

# Burness Paull Improves Content Availability and Accuracy

## SeeUnity Improves Client Collaboration and Workflow



Top ranked commercial law firm

Industry

Legal Services

Burness Paull LLP is a leading Scottish commercial law firm of solicitors, with offices in Edinburgh, Glasgow, and Aberdeen. Burness Paull serves clients in Scotland and the UK and is notable for its strengths in corporate, property, and infrastructure, financial, and energy law. They are top ranked in both Legal 500 and Chambers.

### Client Collaboration

Burness Paull is focused on providing innovative legal services, collaborating and working in close partnership with their clients. Many law firms successfully use HighQ for sophisticated deal rooms, transaction management, legal project management and secure file sharing. The IT Director of Burness Paull also had previously used HighQ and highly recommended the platform so selecting HighQ was an obvious choice. HighQ not only has a great reputation in the marketplace, but also its ease-of-use, sophisticated collaboration features, and powerful iSheets module for legal process improvement were compelling draws to implement the technology.

Burness Paull also wanted the technology implemented quickly, and HighQ did not disappoint. As a SaaS platform it was simple to implement and now Burness Paull doesn't need to worry about maintenance and upgrades; that is all taken care of so they can focus on their clients. HighQ has delivered a valuable competitive advantage that their IT, fee earners, and clients find reliable, secure, and easy to use.

*"The HighQ platform is easy to use, intuitive and reliable. It is so much more than just a data room and it has allowed us to customize each site to a client's needs to deliver a tailored and personal experience," says Billy Kirkwood, IT Director at Burness Paull.*

### Information Management Priorities

Burness Paull has long had a history with strong information management and content collaboration practices. For over 10 years they have used iManage as their Document Management System (DMS). iManage is the bedrock for ensuring that their content is kept compliant and stored securely. However, as lawyers and clients demanded ways to access content outside of iManage they have adapted by implementing HighQ Collaborate.

HighQ Collaborate offered the firm robust collaboration capabilities outside of just file sharing. The firm was able to create sophisticated deal rooms so they could deliver a customized and more personal experience to their clients. However, if implemented separately from their iManage system, it could have undermined their information management initiatives.

At the time of implementing HighQ Collaborate, Burness Paull wanted to ensure the implementation was done in line with their information management initiatives, and that documents stored in iManage and HighQ could be easily managed and synchronized. As a result, the firm originally selected a third party vendor to perform synchronization of documents between iManage and HighQ.

### The Challenge

This third-party vendor (a competitor of SeeUnity), initially helped to achieve synchronization between the two systems, but it became time consuming and cumbersome for IT as well as the lawyers. This was due to the nature of the synchronization and its capabilities.

Burness Paull stores their content in data rooms which, depending on the nature of the data room, can each hold thousands of documents. Lawyers would work on content offline when out of hours or out of the office, leaving content unsynchronized between the systems. With their previous synchronization vendor, once this happened, the lawyer had to call IT and request a synchronization of content within the data room that they

### About the Project

- Implementation partner: Phoenix Business Solutions
- Systems used: iManage, HighQ, and Microsoft SharePoint
- Over 500 users were in need of a solution that allowed an automatic back-end synchronization

### Challenges

- Using multiple applications
- for client sharing, document management, and collaboration
- Previous synchronizations were long manual processes that interfered with Information Management initiatives
- Content contained links that made it difficult to synchronize between applications
- Limited capabilities of the previous tool used to synchronize content between iManage and HighQ left IT with cumbersome tasks

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had been working. Then the IT department would have to delete all of the documents in a library and initiate a full synchronization of the entire data room content library to ensure congruity between iManage and HighQ. This synchronization could often take hours due to the large quantity of content.

In theory, this process worked to ensure the synchronization of content between HighQ and iManage, but, it was not sustainable. The previous synchronization solution could effectively communicate between the systems and transfer data, but it could not track or identify changed documents on a granular level, leaving the entire library to be re-uploaded and updated. This process also required due diligence on IT and lawyers to effectively communicate.

## Finding the Right Solution

Burness Paull continued to work with the synchronization solution because at the time no better solution existed. Thankfully for Burness Paull, in 2015 SeeUnity began extending their synchronization capabilities to HighQ and iManage. ***"We have worked with many law firms to help synchronize their content between different systems. We are glad to see that this functionality is something that also helps the iManage community," says Dan Anderson of SeeUnity.*** At the completion of their development, SeeUnity entered a partnership with Phoenix Business Solutions to resell their synchronization software. Burness Paull had been a long time customer of Phoenix Business Solutions for the implementation and maintenance of their iManage system. Therefore, upon becoming a SeeUnity Partner, Phoenix Business Solutions knew exactly the solution to solve Burness Paull's synchronization issue.

## Comprehensive Synchronization

Upon selecting SeeUnity as the solution for their synchronization they were able to solve two problems. The first problem was the manual process required for synchronizing content between iManage and HighQ. SeeUnity's Echo Content Synchronization (Echo) was configured to detect any changes to content within iManage libraries and automatically publish those changes to HighQ. Because of the way that SeeUnity's Echo solution works once configured, it requires little to no admin oversight and the publishing of content takes very little time, ensuring that the content is synchronized without delays or manual processes.

With their new use of SeeUnity's synchronization solution they also implemented a bi-directional synchronization between their SharePoint intranet and iManage. Burness Paull uses their SharePoint intranet to enable communication internally between lawyers as well as a place to store their templates for content. Specifically, they have individual pages for each division and wanted to make existing content in iManage available in SharePoint. Burness Paull considered simply copying all content located in iManage Work to SharePoint, but many of the documents had links, and this would have broken the links, rendering the documents ineffective. Instead they chose to configure Echo Content Synchronization to bi-directionally synchronize all content in iManage Work with SharePoint. SeeUnity's synchronization solution enables the synchronization of documents allowing existing links to be maintained. The solution allows staff to search for templates in both iManage Work and SharePoint, letting Burness Paull have their cake and eat it too.

***"Once implemented, the synchronization solutions from SeeUnity helped us to simplify the process of synchronizing content as well as save us time and improve content compliance by synchronizing all metadata and properties, including links,"*** said Billy Kirkwood, IT Director at Burness Paull.



Content integration experts providing in-depth solutions to connect, sync, or migrate data across on-premise or cloud-based ECM solutions with external business applications. We're dedicated to improving workflow and business processes by extending applications and connecting people with content. SeeUnity supports a growing list of 20 connectors and provides comprehensive migration and synchronization tools to 500+ customers and 30+ partners worldwide. We proudly serve customers of all sizes, including Fortune 500 businesses, AMLaw 100 and 200 firms, and government entities.

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## Solution

### Echo Content Synchronization

- True bi-directional synchronization means users can work in their SharePoint Intranet
- Advanced mappings for metadata and properties including links
- Automated synchronization of content between iManage and HighQ, and iManage and SharePoint
- Administrative tool that requires little IT oversight
- Out-of-the-box solution that can be configured to publish, archive, or bi-directionally sync content between systems

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## Benefits

- Frees up IT and improves workflow
- Reduced the time and cost required for synchronization
- Bi-directional synchronization allowed users to work in their system of choice
- Synchronized and transformed document links between systems

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