



Unified Communications as a Service for Legal Firms

New solutions to address client service,
profitability and business continuity objectives

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Introduction

The US legal profession is under pressure on many fronts. Many firms are seeing the quantity and quality of client opportunities dwindle. The relative scarcity of opportunities has created intense competition and constrained billable rates. Globalization has introduced new client requirements and ultra-low-cost competition. The convergence of these factors has created a general assault on profitability that squeezes law firms between rising costs, pricing pressures, aging receivables and client mandates to curtail legal expenses.

While these trends are reshaping many aspects of the legal industry, substantial opportunities for revenue and growth are available in today's market. Many law firms are using these trends as a catalyst to drive improved productivity, enhanced client service and better profitability. And while an effective communications system is not the only tool needed to foster growth, it provides essential capabilities firms need to meet client service, productivity, competitive and profitability objectives.

Unified Communications (UC) technology provides a robust framework that allows individuals, groups and organizations to effectively communicate and collaborate regardless of their physical location. UC does this by condensing electronic technologies such as VoIP, email, audio/video/Web conferencing, instant messaging and presence into a cohesive, multichannel interface. Law firms can leverage UC solutions to enhance the productivity of key personnel, deliver more effective client solutions, enhance competitive abilities and achieve their business continuity and profitability goals.

In addition, Unified Communications as a Service (UCaaS) provides law firms with a flexible, hosted service alternative that delivers cost-effective, easy-to-manage UC functionality.

This paper identifies the key legal industry trends that are reshaping the industry and causing firms to look for new approaches to enhanced productivity, client service and profitability. Consequently, increasing numbers of law firms are adopting unified communications as a service (UCaaS). Not only can UCaaS facilitate increased collaboration, but with its hosted model, UCaaS can help firms to bring about greater business efficiencies, eliminate capital expense and maintain a predictable monthly cost structure.

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Challenging Trends for the Legal Profession

Cost Control Is a Key Client Mandate

According to the Altman Weil 2008 Chief Legal Officer (CLO) survey¹, cost control and resource management are the top priorities for CLOs over the next 3-5 years. “Compliance”, the top concern reported in the 2003-2007 surveys, is now a distant third.

Economic Pressures Squeeze Firm Revenues and Profits

Today’s economic conditions are causing enterprises to restrict their legal budgets, resulting in reduced billable revenue and profitability for the law firms that serve them. According to the BTI Consulting Group, 2009 marks the third straight year of single-digit growth for the legal market. Spending growth for outside counsel services is projected to grow a meager 1.9% in 2009.²

In response to these challenges, more than 80% of law firms are reducing operating expense, 76% are deferring capital expenditures, and 31% are increasing partner capital.³ These pressures were also a contributing factor behind the 17% jump in firm mergers 2007-2008.^{4 5}

Increased Competition

Large corporate clients and their substantial legal budgets—\$20.5 million on average—create a wealth of opportunity.⁶ At the same time, the current environment of economic uncertainty causes clients to be more selective with their spending, holding the law firms that work for them to higher service standards. With changing client spending habits, approaches to the delivery of legal services must change as well.⁷

To survive, firms must protect and expand profitable client relationships. Chief legal officers reported they are most likely to retain law firms that offer discounted fees, improved responsiveness, better project planning and demonstrate a superior understanding of their business.⁸

Increased Competition for Talent

Profitability and business growth pressures are increasing competition for highly skilled, high-performance talent.⁹ In addition, declining law school enrollment rates and a surge of retiring “baby boomer” attorneys are expected to erase the current legal labor surplus and create critical shortages. In response, firms are aggressively pursuing recruiting, training and retention objectives.¹⁰ Also, many US law firms are leveraging overseas satellite offices and/or agreements with legal process outsourcing (LPO) providers.^{11 12}

Unified Communications— Better Solutions for Today’s Law Firm

Humans communicate in a variety of ways -- through the spoken word, vocal qualities, gestures, pictures, text and more. Typically, we communicate most effectively when we use multiple methods at the same time. For example, when presenting a conclusion, we may speak in a forceful tone, use visual aids and drive home key points with our body language.

