







Needle & Rosenberg uses Palm® smartphones to keep attorneys connected and productive






SUCCESS SUMMARY

Implementation:

-  Palm smartphones with Microsoft Direct Push Technology²
-  Picse! PDF Viewer and PictPocket for fax viewing³
-  AIRTIME-Manager for billing³
-  Pocket Dictate for dictation³

Result:

-  Enhanced productivity via a prioritized workload
-  Continuous availability to clients worldwide
-  Increased revenue via bill tracking while mobile

Case Overview

Needle & Rosenberg PC, an intellectual property law firm, caters to a wide range of global clients—from Fortune 500 companies to the sole inventor. Boasting an experienced team of legal and technical practitioners, the Atlanta-based firm sought to keep its highly mobile employees connected and productive while out of the office. The company had been an early adopter of Palm® smartphones and sought an updated Windows Mobile® solution that could easily integrate with third-party applications.

The Needle & Rosenberg implementation included Palm Treo™ smartphones running on the Windows Mobile platform and a variety of value-added commercial software. The solution has resulted in more efficient attorneys, patent agents, and science advisors who utilize phone, email, web, and productivity applications to enhance their mobile responsiveness to clients and colleagues¹.

“Palm smartphones allow our globe-trotting attorneys to substantially increase their productivity. Tools like email, voicemail, web, and viewing PDFs and faxes help us deliver top-notch service to our clients.”

— GREG KIRSCH, SHAREHOLDER, NEEDLE & ROSENBERG PC

THE PALM/MICROSOFT ADVANTAGE

Using a Windows Mobile solution, small and medium-sized businesses can achieve annual benefits averaging \$10,044 per user.

SOURCE:
IDC Survey, 2006.



Challenge: Need for continuous contact with global clients

Needle & Rosenberg PC is one of the most experienced law firms in the Southeast dealing exclusively in intellectual property law. Servicing a worldwide clientele, company attorneys needed the ability to maintain maximum productivity while on the go. To keep its employees connected and efficient, the firm required:

- Mobile access to phone, email, calendar, the web, and productivity applications.
- A way for traveling attorneys to view important PDF files, receive faxes from clients, and view and edit Microsoft® documents such as Word and Excel®.
- Seamless integration with third-party applications such as time capture software on Windows Mobile devices.
- A scalable solution that interfaced directly with the firm's existing Microsoft Exchange Server.

Solution: Easy access to premium mobile tools

Rod Ochs, IT director at Needle & Rosenberg, researched BlackBerry® devices but quickly dismissed them in favor of Palm smartphones for the ability to connect to the firm's existing Exchange Server—without middleware—and support for commercial Windows Mobile productivity applications. Each attorney, patent agent, and science advisor gets a Palm smartphone, Bluetooth® wireless technology headset³, and travel kit³ with automobile charger and international adapters. The solution includes:

- Palm smartphones loaded with frequently used Microsoft applications and third-party software to view PDF files and faxes³ received as email attachments.
- Built-in Internet Explorer® Mobile to access airline schedules, personal email accounts and other remote information resources while mobile.
- AIRTIME-Manager software³ to let attorneys capture billable time while mobile by wirelessly transmitting time and client account information to the firm's accounting system!
- Pocket Dictate software³, which automatically encrypts dictated memos and sends them directly to the appropriate administrative person for transcription.
- Bluetooth® wireless keyboards³ that make working with longer emails and documents easier.

Benefits: Rapid responsiveness and greater productivity

Since deploying Palm smartphones, Ochs has received rave reviews from employees who can more easily service clients, check schedules, capture billable time, and stay on top of a variety of tasks. The benefits of the implementation include:

- Connected mobile attorneys who can communicate wirelessly with colleagues, clients, and personal contacts through email, phone, web, text messages, and threaded chat.¹
- Greater productivity through the ability to quickly scan and prioritize received documents, faxes, and PDF files—rather than calling back to the office to have an assistant perform paperwork triage.
- A reliable, nearly transparent means of tracking billable hours that benefits the firm's revenue stream and enables workers to focus on their number one goal: client satisfaction.
- Extended value from the firm's investment in Microsoft technology through a direct connection between Windows Mobile smartphones and the Exchange Server—with no need for more costly middleware.

Thrilled with the initial implementation, Needle & Rosenberg is already planning to add more applications. "We've got a dedicated team of folks who are continuously evaluating their own productiveness," said Ochs. "When they ask me to add more value to their devices, I accommodate them. Palm devices make it easy."



Mobility Solutions

¹Within wireless service coverage area only. Web, email, and messaging require data services from a mobile service provider at an additional cost. ISP and/or VPN may also be required at additional cost.

²Microsoft Direct Push Technology requires Microsoft Exchange Server 2003 with SP2 or Exchange Server 2007.

³Sold separately.



For more information: www.palm.com/business www.needlerosenberg.com