

How Inadequate Mobile Technology Is Costing Your Firm Money and Time

MARCH 10, 2020

ZERO AI-POWERED EMAIL FOR
INNOVATIVE LAW FIRMS





Overview and Learning Objectives

Are lawyers at your firm struggling to bill enough hours, despite working around the clock? Join us to learn how their mobile devices may be working against them—and how investing in the right technology will help your lawyers be more productive and your law firm be more profitable. In this webinar, you will learn:

- How mobile technology and the proliferation of mobile devices is **changing the legal workplace**
- The biggest **productivity pitfalls** when it comes to mobile devices
- How your firm can **leverage mobile technology** as a competitive advantage to help lawyers be more productive and less stressed, while generating more revenue



Millennials in the Workplace

43%

of practicing lawyers in nearly 400 of the largest U.S. firms are millennials*

75%

of millennials think a **“work from-home”** or **“work remotely”** policy is important**

93%

of millennials polled cited **modern and up-to-date technology** as one of the most important aspects of a workplace***

56%

of millennials believe that **AI can be leveraged to automate routine and mundane tasks** to increase productivity****

*“This generational group is the largest in BigLaw,” *ABA Journal*, November 2017

**Deloitte Global Millennial Survey 2019

*** Joint poll with Microsoft and SurveyMonkey

**** [2016 Dell & Intel Future Workforce Study Global Report](#)



The Potential of Mobile Technology

Mobile technology has the potential to function as a virtual “command center,” particularly when traveling:

Monitor, read, and
respond to email

Quickly connect with clients
and colleagues

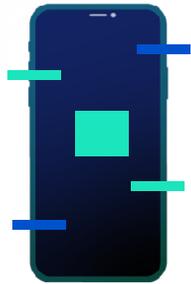
Review and manage case-
related documents

Hotspot for connectivity when other
options, like airport
Wi-Fi, are not secure enough for
sensitive communications





The State of Mobile Technology at Law Firms



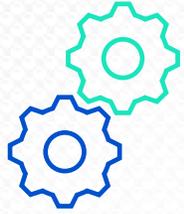
Many legaltech apps have **clunky UI** that makes them hard to use.



Mobile apps often **don't meet the rigorous data security standards** that law firms and their clients insist on.



Most phones are **poorly equipped to effectively manage specialized legal tasks** with the efficiency of desktop tools.



Productivity and Profitability Drain

64%

of law firm business leaders think that **insufficient leverage of technology** is a high or medium risk to law firm profitability*

32%

of law firm business leaders see **underperforming lawyers** as a high risk to profitability*

10%

Decrease in the average number of billable hours per lawyer since 2007**

1%

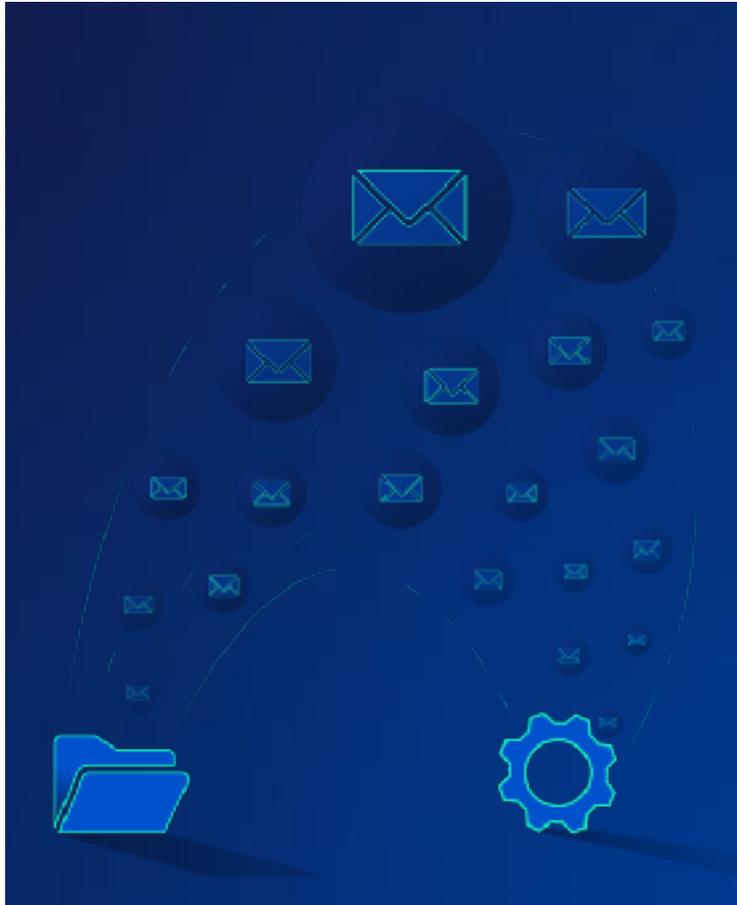
Decline in law firm productivity year over year, despite growing headcount and demand.**