Unfortunately, many electronic tools only allow us to communicate in a single channel. For example, we may communicate with a colleague via a telephone call, written email exchange or even a video, but historically we haven’t been able to use all these options simultaneously. These limitations can make electronic communications feel flat and confusing to both parties. They also introduce opportunities for delay and miscommunication. As a result, we often feel the need to meet “face to face” for sensitive and/or complex conversations. However, putting all participants in the same room at the same time can be an unreasonably expensive and time-consuming process.

Unified Communications (UC) technology provides a robust framework that allows individuals, groups and organizations to effectively communicate and collaborate regardless of their physical location. Law firms can leverage UC solutions to enhance team productivity, deliver better client solutions and enhance competitive abilities. UC also drives attainment of business continuity and profitability goals.

Unified Communications facilitates natural, multi-dimensional conversations between one or many physically separated constituents. UC does this by condensing electronic technologies such as VoIP, email, audio/video/Web conferencing, instant messaging and presence into a cohesive, multichannel interface. Unified Communications also leverages “presence” technology, which allows users to monitor the availability and willingness of other users to communicate. According to Gartner, the primary UC benefit for law firms is the reduction of “human latency” incurred by conventional meetings, conference calls and related processes.¹³ UC brings constituents together and helps law firms accelerate collaboration and decision-making efforts.

Unified Communications helps law firms achieve key benefits, including:

Enhance Team Productivity and Client Service

- ▶ Helps high-value employees and clients receive information when and where they need it.
- ▶ Enables flexible information sharing and ad hoc collaboration between clients and personnel.¹⁴
- ▶ Quickly resolve problems without the frustrating travel, meeting and “phone tag” delays.¹⁵
- ▶ Easily combine talent from multiple remote offices into an effective virtual team.
- ▶ Ongoing “virtual presence” at client locations offers a flexible supplement to in-house resources.
- ▶ Unified messaging—the delivery of voicemails, emails and faxes to a single email system—enables more responsive team communication and client service.¹⁶

Control Costs and Enhance Profitability

- ▶ Enables effective meetings, depositions and other functions without a physical presence.¹⁷
- ▶ Helps firms minimize travel, courier service and meeting space costs.
- ▶ Flexible “work anywhere” capabilities facilitate low-cost office space configurations.
- ▶ Helps firms minimize non-billable overhead tasks and increase total billable hours.¹⁸

Build a Competitive Advantage

- ▶ Helps firms deliver high-value, differentiated service options.
- ▶ Enables more efficient processes and faster results for the client.
- ▶ Facilitates coordination with overseas teams and/or legal process outsourcing (LPO) resources.¹⁹

Attract the Best Talent

- ▶ Facilitates a professional and innovative image that helps attract the best talent.
- ▶ Provides team collaboration and training opportunities that help large firms extend competencies, retain talent and build a cohesive culture.

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UNIFIED COMMUNICATIONS SOLUTION PROFILE

Consider a scenario where a high profile, out-of-state client retains two law firms (Alpha Partners and Omega & Associates) to handle unrelated patent applications. The patent applications are urgent, complex matters requiring input from diverse contacts among client and firm teams. Many of the key players are in different cities and only have a limited amount of time available for the patent project.

- ▶ Alpha Partners is an experienced firm with an advanced unified communications (UC) solution.
- ▶ Omega & Associates is an experienced firm using conventional phone and email systems.

