

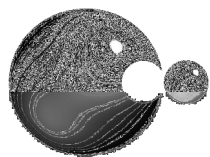
POTTER
FARRELLY
& ASSOCIATES

FICPI – Byron Bay 2006



Future View – System Architecture and Strategies

Phil Farrelly
Director

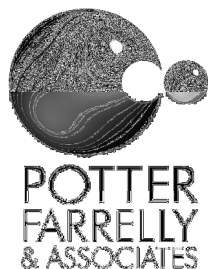


POTTER
FARRELLY
& ASSOCIATES

© Original Artist
Reproduction rights obtainable from
www.CartoonStock.com



“It’s a bit of a scam. They sell the crystal ball at cost, then nail you on the price of replacement psych-ink cartridges.”

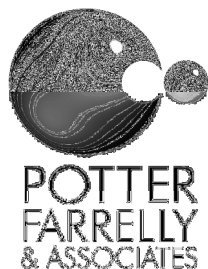


What we do...

- Knowledge Management (including Information and Document Management)
- System Integration and Design
- Workflow Design and Enhancement
- e-Court Design and Operation (Courts, Tribunals and Arbitration)
- Legal Information Systems Outsourcing
- Litigation Management (Logistical and Technology Support)

Focused on the needs of law firms and justice agencies

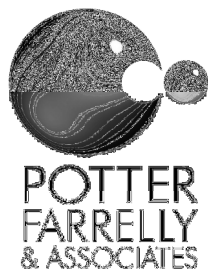
Melbourne – Sydney – Kuala Lumpur - London



Increased information flow

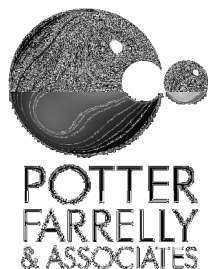
- Microsoft now report an in-flow of 30 million email messages every DAY!
- Based on surveys* a 200 person firm will be handling over 6,000 emails per day.
- Overall increase in the amount of electronic information – storage, access and backup issues – 24/7 Global....
- Not to mention... blogs, wikis, podcasts and RSS feeds.....

* Gartner 2004 “average of 30 emails sent and received per person per day”



Reduced turnaround times

- Client expectations – response in minutes not hours
- New technologies.... Instant Messenger and Blackberry's PDA's etc etc...
- Domino effect – everyone is under the same pressure
- Quantity versus quality – email language often falls short



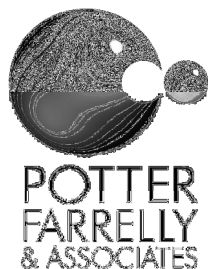
Compliance and audit trail

- Communications outside the controlled environment (Eg PDA email or SMS)
- Methods to capture the audit trail for any given transaction
- Policy and procedures to support the correct methods – problems with enforcement
- Systems to support compliance (sample – Aconex - [LINK](#))
- Email is the “Black Box” of the organisation



Fixed fees and predictive costs

- Legal and advisor fees under pressure
- Need to know your firm's cost base
- Need to measure average time and cost
- Need to know your client's expectations
- Need to establish your response to competitor and client pressure
- Need to expose ROI and Cost/Benefit
- Differentiate with knowledge and experience



Fixed price legal services...

http://www.thechilli.com/articles/tradeSecrets/026_fixedLegal.asp

It should benefit both investors as well as the companies, due to reduced costs for the specialist legal advice and documents required to complete the investment process. Dr Jon Cox, manager of the OION Network, said, “We are delighted that Laytons are introducing a fixed fee investment solution. This addresses the common problem of early stage companies facing legal bills that are disproportionate to the investment raised. A recent survey of companies that received investment through the OION showed they faced average legal fees of £10,000 on an investment of £250,000. The survey also revealed enormous variations in legal charges, which ranged from £7,500 to £25,000 for investments between £250,000 and £500,000. By contrast, Laytons will charge a fixed fee of £5,500 for investments up to £250,000 and then £5,500 plus 1% of the investment for amounts over £250,000 – up to a maximum charge of £10,000.”



What does this mean...