*Legal Executive Institute 2019 Law Firm Business Leaders Report

**Legal Executive Institute 2020 Report on the State of the Legal Market



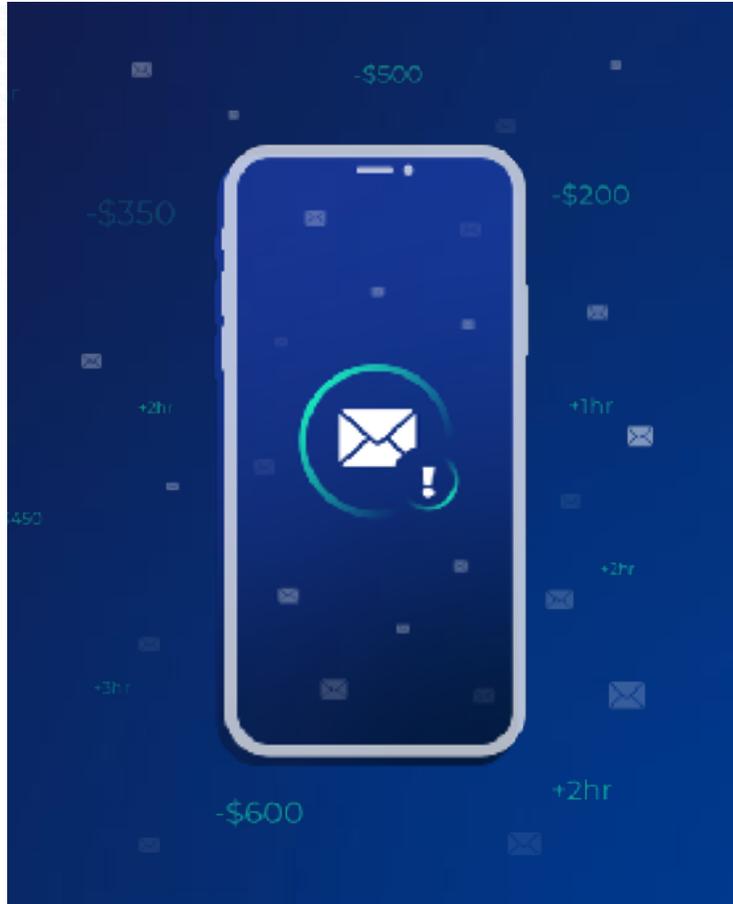
Revenue Leakage: Email Filing



Assuming that **the typical lawyer loses a half hour of billable time per day** because of the inability to file emails to the DMS or to email folders from mobile devices, a firm with **100 lawyers** and a blended **billable rate of \$300** loses almost **\$3 million per year** in potential revenue (opportunity cost).



