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RevTup Business Care Legal™ Technology Education Series

The New Virtual Law Office - Less is More ...and It's Green



VirtualGreen
Law Office



Breaking Technology Barriers

i/+Λ International Legal
Technology Association
Peer Powered

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RevTup™
the launchpad
WE MANAGE THE TECHNOLOGY

RevITup™ Business Care Legal

The New Face of IT for Law Firms

THE OLD MODEL OF IT



Putting out fires – reactive, break/fix, costly downtime

About The Launch Pad

The Launch Pad is a leading web and technology services provider with a customer base spanning professional services, medical, legal, non-profit and small manufacturing sectors.

Operations

- Founded in 1992
- Strong Focus on Legal & Financial Services
- 24x7x365 Monitoring & Remote Management
- 24x7x365 Helpdesk
- Expert Legal Services Technology Managers
- Hardware & Software Sales, Web Services & Data Cabling
- 2009 Tampa Fast-50 & Inc.5000 fastest growing companies



OUR APPROACH



Our RevITup™ Business Care Legal Managed Services mean our law firm clients enjoy a fixed monthly fee that never fluctuates regardless of how many service calls. The Launch Pad's Legal Services team has been serving the needs of law firms and corporate legal departments since 1992. We grasp the complexities law firms face in their efforts to use technology to improve the way legal services are delivered. These challenges are heightened when firms are forced to work within the constraints of a tough economic climate. In response The Launch Pad had introduced our Legal TechEd Series with the goal of educating firms on cost-effective, innovative technology management solutions.

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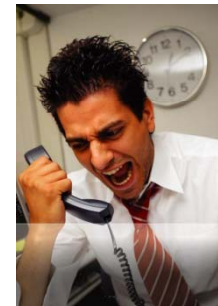
Technology Challenges Facing Law Firms

Does your firm spend too much time on the basics of providing technology services?

Are you increasingly reactive and unable to focus on projects that enhance the firm's competitive position? *For example, does supporting remote access users take a backseat to rolling out a more effective document management system?*

The Hard Truth About Legal IT

- On the average law firms devote more than 80% of IT staff time and budget to infrastructure and end-user support/management.
- Less than 20% of technology resources are applied to the practice of law.
- More than 60% of law firm employees are not very satisfied with their user experience.



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Can Virtual Technologies and Green IT Benefit Your Firm?

Both green IT and law office virtualization have created a buzz. They are being touted as key strategies to maximize resources and reduce cost of ownership.

What's the Evidence and How Do You Make the Case?

- How does virtualization fit into the equation for your firm? What are the real benefits and savings to server and desktop virtualization... and the downsides.
- What exactly is "Green IT"?
- What can you do to pinpoint inefficiencies to implement cost effective strategies that save our firm money, reduce our resource footprint and provide a measurable return on investment?
- What is the best strategy for gaining buy-in from the firm decision makers and designing carefully crafted, least painful migration paths for end-users.

In "The New Virtual Green Law Office" step away from the hype and hone in on applied, real-life virtualization strategies that are practical for firms of all sizes to deploy and manage.

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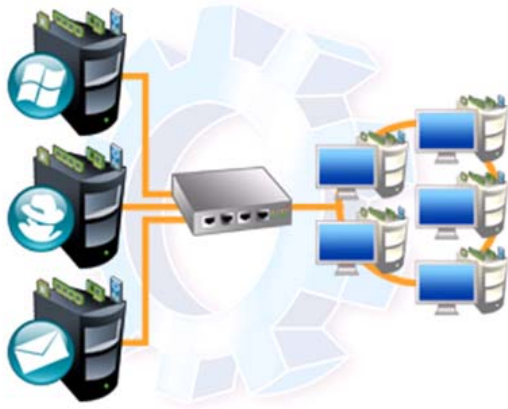
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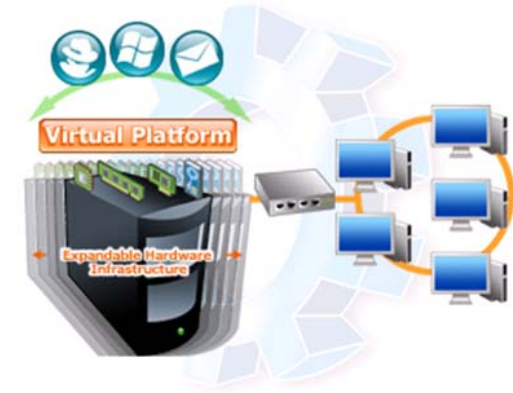
What Makes IT Virtual?