“Suppliers will need to manage their resources effectively to deliver desired outcomes for clients within the funding available. The LSC will be paying a set amount per case, regardless of time spent or disbursements incurred, which means that suppliers will need to gain a greater understanding of their costs drivers, and to exercise more control over these to ensure that overall payments reflect work done, even though some cases cost more to conclude than others. “

<http://www.legalservices.gov.uk/>



New business models

- Self help systems
 - LINK - http://www.inventorshelpline.info/emailOffer?source=RS_GOOGLE_1
 - LINK - <http://www.patentsearch.us/?gclid=CM2N-4-hh4cCFR4hIgodiiFbw>
- Integrated management – direct management of your client's IP assets (Hosted/Extranet)
 - LINK - <http://www.ironmountain.com/ipm/>
- In-house management with technology support
 - LINK - <http://www.blackducksoftware.com/>



InventorsHelpline.info The First Step In Making Your Idea A Product

Patents

[Radio Show](#) | [Radio Archives](#) | [TV Interviews](#)

Another
great
invention!



Do you need a **patent**? A **trademark**? A **copyright**?

Do you want to work with a veteran company who recently completed more than **4,000 patent applications**?

Do you want assistance with **International patent protection**?

Do you need an **HONEST, PROFESSIONAL** and **CONFIDENTIAL** evaluation of your idea?

Would you like a **FREE INVENTORS KIT**?

YES, I would like to confidentially submit my idea now. I understand that there is no cost for my submission, and that I am under no obligation whatsoever. ([View Our Confidentiality Statement](#))

YES, Please send me my FREE INVENTORS KIT. I understand that a representative of the company will be contacting me to review the documents. I also understand that I am under no obligation whatsoever.

Select your country below

Proceed

- Professional Invention Evaluations
- Patent, Trademark and Copyright Protection
- Licensing Negotiations
- Trade Show Representation
- International Patent Protection



PATENTSEARCH.us
a service of Muskin & Cusick, LLC

THE **FUTURE**
OF PATENT SEARCHING

CALL US NOW
AT (215) 853-8259

PatentSearch.us is operated by Muskin & Cusick LLC, an intellectual property law firm serving clientele nationwide.

Our experienced patent attorneys make the patent search process simple and pleasant.

**APPLY FOR
PATENT SEARCH
ONLINE >>>**

- ABOUT US
- PRACTICE
- FAQ
- ORDER
- LINKS
- CONTACT

Home | About Us | Practice | FAQ | Order | Links | Contact

©2006 PatentSearch.us. All Rights Reserved. Disclaimer



Intellectual Property Management

Search The Site

HOME | SERVICES | SOLUTIONS | KNOWLEDGE CENTER | PARTNERS | COMPANY | INVESTORS | CONTACT US

Home > Services > Intellectual Property Management > Intellectual Property Management

Technology Escrow
Domain Name Management

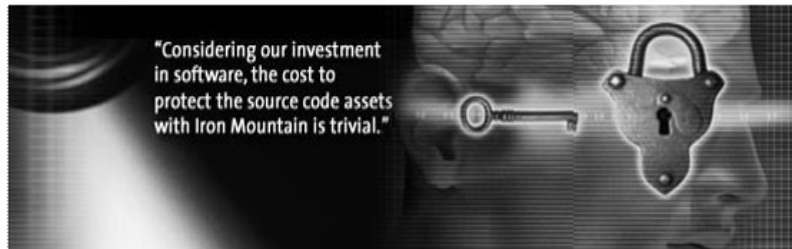
Resources

Client Login

Spotlight

300+ .mobi domain names registered and counting. Need registration? **Contact us today.**

Archived Web Seminar: "Establishing Mobile Internet Presence in the new .MOBI Domain Extension" Requires WebEx Player



INTELLECTUAL PROPERTY MANAGEMENT

Recognized worldwide as the expert in intellectual property management with over twenty years of experience, no other provider can approach the depth and experience offered by Iron Mountain. This is reflected by our Safe Harbor certification and in our position as one of less than 300 companies registered under the Safe Harbor framework to receive and process personal data from the European Union.



Protecting intellectual property assets – for developers and licensees

As a trusted, neutral, third party, Iron Mountain holds



Effective management and protection of domain names and trademarks

Iron Mountain's comprehensive, proven effective domain name

Call us today at:
800.962.0652

or [Click Here to have us contact you](#)

[Request an Escrow Fee Schedule](#)

[Download Three Party Agreement](#)

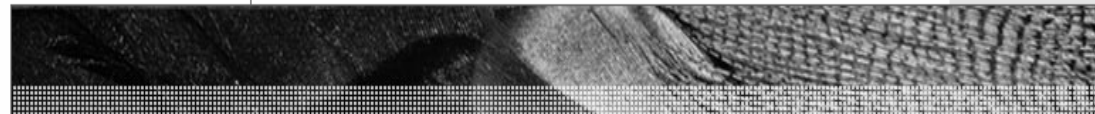
[Request a Domain Name Center Demo](#)



blackducksoftware.com

Know Your Code™

PRODUCTS SERVICES CUSTOMERS SUPPORT PARTNERS NEWS ABOUT US CUSTOMER LOGIN



Know Your Code.™

Assess Assets. Value Innovation.



