

US-Based Law Firm Upgrades from Polycom to LifeSize to Better Serve Its Clients and Support Growing Geographic Footprint

Video conferencing has always been an imperative component of client service at Jones Walker

Organization

Jones Walker, New Orleans, Louisiana, USA

Founded in 1937, Jones Walker is one of the premiere law firms in the southeastern U.S. With approximately 375 attorneys across eight states (Alabama, Arizona, Florida, Georgia, Louisiana, Mississippi, New York, and Texas), as well as the District of Columbia, Jones Walker is committed to providing exceptional proactive legal services to major multinational, public and private corporations, including Fortune 500 companies.

Jones Walker Key Requirements:

Ease-of-Use: Video conferencing should just work reliably. Troubleshooting should be minimal and individuals of all skill levels should be able to utilize the technology.

HD Picture Quality: The picture quality should be so lifelike that video conferences are almost identical to in-person interactions.

Interoperable: The systems must be able to work with any third-party endpoints, including legacy systems that the firm is in the process of updating.



Jones Walker's conference rooms, equipped with LifeSize video collaboration technology, are state of the art.



CHALLENGE

Though the law firm used video conferencing for over a decade, it needed to upgrade to a system that could provide IP, simple ease-of-use and scale with its ever-increasing growth.



SOLUTION

After an on-site demo, Jones Walker was immediately impressed and purchased LifeSize® Desktop™, LifeSize® Passport™, LifeSize® Room 220 and LifeSize® Team 220 endpoints, as well as LifeSize® Video Center™ and LifeSize® Control™, to be deployed throughout its nine offices.



RESULTS

LifeSize video conferencing is now being used on a daily basis, internally for practice group meetings, with clients, and with potential employees. Everyone at the firm is very enthusiastic about the technology and eager to show it off to clients.



Challenge

Beyond its exceptional client service, the law firm has had a strong history providing clients with sophisticated technology that is innovative and at the forefront of the industry, including video conferencing.

“When I first started at Jones Walker over a decade ago, we already had a video conferencing environment in place: one unit in New Orleans and another in Baton Rouge,” said Ruark Chick, CIO of Jones Walker. “At the start, video was used to offset the cost of travel between the two offices, but we soon realized that the technology had even greater potential.”

Though the initial Polycom units the firm purchased worked well for the firm, Jones Walker soon realized that the units were being outpaced by other vendors’ solutions. For example, their legacy systems were all ISDN and the call quality suffered as a result. The firm then upgraded its systems to conduct larger-scale meetings.

“We went from CRT televisions to flat screens, and put the video systems in a couple of select locations. However, we again realized that we were using the ‘duct tape method’ to make it all work. The technology was being stretched beyond its limits and we knew it was time for an upgrade,” said Chick. “When the firm planned to renovate its office in New Orleans, it was the opportune time for us to upgrade our video conferencing environment, as well.”



“[Video conferencing] really empowers our clients and gives them added value.” -

RUARK CHICK, CIO, JONES WALKER



Solution

By the time Jones Walker was introduced to LifeSize, ISDN lines were a thing of the past and the firm sought a full IP solution. Chick and his team began a comprehensive evaluation process of all of the major vendors’ solutions on the market, which included a flight to Dallas, Texas for a Cisco demonstration. Even though Cisco’s demo was impressive, Chick knew that his team needed more value for the investment and wanted to make sure he made the appropriate decision. After working closely with an A/V vendor he knew through the Louisiana Technology Council, Chick began to consider LifeSize.

“[The A/V vendor] really recommended LifeSize as a well-priced solution or as I like to say, ‘the most bang for your buck,’” said Chick. “We wanted to test it out in our offices before rolling out a full deployment, so we took a few units to my New Orleans office. Immediately, we were blown away with the picture quality.”

Simplicity was also a huge factor in the firm’s decision to purchase LifeSize.

“Our attorneys and clients don’t care how the technology works, they just want it to work with exceptional quality and reliability. The product had to be simple,” said Chick. “After getting LifeSize in our hands, testing it and seeing it in person, we knew it was the product for us.”





Results

Jones Walker is now rolling out LifeSize video conferencing endpoints in all of its 17 offices, but the majority of the firms' staff is already using the technology on a daily basis, since the IT team deployed the endpoints in the most populous offices first.

The firm is not only using video internally for practice group meetings, it is also extending the technology to its clients and even potential employees.

"Virtual interviews are commonplace at the firm. The candidate will go to a third-party site and hook up to video, and the hiring manager can conduct the interview in HD rather than flying them out to the office," said Chick. "With video, you can connect with the candidate more effectively: see their facial expressions, body language cues, everything. With a phone conversation, you miss all of that."

Clients particularly enjoy using video conferencing and are routinely impressed by the capabilities of the technology.

"We have regular meetings with clients over video when discussing legal matters," said Chick. "That is a service that Jones Walker provides that really sets us apart. It really empowers our clients and gives them added value."

Chick has found that even the firm's Fortune 500 clients are amazed by video conferencing and often return to their own company headquarters and request the technology. It also helps to control costs for the client, and travel time for the attorneys.

Internally, the attorneys and support staff are equally excited about LifeSize and all that it can do. The systems are being used multiple times a week and everyone has jumped at the chance to use the technology and show it off to clients.

"One of things I like most about LifeSize is the virtual multiway functionality, or voice-activated layout control. It just feels like a natural conversation, the way you would really communicate with a group in real life," concluded Chick.

"Overall, we have been very happy with the technology," he said. "We believe that video has really improved the way that we serve our clients and empowered them to achieve positive outcomes in their legal dealings. LifeSize has made a difference in our firm and we will continue to invest in this technology in the future."



LifeSize[®]
A division of Logitech

LifeSize Communications:
1601 S. Mopac Expressway
Suite 100
Austin, Texas 78746 USA

Phone: +1 512 347 9300
Fax: +1 512 347 9301
Email: info@lifesize.com
www.lifesize.com

EMEA:
LifeSize Europe
LifeSize Communications, Ltd.
Phone: 00 8000 999 09 799

APAC:
LifeSize Asia Pacific
Phone: +65 6303 8370