Servers and Desktops and Data Centers

Technology as a Service (TAAS)



- Server Consolidation
- Thin Clients or Virtual Desktops
- SANS: scalability/distribution
- Centralized Management
- High Availability
- Reduced User Impact
- Reduced Capitalization (cloud)
- Standardization
- Equipment On-Premise or Data Center or Both



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Meeting Technology Challenges with Virtualization

The Usual Suspects

• Mobility/Remote Access

- Remote access to Email, Calendars, Document Management Systems, Billing and Time Keeping Systems – NO downtime. Desktop Follow Users. Diverse Delivery

• 100% Availability – No Missed Billing Opportunities

- Printer and Resource Uptime Reliability
- Business-Critical Applications (EMR, Case Management & Calendars, Doc Management & Billing)

• Business Continuity & Disaster Recovery

- Disaster Recovery Planning, Testing and Implementation

• Security

- Securing confidential client records internally and externally. Securing user access.

• Help Desk and Network Support

- Reducing workstation management. Simplifying management and reducing response.

• Technology Planning & Decision Making

- Identifying and Implementing the Right Technology Tools for Your Firm
- Simplifying rollout of applications, new users

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What Makes IT Green?

Three key components of green technology:

- Virtualization
Less material, less production, less consumption
- Energy Efficient Resources
- Green Strategies



The Green Buzz

Un-utilized server capacity equates to approximately: \$140 billion, a 3 years supply of hardware and more than 20 million servers

Every server virtualized is equivalent to removing 4 tons of carbon dioxide (CO₂) from the environment or taking 1.5 cars off the road annually.





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What Makes IT Lean?

How does consolidating servers through virtualization and deploying VDIs (virtual desktops) and thin clients significantly reduce hardware costs, maintenance and power consumption by more than 50%.



- Purchase fewer physical servers/less space
- Add applications without adding hardware
- Thin clients cost about ½ of desktop
- 50% reduction in server power use/cooling
- Reduced space requirements
- 50% reduction in workstation power use
- Reduced server cost of ownership
- Central server management
- Significantly reduced desktop management

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Estimating Virtual Green IT ROI Metrics for Your Firm

Calculate your firm's footprint to get an accurate Green ROI (return on investment) on 3, 5, and 10 year benefits of virtualization and green technology strategies

Scenario: 4 Servers/50 Desktops



- **Server/Desktop Hardware Cost Savings = \$27,000**
Midline Server - \$6000 x 4 = \$24,000 Desktop- \$900 x 50 = \$45,000
Virtual Server = \$12,000 Thin Client= \$300 + Licensing \$300 = \$600 x 50 = \$30,000
- **Power Management/Cooling Annual Savings = \$1170**
About \$25 per month per server x 3 = \$75 X 12 = \$900 savings
About \$9 per month per desktop x 50 = \$45 x 12 = \$540 /50% for thin client = \$270 savings
- **Reduced Annual Technology Management Costs = \$18000**
40 Hours Spent Per Month Managing Servers @ \$25/hr = \$1000 /50% = \$500 x 12 = \$6000
80 Hours Spent Per Month Managing 50 Desktops @ \$25/hr = \$2000 /50% = \$1000 x 12 = \$12000



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Calculating Life Cycle ROI for Virtual Green Offices

Calculate your firms footprint to get an accurate Green ROI (return on investment) on 3, 5, and 10 year benefits of virtualization and green technology strategies

Scenario: 4 Servers/50 Desktops



- Server/Desktop Hardware Cost Savings = \$27,000 – 3 Year Life Cycle
- Power Management/Cooling Annual Savings = \$1170
- Reduced Annual Technology Management Costs = \$18000

3 Year ROI $\$27,000 + \$(1170 \times 3) + \$(18,000 \times 3) = \$84,510$

5 Year ROI $\$84,510 / 3 \text{ years} = \$28,170 \times 5 = \$140,850$

10 Year ROI $\$84,510 / 3 \text{ years} = \$28,170 \times 10 = \$281,170$



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The Devil's in the Details

What are the challenges you are likely to face in implement virtual green technologies:



- Proper Design, Resourcing & Implementation
- Licensing – Upfront Capitalization
- Complexity in Deployment
- End User Acceptance – Its Change!



