

Husch Blackwell Uses SeeUnity's Synchronization

TO SIMPLIFY HOW THEY SHARE CONTENT
BETWEEN SYSTEMS

ABOUT HUSCH BLACKWELL

At Husch Blackwell, teams of lawyers with a depth of experience within a particular industry work together, across practice specialties, to deliver comprehensive solutions to help their clients achieve their business goals. The firm's partners, associates, and legal professionals collaborate closely on client matters, so that each client benefits from the collective expertise of the firm.

For over a decade Husch Blackwell has offered clients access to their work product, case information, and financial reports through a variety of extranet platforms. By aligning client extranets with the firm's technology systems, Husch Blackwell's extranet offering efficiently synchronizes content as part of a lawyer's or paralegal's daily workflow.

UTILIZING MICROSOFT SHAREPOINT TO SHARE CONTENT EXTERNALLY HAS BENEFITS AND CHALLENGES

For over a decade, Husch Blackwell has relied on OpenText eDOCS DM (eDOCS) as their standard for Enterprise Content Management. While they were satisfied with the ECM functionality provided by eDOCS DM, they needed to find a way to share content externally with clients, local counsel, and other third parties without providing access directly to their eDOCS DM environment. Husch Blackwell implemented SharePoint in order to satisfy this need. However, using SharePoint for content sharing brought its own challenges, and the firm quickly identified many potential issues with implementing SharePoint in addition to eDOCS DM.

Specifically, the firm needed to address the issue of multiple versions or duplicative documents that spanned Microsoft SharePoint (SharePoint) and eDOCS. The firm also needed to prevent SharePoint from becoming another document repository outside of DM, which meant that any content uploaded to SharePoint was reliably moved to eDOCS to ensure compliance with firm governance directives. Husch Blackwell has also implemented custom DM profiles and needed a way to bring over some of the custom DM metadata to and from SharePoint documents.

About Husch Blackwell

Industry: Legal

Office Locations: Spanning US and UK

Number of Documents: 14.2 million

Systems deployed: SharePoint and eDOCS DM

SeeUnity Solution: Echo Content Synchronization

Customer Challenges

- Needed a way to publish content to SharePoint from DM
- Highly customized profile forms made mapping metadata to SharePoint difficult
- Needed ability to adapt to a quickly changing DM environment

SeeUnity Solution Benefits

- Provided seamless automatic publishing from DM to SharePoint
- Enabled seamless mapping of custom metadata to SharePoint without the need for custom scripting
- Allowed for a great deal of administrative oversight

 SeeUnity™

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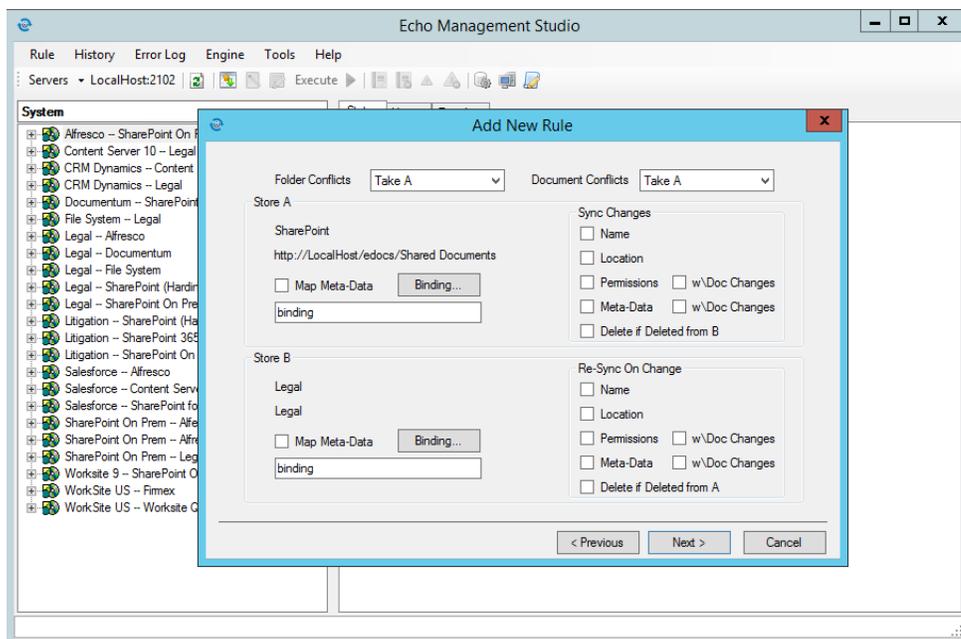
In a nutshell, Husch Blackwell had three main objectives for tackling the potential challenges of using SharePoint with eDOCS.