ALPHA PARTNERS: With Unified Communications

When the client project begins, the lead Alpha attorney uses the firm's unified communications system to quickly assemble a team. Using UC "rich presence" features, the attorney sees two internal experts are available for a phone conference. One is at their desk in the Chicago branch. A second is working from home, due to a power failure in the Miami office. A third team member's status shows they're in a Denver courtroom, currently available. Avoiding the typical delays of "phone tag" and email, the team uses the UC system for an immediate ad hoc strategy session. The next day, Alpha team members from several locations converge via UC for a virtual meeting with the client. Alpha and the client use online whiteboarding and other collaboration tools to quickly outline the invention's key elements. During the meeting, the UC system shows a senior Alpha partner is briefly available during an airport layover. Seizing the opportunity, the Alpha team brings the partner into the conference. Supported by their unified communications system, Alpha is able to present the strongest possible team. This reinforces Alpha's position as a trusted client advisor.

Alpha cements the strategic client relationship by providing de facto on-site access via rich presence, instant messaging and other collaboration tools. With time and geography rendered transparent by the Alpha UC system, the initial filing processes are efficiently completed. Approximate time to resolution: 3-5 days.

OMEGA & ASSOCIATES: Without Unified Communications

Omega and the client attempt to work by conventional phone and email processes. After several days of unproductive "phone tag", conference calls and email exchanges, there is little progress. The project is further slowed when a surprise storm shuts the Omega office for two days. With frustration building, Omega proposes a meeting at the client location. Despite logistical challenges and unwanted travel headaches, the participants schedule a session 10 days out.

After a day of airports, rental cars and hotels, the Omega team arrives at the client location, only to discover a key client executive is out sick. Despite this setback, the client team is able to convey some of the needed information during a whiteboard session. Although the meeting is not a complete success, the Omega team flies home and the remaining filing issues are resolved following several more days of voicemail, calls and email exchanges. Approximate time to resolution: 3+ weeks.

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ADVANTAGE: Unified Communications




In this example, unified communications provides Alpha Partners with an easy-to-use, cost-efficient conduit that enables enhanced efficiency and superior client service. The UC system helps Alpha deliver a quality solution faster, easier and more profitably. The added efficiencies and reduced travel demands also allow Alpha attorneys to handle more billable projects in parallel. In addition, UC helps Alpha efficiently access resources and expertise, regardless of location or the occasional storm and office closure. This enables more effective use of talent, superior client service and better business continuity.









When aggregated across multiple client opportunities, UC facilitates efficiencies and incremental opportunities that enhance Alpha Partners profitability.

In contrast, Omega’s conventional communications system delays the client solution and forces Omega to commit incremental time and expense to the project. In addition, the inefficiencies monopolize the Omega team and limit their availability for other billable opportunities. The system also makes it more difficult to access Omega talent off-site during office closures. This handicaps staffing and client service delivery. Although the Omega team is very capable, these challenges cause clients to perceive Omega as slower and more difficult to work with than Alpha Partners.

The incremental expenses, inefficiencies and lost opportunities incurred by the obsolete communications system impede client service and profitability. Over time, this creates a significant liability that jeopardizes Omega client satisfaction, business continuity and the bottom line.

Although there will be variations within individual solutions, for purposes of discussion, major solution “scorecards” will use the following broad-based rating system:

-  Advantage
-  Neutral/Caution
-  Disadvantage

	ALPHA PARTNERS: With Unified Communications	OMEGA & ASSOCIATES: Without Unified Communications
The Process	 Real-time rich presence and integrated audio/visual collaboration helps Alpha team quickly address client needs.	 Unproductive phone calls and email exchanges lead to confusion and frustration. Solution is delayed and requires time-consuming travel.
Client Satisfaction	 Fast, efficient collaboration leads to quality solution and high client satisfaction.	 As compared to Alpha Partners, client perceives Omega process to be cumbersome and inferior. This detracts from the overall Omega experience and fosters lower client satisfaction.
Productivity	 High-efficiency process allows Alpha attorneys to avoid unproductive, non-billable travel time and maintain availability for other clients in parallel.	 Compared to Alpha Partners, Omega productivity is relatively low. Attorneys have less billable time and multi-client availability due to inefficient travel and process issues.
Profitability	 Facilitates profitable client service due to minimized travel costs and increased opportunities for billable time.	 Inefficient processes and travel requirements incur hard dollar costs and reduce billable hours. This lessens project profitability.

