

The 29th Annual MARKETING PARTNER FORUM



Partner Talk #1: Law 4.0: Exploring the Role of Data in the Firm of the Future



Emile Van Den Berg
Chief Executive Officer

UPPERSIGMA

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TOGETHER, WE ARE THE SUMMATION.

Innovators of  Sigma Lifecycle Manager

LAW FIRM 4.0

Moving legal firms to an industry 4.0 approach

Presented by: Emile Van Den Berg, Managing
Partner

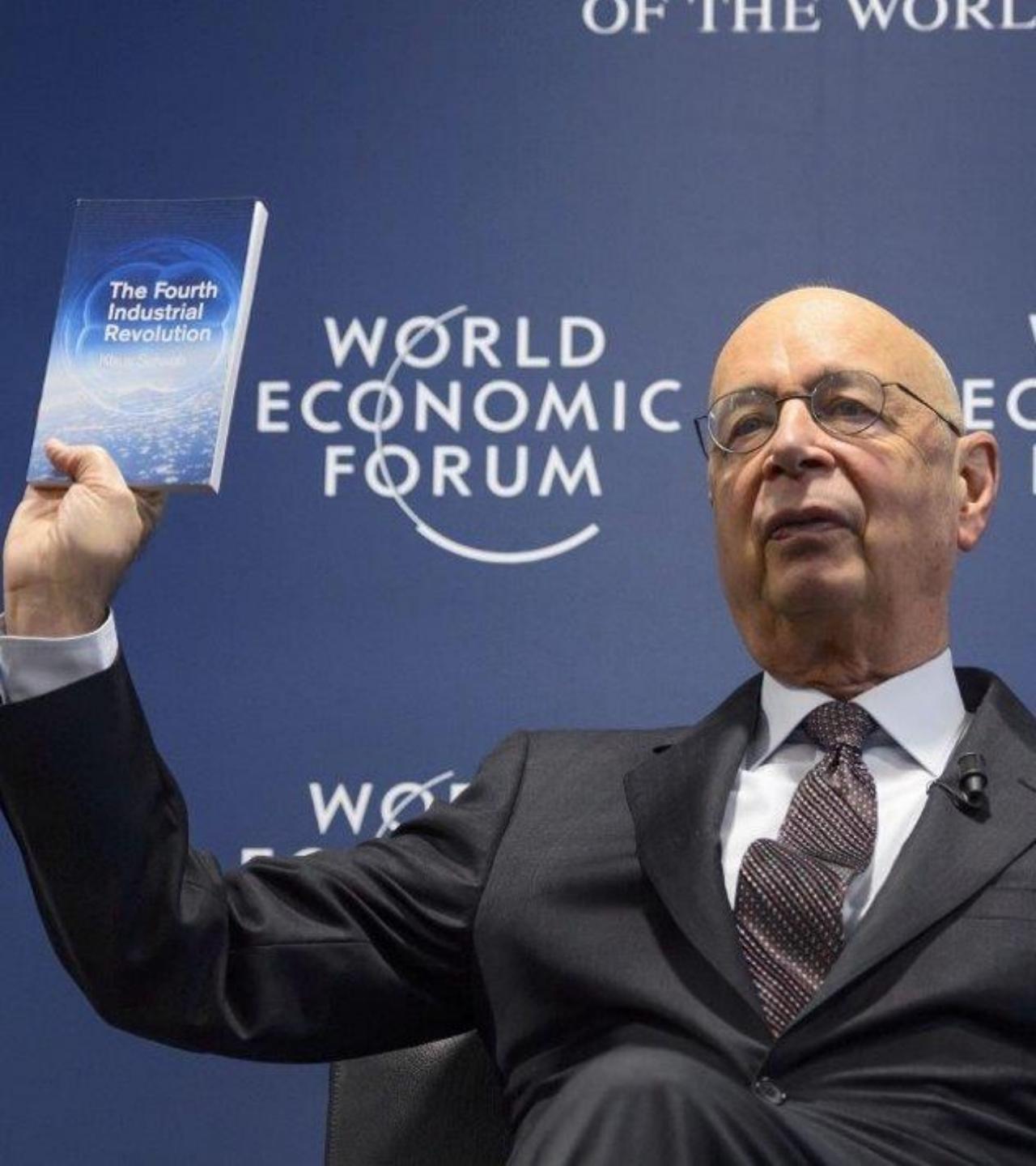
at Upper Sigma.

Date: 20th January 2022



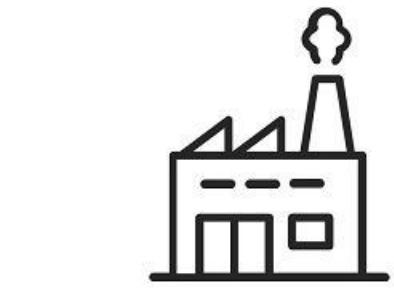
Law Firm 4.0

- Who am I?
- What?
- Then?
- How?
- When?



