just that for 10 years in trading conditions that are very challenging. We do know an enormous amount about running legal practices because we have been in the heart of so many of them for so long.

Can we prove this?

We can start to by showing you the software, leaving you to use it in your own time and providing guidance during this time. Bring us your key issue, the management or strategic problem that defines how your business moves forward in the next year, and talk to us about it. Use our experience as a sounding board and allow us to show you how iLaw AVA can help make a difference

to that issue. Signing up for this process is free. Go to <http://www.getava.co.uk/register-your-free-trial-781-0.html> to do this.

Ok, what about that price? Way too cheap?

It's another great way to save money. Buy iLaw AVA before 30th January 2009 and you save £100 on each licence price. That is £425 per licence instead of £525 (plus Vat). And that buys you fully featured, great case management software with a 10 year pedigree.

This isn't a 'cheap' price. We think that case management software should be affordable, really truly affordable. With iLaw AVA, your return on investment is assured. You have nothing to lose but your overheads.