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Configuring the Ideal Law Firm Communications Solution

LEGAL COMMUNICATIONS SYSTEM CHECKLIST

Today, the optimal legal communications system should include key attributes such as:

- Low Implementation and Operational Costs:** The system should minimize capital investment and operational expense requirements. Easy manageability helps reduce the need for specialized IT effort and skills.
- Advanced, Fully Integrated IP-based Communications:** The solution should deliver advanced communication tools in a unified interface that encourages and enables effective collaboration. These tools help firms deliver superior client service, create competitive advantage and efficiently operate in a global workspace.
- Portable Connectivity:** The ability to effectively collaborate from any location with an Internet connection helps firms perform in a dynamic and increasingly globalized work environment.
- Guaranteed Business Continuity:** A technical malfunction, man-made disaster or natural catastrophe shouldn't take down your business. The qualified solution should provide carrier-grade "five nines" reliability and flexible service-assurance capabilities that ensure continuous business operations even under the most challenging circumstances.
- Flexible, Upgradable Capacity and Capability:** Technical advances, client requirements and new business needs will reshape communication requirements over time. The selected system should readily adapt as needs, resources and technologies evolve.
- Legacy Service Integration:** As they say, "if it ain't broke, don't fix it". The system should offer new capabilities without abandoning conventional telecom features you've come to rely on.
- Energy Efficiency:** Phone systems, networks and other IT infrastructure consume power around the clock. The ideal solution should be energy-efficient and comply with "green" objectives.

The ability to communicate effectively is a "must-have" capability for law firms that want to deliver superior service and build profitable, long lasting client relationships.

Historically, law firms have received voice service from an in-house PBX, hosted IP-PBX or hosted VoIP system. These platforms are typically augmented with a patchwork of freestanding voicemail, fax, LAN and email systems. However, the inability of these systems to leverage unified communications creates a liability for law firms looking to succeed in today's demanding business environment. Key attributes and limitations of these systems include:

In-House PBX Systems

- ▶ Circuit-switched TDM or IP-based equipment is deployed on site.
- ▶ Supports few communication options beyond basic dial tone and desktop phone features.
- ▶ Requires excessive capital outlay and operational expense burdens.
- ▶ Architecture incurs technical integration, system obsolescence and business continuity risks.

Hosted IP-PBX or Hosted VoIP Systems

- ▶ Voice telephony infrastructure is primarily deployed at an off-site, third-party vendor location.
- ▶ Offloads a portion of PBX equipment and management burdens to the third-party vendor.
- ▶ Limited integration with advanced communication and collaboration tools such as unified messaging, chat, presence and videoconferencing.
- ▶ Law firm is responsible for managing LAN/IT infrastructure and network Quality of Service (QoS).
- ▶ Architecture incurs technical integration, system obsolescence and business continuity risks.

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Unified Communications as a Service (UCaaS): A Compelling Solution for Law Firm Requirements

Unified Communications (UC) technology provides a robust framework that enables law firms to effectively communicate and collaborate with constituents, regardless of their physical location. Law firms can leverage UC solutions to enhance the productivity of key personnel, deliver more effective client solutions, enhance competitive abilities and achieve business continuity and profitability goals.

