



Sutherland Asbill & Brennan

Sutherland Asbill & Brennan LLP is known for solving challenging business problems and resolving unique legal issues for many of the nation's largest companies. Founded in 1924, Sutherland has grown to more than 425 lawyers in Atlanta, Washington, D.C., Austin, Houston, New York and Tallahassee. Sutherland's main practices include corporate, energy, intellectual property, litigation, real estate, and tax. For more information, visit www.sablaw.com.

Challenge

In today's anytime, anywhere business environments, many law firms are showing the need for the use of technology to better serve clients. The firm of Sutherland Asbill & Brennan uses technology to deliver legal services and enable attorneys and professional staff to conduct client business from any location—office, home, or the courthouse steps.

Sutherland has increased personnel in recent years by 40 percent to accommodate its growing group of specialty areas and complex practices. And because business-as-usual extends beyond office space or hours of operation, Sutherland recognized the value of mobility and business continuity. Mobility for attorneys means easy access to client calls, voice mail, and desktop, even when they are not in the office. While many of its attorneys take advantage of mobile devices to securely access desktop e-mail regardless of time or location, there was no seamless way for the firm to integrate voice mails or track billable phone hours from outside the office.

Business continuity between offices was also an issue. Each of the six offices employed independent, separate telephone systems, each with its own feature set and codes. As a result, the firm did not have the ability to broadcast company-wide voice mail, forward live calls between offices, or deploy one standard feature set for its more than 2,700 telephones. From an IT perspective, managing disparate configurations was more time-consuming and complicated than it needed to be. And in the age of copious regulatory compliance, Sutherland did not have a unified way to retain, protect, retrieve, and report compulsory information from each office's vast repository of voice mails, facsimiles, e-mails, and documents.

The verdict was in: Sutherland had outgrown its current telephony architecture and needed a better way to unify and manage company-wide communications.

Solution

In early 2004, the Sutherland IT department began an assessment of its current IT and telephony architecture. The firm knew that the right replacement solution would need to address interoperability, mobility, business continuity, and simpler administration. A good starting point was the creation of an enterprise-wide system that could interoperate with existing technology, including Cisco data infrastructure and Microsoft Exchange.

Sutherland worked with an Avaya BusinessPartner to systematically replace the separate phone systems at each office with Avaya Media Servers and Avaya Media Gateways and take advantage of technologies such as Avaya Extension to Cellular and Modular Messaging.

Applications and Services

- Avaya Communication Manager
- Avaya Modular Messaging with Microsoft Exchange 2000
- Avaya Extension to Cellular
- Avaya IP Softphone
- Avaya S8700 Media Servers
- Avaya S8710 Media Servers
- Avaya S8300 Media Servers
- Avaya Enterprise Survivable Server
- Avaya G650 Media Gateways
- Avaya G700 Media Gateways
- Avaya 2400 Series Digital Telephones
- Avaya Global Services Installation
- Avaya Global Services Product Support (Maintenance)

Results

- **Increased mobility.** Sutherland attorneys can now conduct business whenever—and wherever—necessary. Sutherland attorneys are taking advantage of Avaya Extension to Cellular, a feature of Avaya Communication Manager that transparently bridges calls to cellular telephones, regardless of location or wireless service provider. Users on cell phones can easily transfer calls, conference with other parties, and toggle between multiple calls, helping to improve productivity and client service while outside the office.
- **Increased productivity.** With its Avaya solution in place, Sutherland has gained new levels of productivity, extending value to the firm's clients. Now attorneys are easier to reach and transactions are easier to conduct from any location. Using Avaya Modular Messaging with Microsoft Exchange Server 2000, attorneys stay productive with one business phone number, one message mailbox, and a single directory of client contact information.
- **Operational efficiency.** The firm gains a robust infrastructure to unify its offices for greater operational efficiency and manageability. IT has the added capability of simplified statistical reporting. Before switching to Avaya, securing and compiling regulatory reports or productivity information was labor-intensive or not always possible. Systems now integrated with Avaya telephony architecture, allow secure storage and retrieval for the 7.5 million messages arriving at Sutherland and the 1.5 million searchable documents critical to the firm.
- **Superior business continuity.** Avaya Communication Manager with ESS delivers high performance and disaster recovery by providing centralized control and alternate routing across the firm's distributed network of gateways and communication devices.

“Sutherland installed a revolutionary telephony system based on Avaya technology and support. Now, the firm has a scalable, secure, and streamlined infrastructure that works as hard—and as efficiently—as our attorneys.”

— Dan Boling, Network Manager

For more customers leveraging intelligent communications for a competitive advantage, go to avaya.com and click on “Hot Topics” and select “ICONS.”

Sutherland
■ Asbill & ■
Brennan LLP

ATTORNEYS AT LAW