Law Firm 4.0

- Who am I?
- **What is Industry 4.0?**
- Then?
- How?
- When?



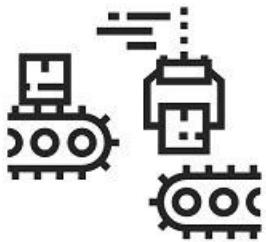
INDUSTRY 1.0

Mechanization,
steam power,
weaving loom



1784

86 years



INDUSTRY 2.0

Mass production,
assembly line,
electrical energy



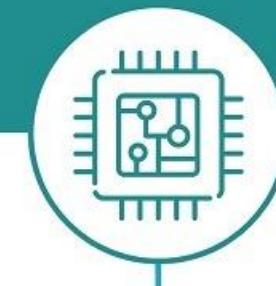
1870

99 years



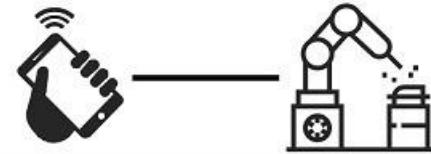
INDUSTRY 3.0

Automation,
computers and
electronics



1969

53 years



INDUSTRY 4.0

Cyber physical
systems, internet of
things (IoT),
networks

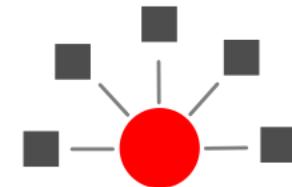


Today

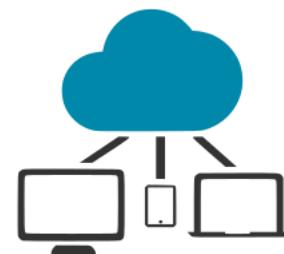
THE MATHEMATICS OF INDUSTRY 4.0



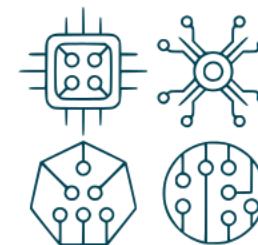
automation



conection



cloud
computing



internet
of things



big data



integrated
systems

Law Firm 4.0

- Who am I?
- What is Industry 4.0?
- **Then what is Law 4.0?**
- How?
- When?



Drama Triangle

Victim



Villain



Hero



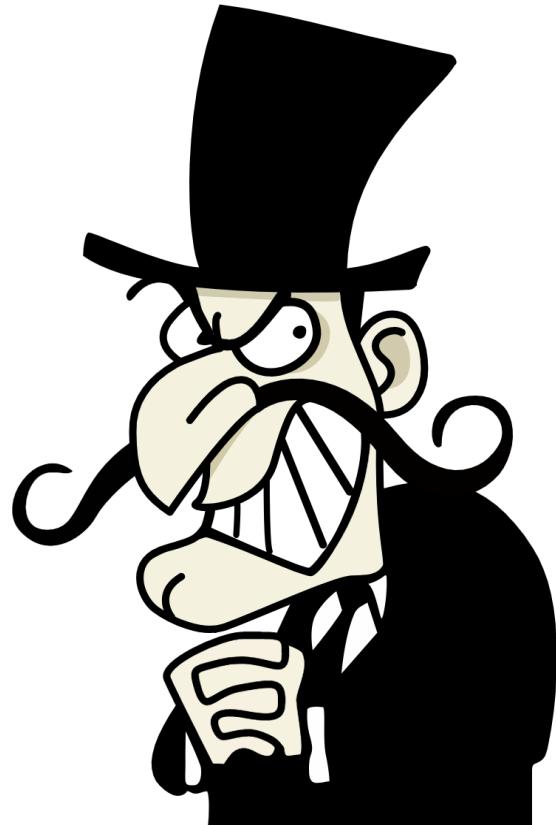


Drama Triangle

Victim



Villain



Hero



Business Development to Partner

Data and Systems

Drama Triangle

Victim (YOU)

- Fee Earner to Partner
“I didn’t study law to capture marketing lists”
 - *~Also, it's not billable~*
- Marketing and Business Development
“I’m waiting for 'xxx' to give me the