UC is a strong solution that helps law firms access advanced, fully integrated IP-based communications. The benefits of UC solutions offer law firms substantial productivity gains, cost reduction and an attractive return on investment.^{20 21} However, premises-based UC systems impose cost, labor and risk management requirements that are impractical for many firms. Relative to the legal communication system's checklist criteria, potential challenge areas include:

- ▶ Implementation and operational cost. UC technology platforms require capital investment and system integration effort. In addition, the law firm is responsible for managing LAN/IT infrastructure and network Quality of Service (QoS).
- ▶ Portable connectivity issues. Depending on the architecture, a premises-based UC system may have limits to feature and connection portability.
- ▶ Business continuity risks. A premises-based UC architecture can expose the firm to disaster recovery and business continuity risks and responsibilities.
- ▶ Systems upgrade risks. Firms are exposed to system obsolescence and technology upgrade risks.
- ▶ Legacy service integration. Legacy support can vary across UC vendors and platforms.
- ▶ Energy consumption. Premises-based UC systems can impose significant 24x7 power demands.

UCaaS Provides Flexible, Cost-Effective Access to Unified Communications Benefits

Many firms find Unified Communications as a Service (UCaaS) solutions are the best way to deliver unified communication advantages across their organization, without the incremental challenges of a premises-based UC system. Gartner defines UCaaS as a hosted, multi-tenant unified communications service that bundles multiple communication modalities such as voice, video, presence, mobility and Web conferencing.²²

UCaaS provides law firms with a cost effective and flexible unified communications platform they can easily extend across their organization. On-demand UCaaS services and features can also be extended to seamlessly federate with client networks, support remote and overseas offices and provide superior disaster recovery and business continuity assurance.

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Cypress Communications C4 IP: UCaaS Solutions for Law Firms



The C4 IP solution also features converged desktop capabilities

A complete Unified Communications as a Service (UCaaS) solution, C4 IP exceeds the capabilities of conventional on-premise and hosted systems.

C4 IP provides a comprehensive and flexible framework that includes voice and data, handsets, soft phones, collaboration and video services, unified messaging and advanced PBX functionality. It is backed with LAN/WAN management, a 24/7 fully redundant national VoIP network, high touch customer service and one of the industry's most robust business continuity architectures.

The C4 IP solution also features converged desktop capabilities, Microsoft® Outlook integration, presence, file and application sharing, whiteboarding, videoconferencing and instant messaging. Additionally, C4 IP features receptionist and assistant consoles, intercom, call recording, VIP call treatment, Bluetooth wireless integration, automatic call distribution (ACD), find me/follow me, client charge back and desktop faxing.

The Cypress C4 IP solution is also backed by unsurpassed performance, service assurance and business continuity capabilities. The Cypress network features a geographically distributed network that delivers carrier-grade "5 nines" (99.999%) availability. The Cypress network includes operation centers in Dallas, Atlanta and 27 other markets. The Cypress solution also features virtual connectivity and advanced failover capabilities with dynamic rerouting of traffic without disrupting calls in process.

Cypress C4 IP ensures end-to-end connectivity and quality of service from the network operating system through the local LAN to individual desktop applications and telephone handsets. C4 IP's single vendor accountability delivers reliable connectivity and a prompt response to any service disruption. C4 IP leverages advanced service assurance and reporting capabilities that enable proactive network monitoring, event management and fault remediation. The Cypress solution also features VoIP quality of service monitoring that scrutinizes technical benchmarks such as jitter and latency, as well as the Mean Opinion Score (MOS), ensuring that calls sound correct to the human ear.

Cypress C4 IP Unified Communications as a Service enables high-value personnel to efficiently deliver high-value services wherever and whenever needed, without overtaxing the firm's IT and budget resources. C4 IP provides a compelling communications solution for law firms, delivering key advantages and benefits that include:

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Operational and CapEx Cost Savings

- ▶ C4 IP UCaaS is an ideal solution for today's cost constrained legal environment. C4 IP provides world-class communication and collaboration tools without incurring capital expenditures or excessive operating expense. C4 IP provides users with a quick payback, low total cost of ownership (TCO) and attractive return on investment (ROI).
- ▶ C4 IP facilitates effective collaboration with clients, staff, remote offices, outsourcing partners and other constituents, regardless of location. The ability to effectively conduct meetings, depositions and other functions electronically can help firms minimize travel, courier service and meeting space expense.
- ▶ C4 IP's hosted service model eliminates the need to provide 24x7 electrical power and cooling for many on-premise IT components, such as PBX, voicemail and e-mail systems. This helps the firm reduce overall energy consumption and facilitates compliance with "green" initiatives.
- ▶ An outsourced C4 IP service model facilitates efficient use of in-house IT resources and frees up staff to focus on high-value internal systems.