Tel: +1 781.891.5100 ... Email:

New:
Black Duck
International
Distribution Section :·



Best of Show:
Hottest New Idea Award
Black Duck Software's
protexIP/OnDemand



Our software compliance management solutions let businesses identify and manage licensing obligations for their software assets, enabling productive open source and component software reuse without compromising valuable intellectual property.



Product Developers
Manage lifecycle license compliance for both proprietary and open source software IP.



Enterprise IT
Increase productivity while mitigating business risks and ensuring compliance...
[Learn More >](#)



Government
Maximize productive software reuse with valid use of open source and commercial IP.



Outsourcers & Integrators
Demonstrate effective IP controls and license compliance to global clients.
[Learn More >](#)



Due Diligence
Provide highly accurate, timely, and cost effective assessment of IP origins and obligations.

Know Your Code eConferences

[View anytime, on-demand >](#)

News

8.14.06 - [Black Duck Software Expands protexIP KnowledgeBase to Aid](#)



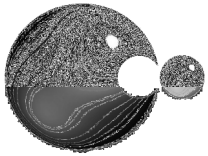
Why and How?

- What drives clients to us?
- Enforce, challenge, manage, research, apply
- How can technology support the client/firm relationship
- How can technology identify and capture new business
- 80/20 rule.. 80% of effort and investment to retain clients – 20% to attract new clients



Technologies on the watch list..

- Email – the next generation
- IP Telephony (Linked Voice/Data feed) (Skype mutations)
- Search and review tools –
NLP – natural language processing
 - Summarise and Jump...
- Digital Pens – see, no computers!!
- Wireless explosion – virtual workspaces