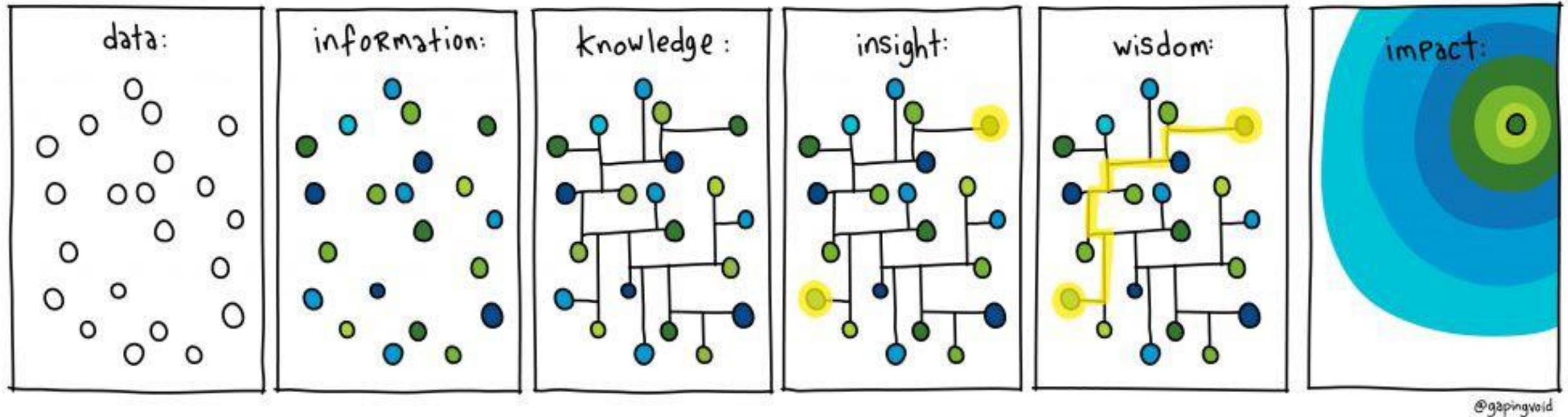


Villain (SYSTEMS AND DATA)

- So many systems to use
- Need a computer engineering degree to learn to use
- Most data is out of date and duplicated
- Nothing integrates together