Enables Enhanced Productivity, Superior Client Service and Competitive Advantage

- ▶ C4 IP unified communication tools enable enhanced client service and federation options that are impractical with conventional PBX systems. This helps law firms deliver superior service, create competitive advantage and build profitable client relationships.
- ▶ C4 IP videoconferencing, whiteboarding and other innovative collaboration tools allow team members and clients to immediately act on issues without the delay, wasted time and added expense incurred by an unnecessary meeting or trip. These tools also allow key contributors to spend more time creating billable client value and less time in baggage claim.
- ▶ C4 IP allows high-value personnel to be accessible and productive anywhere they have access to the Internet. This facilitates enhanced client service and allows key personnel to effectively collaborate and multitask from the office, courthouse, airport or home.
- ▶ C4 IP makes it easy for key partners and internal experts to influence and collaborate on projects regardless of their geographic location. This allows firms to efficiently access their best resources and create superior client solutions.
- ▶ C4 IP facilitates client network federation and can enable key personnel to efficiently maintain a virtual on-site presence with the client. If appropriate, clients can be allowed to access the firm's presence, messaging and collaboration systems. This level of seamless integration can help enhance client responsiveness, block competitive threats and generate incremental billable hours.
- ▶ C4 IP also provides extensive support for legacy telecom features such as intercom and fax. This gives personnel the freedom to use familiar communication tools and migrate to advanced C4 IP tools at their own pace.

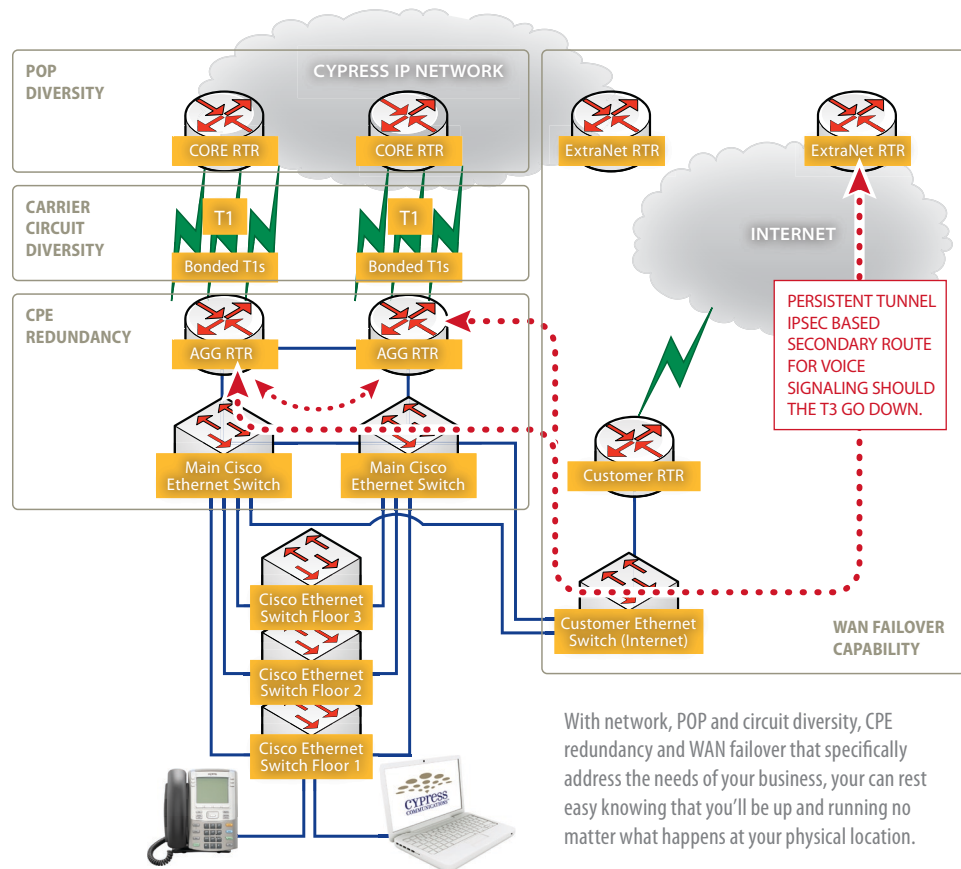
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Reliable, Secure Communication and Business Continuity

