

Legal & Consulting Services

Leading Intellectual Property Consultancy
Enhances Customer Service and Staff
Productivity with DocuShare CPX



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Bryn Aarflot AS (BAA) provides consultancy and advice across all areas of intellectual property law to inventors and organisations. BAA has several times been voted the leading intellectual property (IP) company in Norway—most recently in 2007, when the company also celebrated its 60th anniversary. The company has chosen Xerox's DocuShare CPX content management system to create a central database of its customer information and promote knowledge sharing among its professional staff. DocuShare is integrated into an Intellectual Property Management Solution that helps keep extensive IP-related content under control.

The Challenge

BAA's success is based on the quality and competence of its people in what is a very complex field of work. To operate effectively, they need fast, easy access to customer information and specialist knowledge in the organisation.

However, Liv-Ellinor Torp, BAA's chief executive officer, explains that Bryn Aarflot was finding it harder and harder to store, track, and access customer and corporate information. "We had lots of paper in our offices. Paper was everywhere. It was very hard to find what you wanted when you wanted it and this had an impact on productivity and customer service. For example, when a customer telephoned with a question about an outstanding matter, the lawyer responsible would literally have to go and track down the paper file and then call the customer back, which could take up to 30 minutes. Clearly, this was inefficient and frustrating for both customer and employee."

Bryn Aarflot's existing SQL database was inadequate. It had a poorly designed file structure, no central filing system, and limited search capabilities so that staff could only search for a specific document title, and not for document content. Therefore, if you did not know which document you needed, you had no way of locating the information you wanted. With no document lifecycle management, Bryn Aarflot could not track changes to versions of documents and had no audit history of changes. It could not easily locate historic documents from past cases.



About Bryn Aarflot

Headquarters: Oslo, Norway

Industry: Intellectual Property

Applications: Digital filing and archiving, records management, knowledge management integration with CRM and ERP applications

Summary: Norway's leading IP consultancy, Bryn Aarflot, relies on the expert knowledge and experience of trademark, patent, and other intellectual property legislation it has built up over 60 years. Using a Xerox DocuShare CPX-based solution to create a single database of customer information and a knowledge repository for employees is helping Bryn Aarflot to further develop its service to customers and to leverage its expertise across the organisation.

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BAA provides counsel and business advice on strategic IP issues such as patents, trademarks, design, copyright, domain names, and marketing law/ competitive practice for international companies who operate in Norway and Norwegian companies who work in other countries.

When someone wanted to work out of the office, he or she had to transport lots of paper files, which was both inefficient and insecure.

What's more, the volume of content was rapidly outstripping capacity. The database capacity exploded from a few gigabytes to more than 50GB in a short space of time, which significantly slowed system performance and response— further adding to employee frustration.

In addition, lack of access to information was preventing Bryn Aarflot employees from sharing their expert knowledge. The company has a highly qualified staff of professionals, including patent attorneys specialising in all fields of technology and lawyers whose primary field is intellectual property rights. "We are a leading consultancy with 60 years of experience. Knowledge is our core business asset, and we wanted to capture it, protect it, and build on it," says Liv-Ellinor Torp.

Bryn Aarflot identified the need for a centralised, digital information system that would address its twin challenges:

- To effectively manage the production, storage, and lifecycle of all documents associated with customers' patent, trademark, and other IP filings, so that staff could always find the most up-to-date information
- To find a way of enabling and encouraging knowledge sharing among professional staff within the organisation

Why Xerox and DocuShare?

BAA specified four key characteristics for its content management system:

- First, it had to be easy to use. The company has no in-house IT department and the majority of its employees are high-performing lawyers who would respond best to a system that was intuitively simple to use and required no formal training.
- Second, it would need to be highly adaptable so that Bryn Aarflot could set up its own filing systems and information categories and add to these at will.
- Third, the system had to provide high levels of security and reliability.
- Fourth, the system would have to be capable of seamless working with PatraWin®, the specialist, proprietary software for intellectual property management which BAA uses for its core business.

BAA's own research led it to Xerox DocuShare. Says Torp, "DocuShare appeared to be best suited to our needs thanks to its high degree of flexibility and ease of use. It would also integrate with PatraWin."

About Xerox DocuShare

Xerox DocuShare, a highly intuitive and secure Enterprise Content Management (ECM) application, enables users in document-intensive organisations to dynamically capture, manage, retrieve, and distribute information, regardless of skill level or location. DocuShare customers can significantly improve

productivity, streamline business processes, and reduce the time and cost of managing routine business documents and information. Leading the industry in speed of deployment and ease of administration and use, DocuShare significantly reduces installation cost and complexity

by leveraging an organisation's existing infrastructure and offering near-pushbutton installation. Tightly integrated with Xerox multifunction devices, DocuShare can manage both hard copy and electronic content with unsurpassed ease and convenience.

The Benefits

Installation and integration with PatraWin was carried out by BAA's IT partner, Aladdin Software, at the end of 2006. Aladdin has created an Intellectual Property Management solution that integrates DocuShare CPX with PatraWin to create a customised application that meets day-to-day requirements of IP managers.

Using this solution, employees continue to work directly with PatraWin, but all customer documents and information (largely text documents, but also logos and technical drawings) are now stored and accessed through DocuShare. Paper documents are scanned into PatraWin/DocuShare via Xerox multifunction devices.

After 12 months, Liv-Ellinor Torp identified several clear benefits:

- Employees can now locate the right document almost instantly via the PatraWin screen. "Being able to respond immediately to a customer, with 100% confidence that we have the right information, improves employee productivity and motivation and delivers better customer service."
- BAA can confidently manage the life of a document over several years.
- DocuShare is very easy to manage. "We can do everything the way we want. For example, we like the way permissions are set up. The document owner sets up permissions without needing to go to an administrator."
- People can access documents, if necessary, when they are out of the office and work at home.

With its centralised database of customer information now up and running successfully, BAA is now accelerating development of its knowledge repository. The PatraWin application again acts as the interface and gateway to the knowledge database.

So far, both BAA's trademark and patent departments have set up their own database to capture "knowledge," which could be a legal judgment, an article published in a journal, a third-party Web site, or a presentation. In each department, it is the responsibility of all to identify and deliver knowledge in whatever form, but one person is then responsible for loading information onto DocuShare (via PatraWin). Users can freely search the knowledge base against specific categories, created by Bryn Aarflot. "We have set this up to be very user friendly to encourage people to use it because we realise it will take time to become embedded into the company."

The Future

In the short term, BAA will concentrate on encouraging employees to populate and use the knowledge repository.

In the long term, the company is looking at automating back office processes such as invoicing, purchasing, and HR functions by integrating DocuShare with its Customer Relationship Management (CRM) application SuperOffice, and its Enterprise Resource Planning (ERP) system, to make all administrative information easily accessible across the organisation.

Xerox DocuShare®

For more information, call [1.800.735.7749](tel:1.800.735.7749) or visit docushare.xerox.com

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