Data versus Information



Ratings 1-3 4-6 7-8 9-10

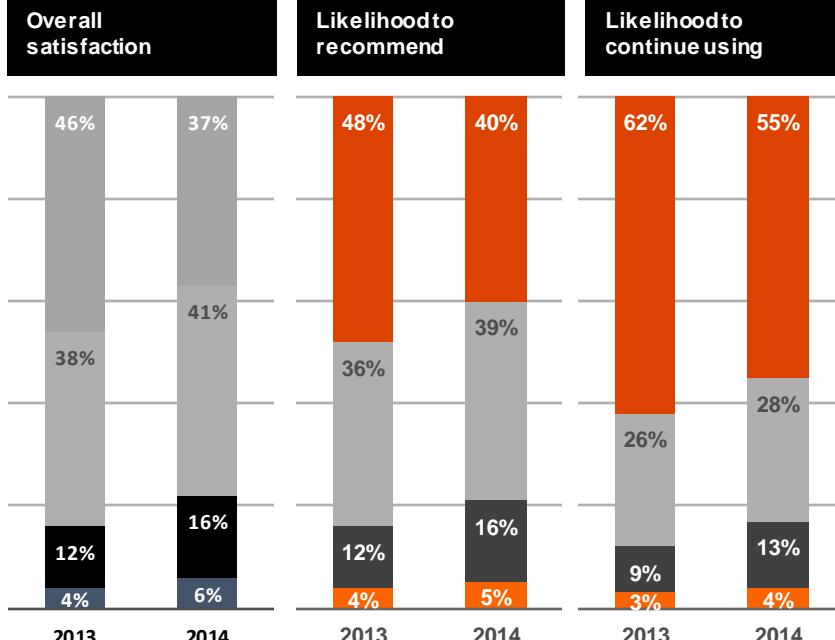
Analytics vs Actionable Insights

Overall measures

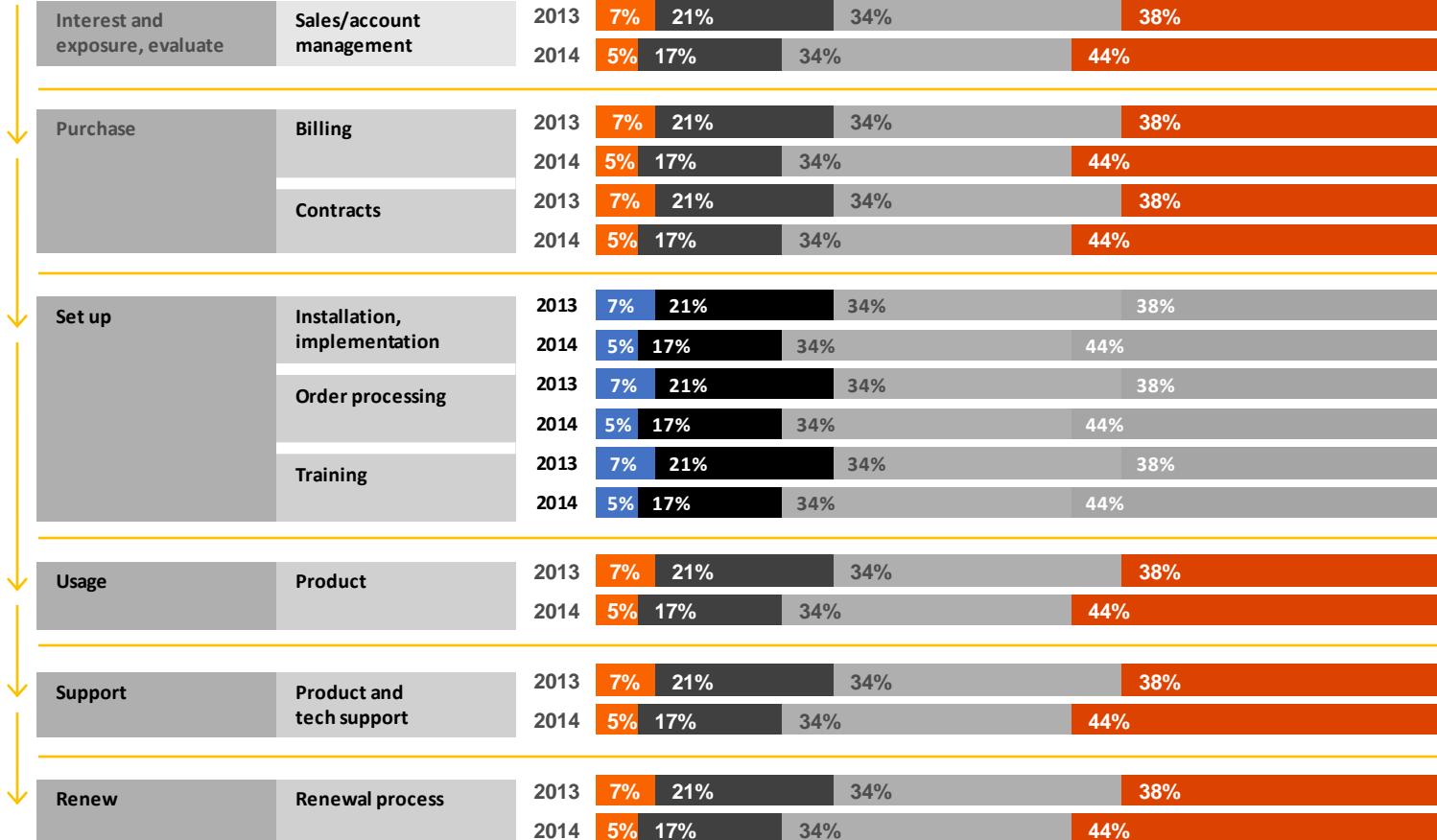
Customer relationship score



Overall satisfaction



Product and service touchpoint satisfaction



So, What is Law 4.0?



So, Who is our Hero?



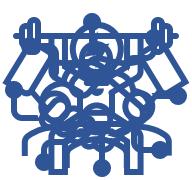
- New Age Systems
- But mainly, a Single Pane system.
- Not a one system for all, but the right system
for the right people.
- Because Integration is key!

Breather Slide



Law Firm 4.0

- Who am I?
- What is Industry 4.0?
- Then what is Law 4.0?
- **How to become a Law 4.0 Firm?**
- When?



How to become a law 4.0 firm

Must haves in the change process

Integrations

A solution with prebuilt integrations but also, open API systems allowing for future development

Think Different

What are other industries using?
What is simple?
Where is the future?

Pick a technology partner

Don't just pick a software, pick a technology partner that is pushing the edge.

Keep it simple

Aim for Zero effort, then automation and if that's not possible then have a highly efficient pretty looking tool.



Law Firm 4.0

- Who am I?
- What is Industry 4.0?
- Then what is Law 4.0?
- How to become a Law 4.0 Firm?
- **When to become a Law 4.0 Firm?**

Now

Now

Things to Consider

Change Management

- People, people, people...
- Focus on people using the system,
- not just the development phase.

Security

- Make sure the system is secure.
- Be able to trust in the system.

Testing

- Get an independent testing partner,
- they will find bugs before you lose
- trust in the system with your staff.

Green

- Do what's right for the planet!
- Makes sure the systems are Green (Please).

Thank you!

Feel free to connect on LinkedIn by scanning the QR.



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