- ▶ C4 IP provides a rugged and secure hosted communications system that delivers cost-effective resource protection and business continuity in the event of a technical failure, man-made disaster, natural catastrophe, pandemic or other significant event.
- ▶ Redundant carrier-grade equipment and professional 24 x 7 system management deliver “5 nines” availability from multiple secure, geographically separated data centers.
- ▶ If a hurricane, pandemic or comparable emergency makes one or more facilities unusable; C4 IP allows firms to flexibly redirect operations to unaffected locations and allows partners and staff to maintain a virtual presence from any facility with an Internet connection.



With network, POP and circuit diversity, CPE redundancy and WAN failover that specifically address the needs of your business, you can rest easy knowing that you'll be up and running no matter what happens at your physical location.

Cypress Communications ensures end-to-end connectivity and quality of service from the network operating system through the local LAN to individual desktop applications and telephone handsets.

C4 IP's single vendor accountability delivers reliable connectivity and a prompt response to any service disruption.

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Facilitates Effective Global Service, Collaboration and Outsourcing

- ▶ C4 IP allows geographically remote personnel and clients to effectively collaborate as if they were in the same office. By making geographic distance transparent, C4 IP helps large, multi-office firms assemble effective virtual teams that create top-notch client solutions.
- ▶ C4 IP communication and collaboration tools also facilitate the project management and oversight processes that help ensure the success of a legal process outsourcing (LPO) initiative. C4 IP allows US-based legal teams to maintain ongoing oversight and presence with the firm's overseas personnel and/or third-party LPO providers. C4 IP provides the tools firms need to leverage cost efficient LPO resources without incurring unreasonable headaches or risks.

“Future-Compatible” Solution Delivers Greater Flexibility and Reduces Risk

- ▶ C4 IP provides flexible, scalable capacity that allows law firms to deploy advanced communication how they need it, where they need it and when they need it. C4 IP allows firms to easily add, reduce or reallocate communication resources in response to client needs, facility reconfiguration, staffing adjustments, mergers and other contingencies.
- ▶ The hosted C4 IP solution is a modular, extensible system designed to integrate an evolving portfolio of high impact UC technologies and business applications. The C4 IP approach provides a path for law firms to leverage new capabilities while avoiding the upgrade, integration and system obsolescence risks associated with on premise systems.

Helps Attract, Retain and Motivate the Best Team

- ▶ Advanced C4 IP communication capabilities facilitate a professionally efficient and innovative image that can help attract and retain top-notch talent. In addition, C4 IP offers state-of-the-art communication capabilities that junior staff and technically astute personnel may consider essential to their job.
- ▶ C4 IP also facilitates frequent formal and informal team collaboration that may otherwise be impractical due to time or geographic constraints. This can help a large national or multinational firm build a cohesive team with consistent values, ethics and culture. For example, video conferencing and whiteboarding can allow senior personnel to influence and mentor junior staff at physically remote offices. In turn, this can help the firm achieve knowledge transfer, employee retention and business continuity goals.