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Making Your Case to End-Users. Exercise Due Diligence

End-user acceptance can be the biggest barrier to virtualizing law offices. Proactively meet the challenges of implementing end-user Virtual Desktop “VDI” experience.

- Understand Your Complete Environment
- Map and Verify ALL Applications & Workflow
- **Set User Expectations** – This is a Fundament Shift in How Technology will be Delivered. Processes and Performance Can Change.
- Create and Present a Benefits One Sheet for Staff/Partners
Device Neutral, Less Downtime, Desktop Anywhere, Mobile Focus, Desktops Dynamically Upgraded
- Outline Roadmap/End Result – Take the Fear Out of the Unknown



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Making the Case for Decision Makers

Strategies to gain buy-in from the firm decision makers as well as carefully crafted migration paths for end-users.

- **Present an ROI & Workflow Analysis:** Seeing is Believing
- **Create a Staged Migration Plan:** Decommission Servers Virtualized First, Can Use Existing Desktop Hardware, Can Run Hybrid Environment
- **Set Management Expectations:** Layout High-Level Benefits, Long-Term Advantages
- **Engage a Virtualization Partner:** Experienced Partner Can Help Quantify Benefits, Provide More Accurate Roadmap and Insure Correct Architecture
- **Explore Managed IT Services:** Reverse the 80/20 rule. Works with existing IT department or outsourced model. Fixed fee model further reduces technology footprint

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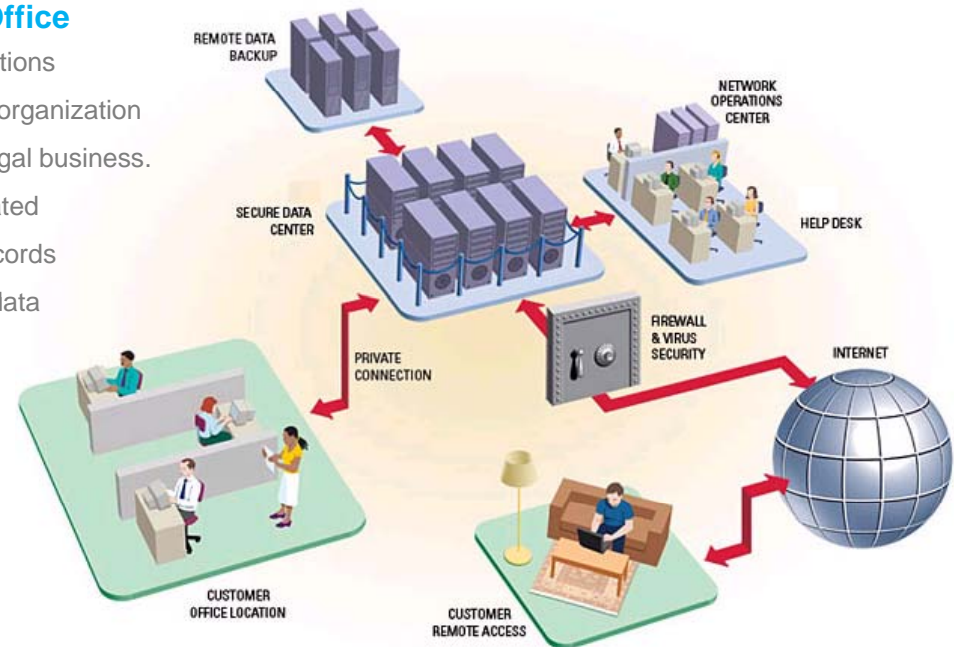


RevTup VirtualGreen Law Office™.