1. Automate the distribution of eDOCS documents to SharePoint to reduce the administrative overhead of managing an extranet site
2. Extend their custom profile metadata to documents in SharePoint
3. Have the ability to adapt to a constantly changing eDOCS document profile, workflow, and environment

Before they could benefit from using SharePoint, they knew they needed to find a solution that could help them achieve their objectives.

SOLUTIONS TO UNIQUE CHALLENGES OF USING SHAREPOINT AND eDOCS

In the search for a synchronization solution Husch Blackwell considered a multitude of options; they weighed the benefits of building something custom in-house, and evaluated multiple synchronization platforms. Ultimately, Husch Blackwell selected SeeUnity's Echo Content Synchronization solution because it was best equipped to manage the unique challenges of using SharePoint and their eDOCS DM. The powerful synchronization engine allowed for an easy synchronization between SharePoint and eDOCS.



Specifically, Husch Blackwell leveraged publishing to SharePoint from their eDOCS environment. The publishing model focused on how a change in metadata on a document profile could trigger workflows to push documents out to SharePoint. This solution made providing DM content to their SharePoint environment seamless and helped them achieve their first objective.

Husch Blackwell was particularly satisfied by the flexibility SeeUnity's synchronization provided. When constructing their sync rules they were able to pick and choose from any field available on a document profile form, map it, and when needed construct expressions from a variety of profile fields to prep the metadata for SharePoint. "Being able to manipulate the data was critical to us, and SeeUnity's synchronization solution perfectly meets those needs," stated Lann Wasson, the firm's

Senior Manager of Knowledge Management. In addition to adding flexibility, this ability streamlined the firm's approach to reading the metadata from SharePoint.

Their final requirement of adapting to a constantly changing eDOCS environment was met through SeeUnity's constant, prolific development and open communication, which was compared by Husch Blackwell to more of a partnership than a vendor relationship.

Husch Blackwell does not maintain a stagnant DM environment; they are constantly adapting it to suit new needs that arise. SeeUnity's rapid development cycle and ongoing communication has enabled them to constantly update their SeeUnity software to bring new features to satisfy these needs.

While SeeUnity helps Husch Blackwell provide content to users external from their DM while allowing their internal counsel to work directly in DM, the SeeUnity platform also benefits the firm operationally. In order to effectively manage a large number of synchronization jobs in such a dynamic eDOCS environment, the firm utilizes SeeUnity's Echo Sync administrator interface. The Admin tools provide crucial information about the performance of the sync jobs, so the firm's IT department can respond quickly when something goes wrong and be able to re-sync the data immediately to correct issues as they arise.

"Being able to manipulate the data was critical to us, and SeeUnity's synchronization solution perfectly meets those needs"

- Lann Wasson
Husch Blackwell - Senior Manager of Knowledge Management

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About SeeUnity

Integration of ECM systems has been the main focus of SeeUnity since its inception. At the time, SeeUnity's founders believed that was the largest problem plaguing the industry, and it has held true throughout the years. Today, SeeUnity supports over 15 connectors including: Alfresco, Microsoft SharePoint, OpenText eDOCS, OpenText Content Server, iManage Work, IBM FileNet, and EMC Documentum. Over the years, SeeUnity has expanded its solutions and software to enhance its integration offerings with migration, synchronization, and mobility solutions to help solve any integration challenge businesses meet.