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Cypress Unified Communications as a Service Case Study: King and Spalding

Founded in 1885, King & Spalding (www.kslaw.com) is an EMEA law firm with more than 880 lawyers in Abu Dhabi, Atlanta, Austin, Charlotte, Dubai, Frankfurt, Houston, London, New York, Riyadh (affiliated office), San Francisco, Silicon Valley and Washington, D.C. King & Spalding represents clients of all sizes, including half of the Fortune 100 and companies such as Bank of America, the Coca-Cola Company, The Home Depot, Inc., General Electric and Exxon Mobil Corporation. King & Spalding lawyers pride themselves on developing continuing client relationships that are productive, professional and collegial.

King & Spalding selected Cypress Communications C4 IP for the solution's comprehensive feature set, significant cost advantages and Cypress' extensive experience in managing communications for law firms.

The C4 IP solution for King & Spalding features complete unified communication capabilities, including voice over IP, instant messaging, voicemail, audio and video conferencing. In addition, Cypress provides King & Spalding with advanced MPLS data services and a custom dual-WAN configuration that delivers increased bandwidth, quality of service, and redundant failover availability to King & Spalding offices worldwide.

"Our offices are spread across 12 time zones, and deployment of Cypress' C4 IP soft client to our attorney's laptops will allow them the flexibility to work seamlessly whether at the office, at home, or on the road," said Gene Viscelli, chief information officer at King & Spalding. "The integration of voice, video, and web conferencing will enable the various practice groups to communicate and collaborate much more effectively than they can today—no matter where they're located."

The Cypress C4 IP hosted delivery model also delivers significant cost savings for King & Spalding. The recurring Cypress service model allows the firm to avoid major upfront capital investments and ongoing maintenance fees. The C4 IP solution also provides superior manageability and service assurance. This comprehensive approach allows King and Spalding to leverage the benefits of Unified Communications without the risks costs and management overhead associated with premises-based telecom systems.

Cypress will also be providing King & Spalding with advanced MPLS data services, supporting their global efforts to increase bandwidth and achieve higher availability and survivability. The firm will be communicating via a customized dual-WAN configuration that will effectively double the amount of bandwidth that is delivered to each of the firm's office locations.

In addition, Cypress' fully redundant, carrier-grade equipment and automated failover capabilities offer King & Spalding a level of reliability and business continuity that would be impractical and cost prohibitive to deploy independently.

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Summary

Although law firms face significant challenges in the current business environment, there are substantial opportunities available to firms to profitably deliver high-value client solutions. To be successful, firms need the ability to communicate effectively whenever and wherever needed -- with clients, associates, affiliates and others.

The award-winning Cypress Communications C4 IP™ solution delivers Unified Communication as a Service that allows law offices to connect, communicate, collaborate and continue™ in today's challenging environment. The Cypress Communications C4 IP provides a fully hosted, turnkey solution that enables advanced unified communications without imposing capital investment, integration or operational burdens. C4 IP uniquely addresses emerging legal market requirements and helps law firms achieve their client service, productivity and business continuity objectives.

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For over 20 years, Cypress Communications has been helping small-to-medium enterprises (SMEs) connect, communicate, collaborate and continue™ with a range of fully hosted and managed voice, data and Internet solutions. Beginning in 2006, Cypress revolutionized the communications industry with its hosted VoIP and hosted unified communications solution, C4 IP, making it easy for SMEs to take advantage of productivity-enhancing technologies such as integrated audio and web conferencing, multimedia collaboration tools, presence, chat, Microsoft® Outlook integration and more. As a Deloitte Fast 50 and Fast 500 award recipient, Cypress is recognized as one of the fastest growing telecommunication companies in North America. In 2008, the company was also named one of Atlanta's best places to work. Cypress' hosted unified communications solution has received numerous awards and accolades, with 15 awards for excellence and innovation to date.

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