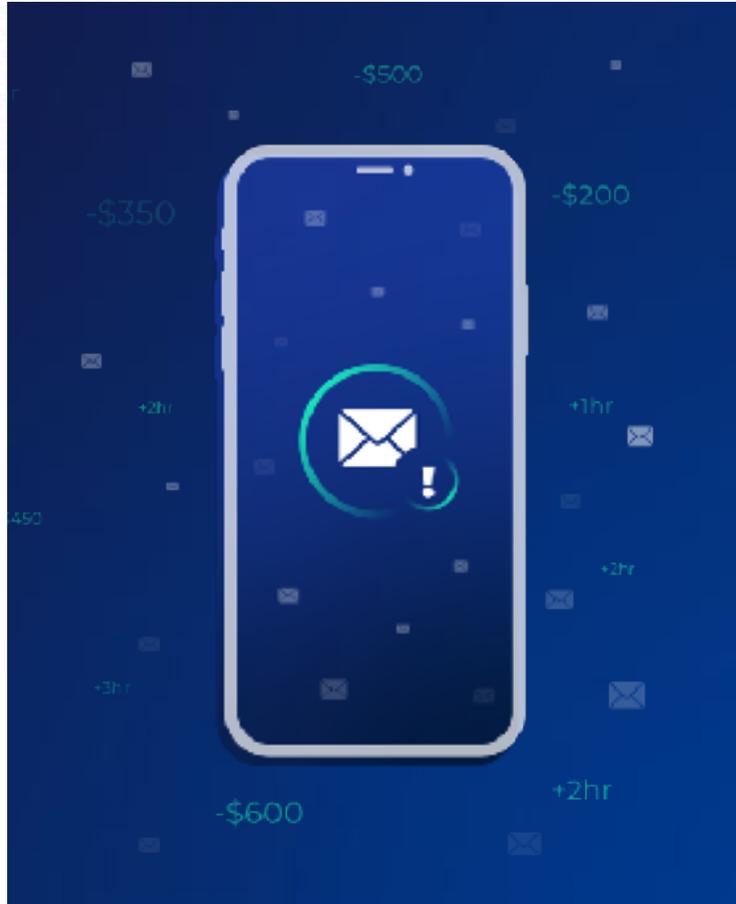
Revenue Leakage: Mobile Time Capture



Assuming that **the typical lawyer loses an hour of billable time per day** because of the inability to capture time spent interacting with client-related emails from mobile devices, a firm with **100 lawyers** and **a blended billable rate of \$300** leaks **almost \$7 million per year** in potential revenue.



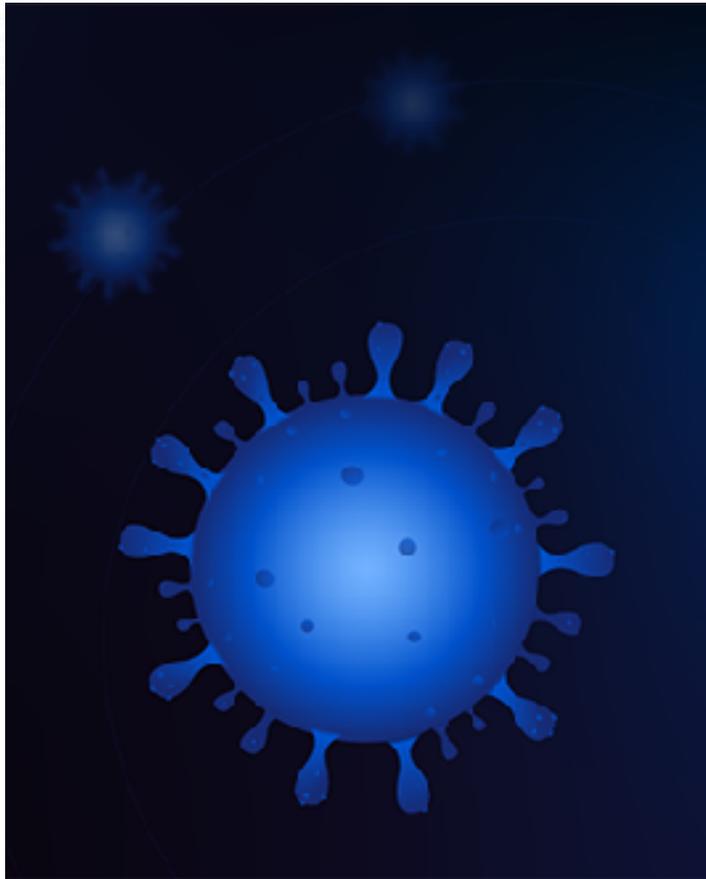
Revenue Leakage: Mobile Time Capture



Annual Value of Leaked Time per Timekeeper					
Hourly Rate	3	4	5	6	7
\$300	\$10,800	\$14,400	\$18,000	\$21,600	\$25,200
\$400	\$14,400	\$19,200	\$24,000	\$28,800	\$33,600
\$500	\$18,000	\$24,000	\$30,000	\$36,000	\$42,000
\$600	\$21,600	\$28,800	\$36,000	\$43,200	\$50,400
\$700	\$25,200	\$33,600	\$42,000	\$50,400	\$58,800
\$800	\$28,800	\$38,400	\$48,000	\$57,600	\$67,200
\$900	\$32,400	\$43,200	\$54,000	\$64,800	\$75,600
\$1,000	\$36,000	\$48,000	\$60,000	\$72,000	\$84,000



Financial and Operational Risk: Remote Working



- As COVID-19 spreads globally, businesses realize that they need to enable remote working to protect employees
- Law firms are not excluded from this reality, with firms such as Quinn Emanuel and Baker McKenzie closing offices in key markets like New York and London.
- Mobile functionality is a key component of an effective remote working strategy.
- **Does your law firm pass the coronavirus challenge?**