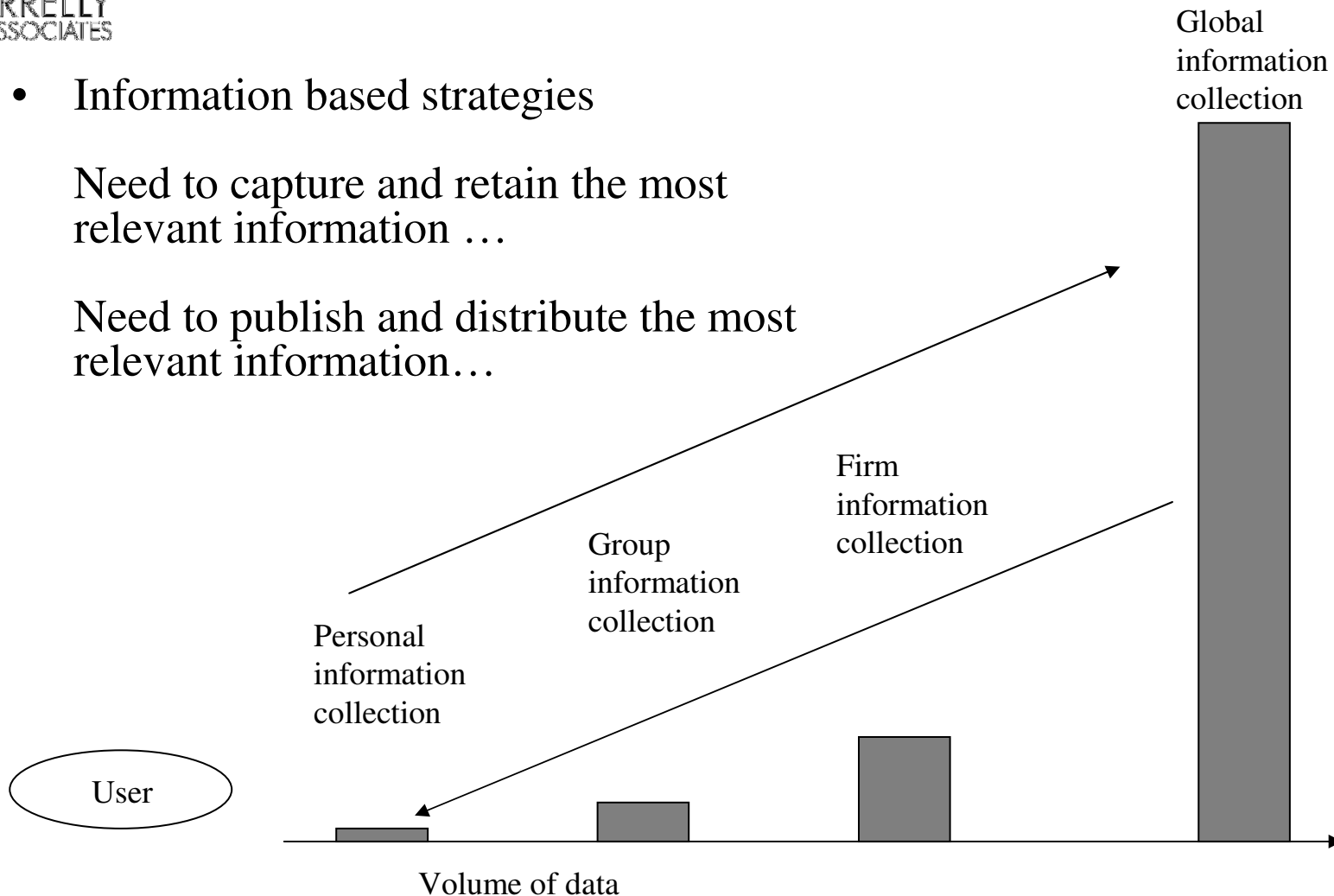
POTTER
FARRELLY
& ASSOCIATES

Technology strategies

- Information based strategies

Need to capture and retain the most relevant information ...

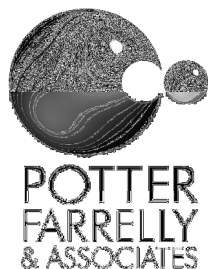
Need to publish and distribute the most relevant information...





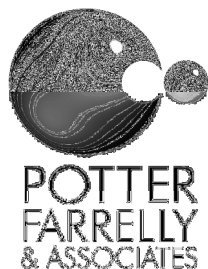
Technology strategies

- How much do you want to invest?
- The technology is becoming more complex to deploy and manage – volumes increasingly difficult to backup/restore etc.
- Complex networks (external links)
- Support for core functions (business support)
- In-house web farm – is it viable?
- Outsource the “Information Exchange”



Technology strategies

- Thin client – where did it go?
 - Could not meet the challenge of the low cost PC's
- IE / Web / .Net - (the new paradigm)
- Centralised data and rules – distributed GUI via templates (E.g. XML)
- Disable or remove PC features – USB/ DVD drives etc. (Central user config management)

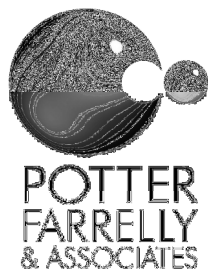


Technology strategies

IT Staff Costs

Technical Software Architect	3-5 years	100K to 140K PA
Solution Architect - Infrastructure Topology	2-3 years	120K to 200K PA
LAN Support/Administration	5+ years	65K to 80K PA

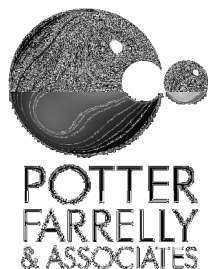
Source – Seek.Com 2006



Technology strategies

In-house / Outsource Hybrid

- Keep control of key information
- Control distribution and access
- Manage the application of sound methodology and process
- Monitor, review and improve
- Transfer the responsibility for performance and availability to a trusted 3rd party specialist (newlease)



Management and risks

- System Security
 - Privacy (staff and client data)- metadata assistant
 - Information theft and misuse
 - Monitoring use and distribution
- Data verification and protection
 - Tracking of internal data updates
 - Digital ID's
 - Backup and retention issues...
Tapes do not make an ideal archive...
- Staff retention and development of technical staff (how to keep it interesting)



LINKS

- www.corpora.com
- www.newlease.com.au
- www.blackducksoftware.com
- www.ironmountain.com
- www.patentsearch.us
- www.inventorshelpline.info

Phil.farrelly@potterfarrelly.com