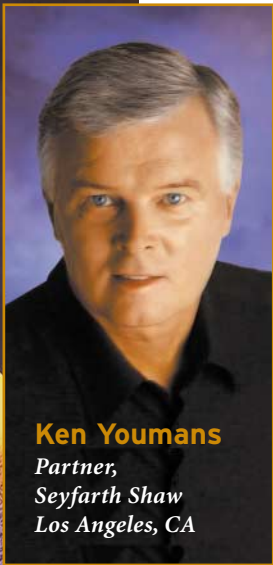


**"You often
distinguish
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but by your
attention to service.."**



How One Firm Used The Internet To Connect With Clients.

With Niku.



Ken Youmans
Partner,
Seyfarth Shaw
Los Angeles, CA

"What prompted my firm to consider Niku's extranet solution was a simple recognition that you often distinguish yourself in our business not by your legal acumen, but by your attention to service," explains Ken Youmans, a partner at Seyfarth Shaw's Los Angeles office. *"Clients know that no firm has a monopoly on legal talent. What allows you to attract, retain and grow relationships is service. Good service is tied intrinsically to timely communication. Timely communication, in turn, often is a function of accessibility. Niku solutions make our lawyers more accessible to our clients and facilitate communication."*

For Seyfarth Shaw's national clients, for whom work is done in most, if not all, of the firm's nine domestic offices, the advantage of in-house lawyers communicating at any time with geographically dispersed

lawyers in the firm is significant. *"The problems of three-hour time differences and the all-too-often long game of "phone tag" are obviated with the extranet,"* Youmans continues. *"Both the client representative and firm attorneys can better "manage" their communication with one another. By that, I mean, you can schedule the "interruptions" in doing one task to address another. In effect, you "talk" when it's most convenient to do so. By doing so, all tasks get done more efficiently and economically."*

"Niku allows us to serve our clients better. Moreover, it allows us to partner with them in a more

xNiku for Legal provides an intuitive, easy-to-use, completely Internet-based platform for collaborating with clients and outside counsel. Firms like Seyfarth Shaw and legal departments of leading corporations use ultra-secure Niku intranet/extranet solutions to:

- Exchange & manage documents in a secure environment (compatible with iManage and PC DOCS)
- Conduct secure private conferences
- Automate calendaring & scheduling (integrated with MS Outlook) and much more!

meaningful way. The Niku extranet platform facilitates two-way communications by providing for a virtual conference room in which threaded electronic discussions take place."

In certain significant client relationships Seyfarth Shaw may be actively working on 20-30 pieces of litigation in 7 different offices. Traditionally, for the client and firm representative charged with overseeing the management of this litigation, they might have fifteen feet of file cabinets jammed with paper records representing this massive amount of work. The ability to simply track down a relevant document was challenging. With the Niku extranet, most of that information is simply a click or two away. Access to information is enormously enhanced.

"What attracted us to Niku is the relative ease of using their solutions," says Youmans. *"Niku's extranet is a sophisticated solution that allows us to achieve our goal of better service through better communication but, equally*

important, it does not bring the marginally computer literate to their knees. After all, the effectiveness and value of the extranet solution turns significantly on its full utilization by firm lawyers and client personnel. If the program intimidates all but the techies, then its value is diminished radically. Niku allows us to feed on easily digestible portions of this exciting technology. They do an outstanding job in proactively incorporating technological changes to enhance their Internet solutions. In sum, Niku's extranet solution has allowed us through better communication to collaborate more successfully and meaningfully with our clients. Clients not only receive correspondence, documents, court filings, billing information, status reports, etc, but engage in two-way electronic communication. The cost of communication has been lowered with a reduction in the use of overnight delivery services, facsimile transmissions, and long-distance calls."

For more information, visit www.niku.com/legal... or call 877.846.6458

NIKU

Enhance Client Relationships & Improve Profitability With Niku.

Niku provides a flexible hub that affords users secure access to case repositories, discussions and calendars — anytime, anywhere. It ties together associates, clients and co-counsel in productive new ways that enhance effectiveness and improve profitability. To learn more about Niku solutions for legal professionals:

- Visit **www.niku.com/legal**
- Call 1-877-846-6458.
- Complete the form below and fax it back to 503.612.6698.
- Attend a free in-person seminar in Los Angeles on October 19th! Call 800.360.6053 or email tduling@niku.com to register.
- Attend a cyber-seminar, live via the web on October 25! Visit **www.niku.com** and click on “Web Seminars” to register.



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**Transforming The
Service Economy**

Niku Brings Professional Services Automation to Legal Practice

Large multi-office law firms are seeking new ways to allocate resources to serve geographically dispersed clients. PSAs provide an Internet-based tool that permits a firm to deploy the best attorney in the organization to the client matter at hand, no matter where that attorney is located or what practice group she or he is in. Niku's leading PSA application, eNiku, enhances resource management, and lets a firm track a particular matter, deal or transaction from both a project management and project accounting standpoint, providing valuable metrics on its overall status and profitability. Visit www.niku.com/products/dir/enterprises.html and click on eNiku to learn more...or call 800.846.6458.