

## Winthrop & Weinstine Uses Interwoven

### WINTHROP & WEINSTINE

#### A PROFESSIONAL ASSOCIATION

Full-service law firm with extensive legislative/lobbying practice founded 1979

#### Industry

Legal Services

#### Geography

USA

#### Challenges

- Provide a transparent document management solution with robust collaboration functionality
- Create secure document repository that prevents accidental deletions
- Serve lobbying practice clients with timely online reports of state legislative activity
- Reduce staffing costs for legislative monitoring service

#### Deployment Summary

- Uses WorkDocs for document management solution firmwide
- Uses WorkPortal and WorkSite Server in the lobbying/legislative group

#### Benefits

- Deployment of an integrated, companywide document management system with flexible security
- Conversion to Interwoven completed quickly with no system downtime
- Implementation of legislative activity Website provides value to clients and competitive advantage to the firm
- Reduction by 66% in legislative administration support



*“One client told us our Website worked better than the state legislature’s official site.”*

—Craig Wilson, IS manager

Winthrop & Weinstine, an entrepreneurial law firm with offices in Minneapolis and St. Paul, Minnesota, prides itself on providing highly responsive client service and for, passionately championing client issues with innovation and creativity rather than out-moded tradition and standard formulas. Given that commitment, it was imperative that their legislative/lobbying practice use the most robust Internet technologies to communicate fast-breaking legislative developments to its clients.

Unfortunately, their document management system wouldn’t cooperate. Lacking a robust Web component, it built a wall between the firm’s information and its clients. Vast amounts of time were wasted as a full-time staff of six would download, edit, rekey, and then fax information to the firm’s clients once a week. “With as many as 250 bills a week and faxing to more than 100 companies, it was a big job,” says IS manager Craig Wilson.

#### Combining portal and collaboration for instant communication

Interwoven WorkSite, formerly of iManage, proved to be ideal for the dynamic, interactive legislative solution Wilson had in mind. The WorkSite application is a comprehensive, integrated application suite that delivers document management, collaboration, portal access, knowledge management, workflow and business process automation in a single solution on an Internet platform. Winthrop and Weinstine implemented WorkDocs to enable document management

firmwide, WorkTeam to allow the firm’s legislative staff to collaborate in producing and updating content, and WorkPortal to share that content securely with clients via the firm’s extranet.

“The change with WorkSite has been dramatic,” Wilson says. “Instead of information being up to a week old, it is never more than two hours old. And we now do the same job in a fraction of the time, with one administrative assistant and a backup typist.”

#### Ensuring bulletproof document security

Wilson also liked the security inherent in the WorkSite architecture. “With our other system, we once had a user accidentally delete the entire DMS directory on one of our sites,” he says. “On WorkSite, this can’t happen because of the three-tiered architecture. All documents reside on one server and no one can touch it.”

Converting from their old system to Worksite was quick, painless and virtually invisible to end users. After a few months of planning, testing and customization, “we converted both of our offices in one weekend, with a half day of training for our administrative staff and a lunch session for our attorneys,” Wilson says.

#### Driving competitive success

The legislative Website has become a major differentiator for Winthrop & Weinstine. “The attorneys now use this service as a

marketing tool,” Wilson says. “Clients are looking much more closely at the level of service they get from a law firm, and making it a bigger factor in choosing a firm. A service like this is a real competitive advantage for us.”

“WorkSite has been thoroughly accepted by our attorneys and staff, and has eliminated the service and security problems we had

before,” Wilson says. “And the amount of money that the firm has saved—more than two staff salaries, and thousands of dollars on tech support—is very significant for us.”

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