



ALA Business Partner News

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Business Partner Interview: Worldox

5 Questions with Ray Zwiefelhofer, President, World Software Corporation

1. What value does the ALA community offer to your organization?

ALA offers a network of law firm management professionals unlike any other organization in the legal market. World Software attends more than 20 events and tradeshows annually, but the ALA events in particular are high on our return on investment (ROI) list. With more than 6,000 law firms and legal departments as customers, it is impossible to meet or even market to this group, not to mention tens of thousands of prospect firms. ALA allows us to market our target audience through advertising and tradeshows without feeling like we're selling to the audience, but instead part of the audience and community as a whole.

2. What priority do you place on face to face engagements, and what has your experience been with ALA for both current and new customer interaction?

In professional markets such as legal, there is no substitute for face-to-face meetings. Shaking a hand and chatting about topics outside of what we are hoping to sell are integral for building the rapport and relationship with firm directors that will last for years to come. As I mention frequently to my staff, the prospect may not be buying today, or even this year. However, they will remember a smiling face and that our company has consistently been here for the last two decades, waiting for when they are ready to purchase. Again, we strive to build that lasting relationship. We also have very loyal customers as ALA members. There is not one ALA show that passes where an existing customer doesn't bring a friend by to introduce them to Worldox and provide a personal recommendation.

3. What can an ALA member do to improve business partner relationships for their firm?

Partnerships go both ways. Make sure current and future partners understand you do not want to be sold to. Your firm wants a partnership with companies that can educate you on what might work well for your firm. Once the relationship is there and there's a product need, then the sale will come. Networking and tradeshows are a great way to learn about product offerings and meet new contacts. Our company has been in the legal business for 28 years. I'm amazed at times as I look through our database of new monthly accounts and find we have been talking to some firms for 5 or 10 years. Get recommendations from your peers, start a relationship with these companies well before you actually need the product and then build a friendship. Then when you are ready to buy, you will know the company well.

4. Why is it important for members to regularly engage with an existing business partner?

Software vendors like World Software are continually coming out with new product enhancements and integrations that are solely designed to help a firm better manage its workflow or produce its work product. Worldox, for example, provides all minor and major versions of our software at no cost to existing maintenance customers. This is a tremendous value to the firm and even further enhances their ROI. We have customers that we have served for two decades and in that time they have enjoyed continual upgrades and improvements to keep their firm current. It's not just the operation of Worldox

that improves, but also integration and partnerships with key products, such as new versions of Microsoft Office, comparison programs, case management and more. I believe in 2015 we worked on more than two dozen third party integrations and improvements, most of which the customer has access to at no charge. So call your vendor annually and either set up a GoToMeeting session or in-person demo of what's new. There will certainly be something novel that you can bring to your users that will enhance their productivity.

5. How can small firms, or even satellite offices, share new solutions and ideas with partners from central or HQ offices?

You have to love the technology we have now. You cannot always travel to your remote offices, nor can every vendor present in person to everyone that we'd like to. The use of video conference technology has become cheaper and easier to use than ever. I recently visited one of our large Boston clients and presented our latest product. As I sat down and plugged in my computer, I noticed on their large monitor that there were three mini screens with their other three offices attending. This solution took my laptop image and quite seamlessly pushed it up so all remote offices could participate in my demo. This is about as seamless as it gets. However, I happen to know that this particular technology costs in the tens of thousands of dollars. If you don't have this budget, start small. While most of my staff is in New Jersey, we are opening more offices, and we have remote employees in Florida, California, Arizona and now Europe. I wanted a richer meeting experience. I had IT order a bunch of inexpensive desktop cameras for remote users, and then spent around \$1,000 for a nice-sized conference room camera for corporate headquarters. We also have Skype accounts for ad hoc calls and use our GoToMeeting account for more formal meetings, which allow video conference and screen sharing. This did not cost a fortune to purchase and set up, but it is amazing how much more unity we have in our meetings and presentations. When we have a partner come to our office to present we can easily link in appropriate remote users.

RAY ZWIEFELHOFER

President, World Software Corporation



Ray Zwiefelhofer has more than 25 years of product solution experience within the legal technology market with expertise in AMLAW 250 and Fortune 500. He was a President, CEO and CIO at several software solutions startups and the CTO at a Fortune 500 company. Those companies include Bowne, Imagineer, Equitrac and Diebold. Prior to joining World Software, Zwiefelhofer was the Founder and CEO for nQueue, a global cost recovery company.