1997

1999

2007

2014



Communication
on demand

Email
in your pocket

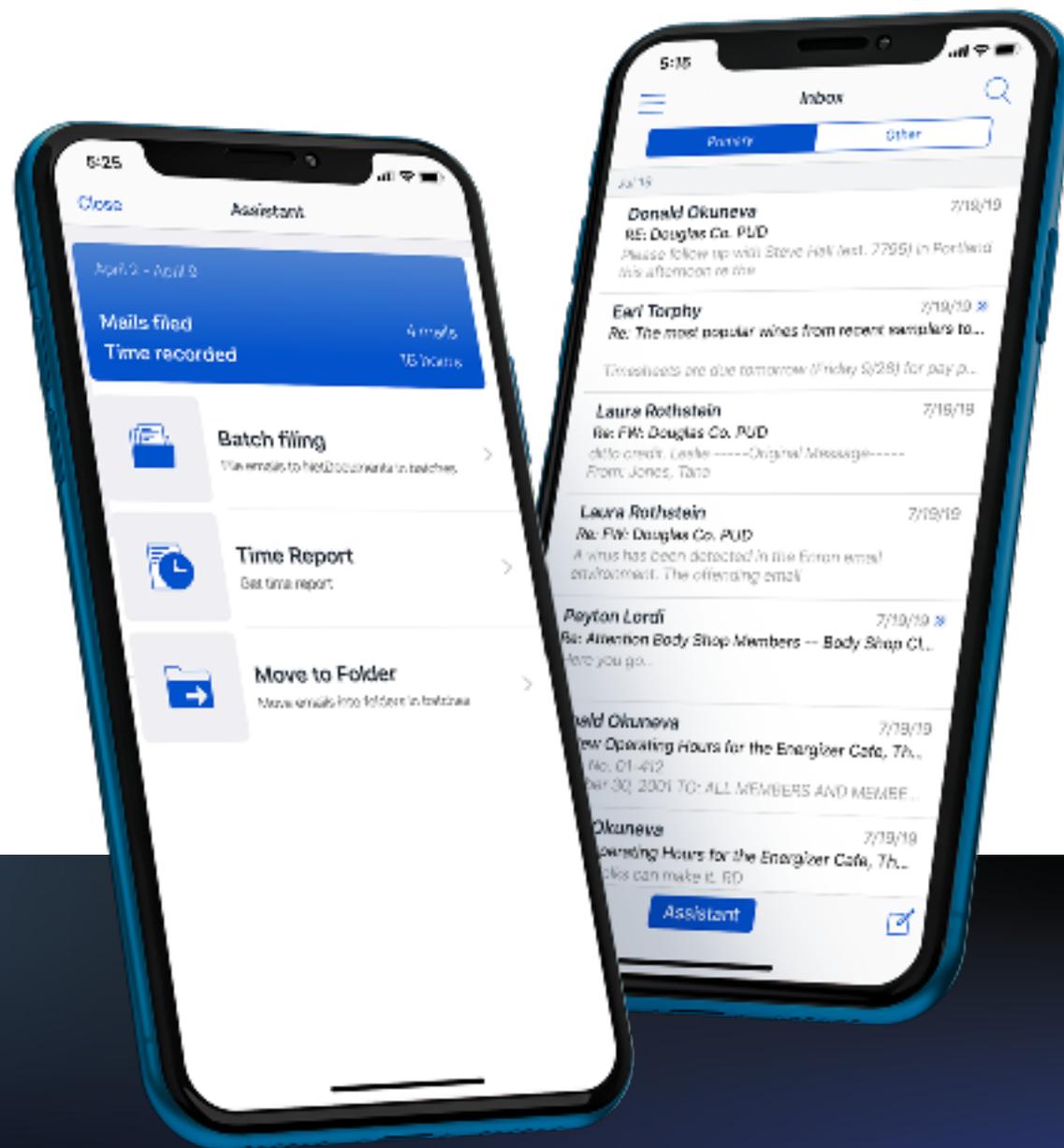
Internet
in your pocket

AI
in your pocket

ZERØ AI-POWERED EMAIL FOR
INNOVATIVE LAW FIRMS

Introducing ZERØ

The first mobile app engineered to help
lawyers work less and bill more



Operational Excellence



Profitability



Security



Productivity



Compliance

ZERØ

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