In an effort to help our small and medium sized business clients incorporate green strategies and move to a consolidated, virtualized environment for their technology management, we developed and integrated and packaged virtualization solution priced for non-enterprise clients; RevTup VirtualGreen Office™. A component of our Easy-To-GreenIT™ initiative, this is a turnkey solution that includes our design, installation, licenses, migration and training of existing IT staff if needed. Think of it like a virtual network in a box. It can live on your site or in a data center. We've also created a VirtualGreen Tech Audit and ROI (return on investment) calculator to show you the savings in terms of hardware, management and power consumption, both short and long term.

RevTup™ Business Care Legal with VirtualGreen Law Office

- ❖ Start to Finish Deployment of Virtualized Environment/Data Center Options
- ❖ Increased focus on the practice, instead of building technical services organization
- ❖ Realize the full potential of technology best-practices applied to the legal business.
- ❖ Greater security, as desktops, servers and software are routinely updated
- ❖ Insure availability of data and case management resources –client records
- ❖ Assure attorneys and remote users have mobile access to email and data
- ❖ Maintain 24x7x365 monitoring for maximum uptime & performance
- ❖ Managed Backup & Disaster Recovery Solution – Onsite/Offsite
- ❖ Significantly reduce IT costs and complexity
- ❖ Unlimited User Help Desk/Predictable set monthly fee



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RevITup™ Easy-to-GreenIT™

- **Incorporate Managed IT Services** – remote remediation means 90% reduction in truck rolls
- **Implement Energy-Efficient Servers and Printers with Power Saving**
- **Implement Notebooks Instead of Desktops** (50% savings)
- **Virtualization/Cloud** – Using virtualization to maximize IT resources (server hardware consolidation/smart clients) and greatly reduce cost of ownership, use of resources and power.



Recycle Old Equipment The Launch Pad Teams with eCycling.com

Computers, monitors and other electronics contain toxic materials that can harm the environment and creates an estimated 70% landfills. In June 2009, The Launch Pad teamed with eCycling.com, a Tampa-based, nationwide IT asset disposition and electronics recycling (eCycling) service provider.

GreenBack™ Community Outreach Program – Nonprofit Organizations

In addition to facilitating eCycling services for clients, gently used PCs and other equipment will be recycled back into the community and made available to nonprofit organizations throughout the Bay area. If you are a nonprofit organization, you can sign up on our website through the Easy-to-GreenIT link with your wish list, and we will distribute equipment on a first come, first serve basis. If you are a business disposing of equipment, you can opt to designate your equipment to profit of choice or the next in need on our list.



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The Total Technology Solution

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The Launch Pad's Expert Help Desk

- ✓ Fixed Monthly Fee
- ✓ Antivirus/Antispyware Included
- ✓ Unlimited Help Desk
- ✓ Monitored/managed 24x7x365
- ✓ Instant Remote Remediation
- ✓ No Downtime

RevTup™ BDR Series



Bulletproof managed backup

- ✓ Real-time onsite/offsite
- ✓ Standby server virtualization
- ✓ Easy File Restores
- ✓ Bare Metal Server Restores
- ✓ Monitored/managed 24x7x365

RevTup™ Business WebSentry™



Complete visibility and control over web content, web applications and web threats

- ✓ Bandwidth Optimization
- ✓ Website Content Filtering
- ✓ Website Blocking/Monitoring
- ✓ User Traffic Reporting
- ✓ Content Filtering
- ✓ User/Bandwidth Web Reporting



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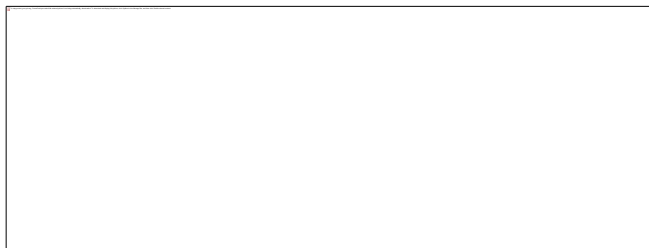


Webinar attendees will receive a White Paper

 “Breaking Technology Barriers: The Best IT Investment for Your Firm”

Download at www.launchpadonline.com/VirtualLaw

Attendees are also eligible for a complimentary RevTup Easy-to-GreenIT Legal Technology Audit to immediately gain visibility into worst offenders and the simplest methods to help “Green” your firm.



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