



Case Study: COZEN O'CONNOR

01. AT-A-GLANCE

Cozen O'Connor, a full-service law firm with 500 attorneys in 22 offices throughout the United States, United Kingdom and Canada, offers comprehensive legal services across a broad spectrum of industries.



COZEN
O'CONNOR®

HD Video Conferencing for a 21st Century Law Practice

>> CHALLENGE:

Ranked among the top 100 U.S. law firms, Cozen O'Connor has a well-earned reputation for quality and integrity in client counsel and business matters, as well as for formidable trial advocacy on behalf of clients. With a wide range of expertise and extensive multijurisdictional resources, the firm continually strives to expand and incorporate best practices into the business to ensure a place at the forefront of the highly competitive legal arena.

Cozen O'Connor is no stranger to video conferencing. In 1998, the firm first evaluated use of the technology over ISDN lines, which did not deliver the quality, ease-of-use or network efficiency the firm had envisioned. Four years later, the firm once again considered using video conferencing, but decided the time was not right.

Nonetheless, the team knew that video showed great promise and that the technology would prove critical to the firm's future success. It was simply a matter of waiting for the requisite technologies to align to fulfill the promise of video conferencing, bringing enhanced collaboration at a distance, integrated services and expedited information dissemination.

The time is now: HD video conferencing

In December 2007, the senior management of Cozen O'Connor asked Joseph D'Urso, the firm's telecommunications manager since 2000, to once again evaluate and design a video conferencing solution to enhance attorney and senior management meetings.

Once the firm decided to pilot video conferencing, choices had to be made quickly to meet some specific challenges. In collaboration with Amy Freese, director of information services, D'Urso began an exhaustive evaluation and selection process. The team had eight weeks to get their initial sites up and running, which meant delivering and installing all the

equipment as well as securing the network in an extremely aggressive timeframe. In addition, everything needed to work seamlessly so as not to disrupt the firm's day-to-day activities. A tall order, but D'Urso was prepared to deliver with the help of a high-definition (HD) video conferencing expert.

>> SOLUTION:

D'Urso and Freese brought in Providea Conferencing as a strategic partner to realize their vision in designing and rolling out HD video conferencing across the firm. Together with Cozen O'Connor, Providea Conferencing created an integrated solution using LifeSize® HD video conferencing, which could support a comprehensive implementation.

This program was chosen because it:

- Gave the firm video and audio of the highest quality
- Integrated with the current network infrastructure without compromising the integrity of existing communications and operations
- Could accommodate expansion, both domestically and abroad
- Was easy to use
- Fit within the allotted budget

Success was achieved through close collaboration and deliberation within Cozen O'Connor and through strategic recommendations from Providea Conferencing. This combination allowed the team to meet the firm's current needs while providing enough flexibility to support future expansion as requirements changed and demand grew.

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A phased approach proves case for greater productivity, collaboration and education Cozen O'Connor decided to strategically implement the new technology, building on proof-of-concept and integrating additional needs along the way. The result was a series of four distinct phases for the rollout:

1. Prove the case
2. Manage the access
3. Integrate multipoint control
4. Expand the reach

PHASE I: Prove the case. The focus for Phase I was proof-of-concept — proof that this could work and that video could improve productivity at the firm. So D'Urso and Providea Conferencing set out to equip seven strategic sites for the pilot — Philadelphia, Dallas, San Diego, Seattle, New York City, Chicago and Houston — using a combination of LifeSize carts and integrated rooms. To solve the network challenge, the Cozen O'Connor team chose to dedicate a secondary network source rarely used during normal operations (it was utilized primarily for backups). This point-to-point T1 was just the thing necessary for a successful video conferencing pilot. The decision to use the secondary network ensured the primary network would not be taxed with the added information load, allowing business to continue as usual — the first of several examples of the exceptional foresight of Cozen O'Connor's technology team.

PHASE II: Manage the access. With the immediate success of Phase I, the next challenge for Cozen O'Connor and Providea Conferencing was to design an infrastructure solution to add access to the public Internet. By using a Tandberg border controller and gatekeeper, the team added a fully compliant firewall traversal and a simplified dialing solution to support both interand intra-zone bandwidth control.

PHASE III: Integrate multipoint control. Expansion to incorporate multipoint access was the next investment decision, which went through significant analysis at Cozen O'Connor. "Providea offered tremendous assistance during this evaluation, lending valuable insight and rationale to aid in making the right choice for our application," said D'Urso. The decision was made to integrate a 24-port capacity LifeSize multipoint bridge that lacked the bells and whistles of competitive bridges, but adequately fulfilled the budget, scalability and flexible application needs of the firm.



"This experience has been a truly collaborative process. Providea Conferencing and LifeSize are integral partners, always at the ready with top-notch advice and technical support."

Joseph D'Urso
Telecommunications Manager,
Cozen O'Connor

PHASE IV: Expand the reach. The direct success of the previous phases and a desire to reduce time and travel costs led to the decision to roll out 12 additional LifeSize endpoints. In addition to the standard applications, this implementation expanded HD video conferencing into an executive boardroom with enhanced integration and large plasma displays for strategic planning and presentation.

RESULTS

Four months into the installation, Cozen O'Connor saw usage-permonth scale from 28 hours in March 2008 to nearly 100 hours in July 2008. To their credit, the team at Cozen O'Connor never saw video conferencing as an island — i.e. an application to be used at a specific time, in a specific place or for a specific purpose. Instead, they viewed it as an enterprise solution from the start. "Build it and they will come," said D'Urso. And come they have. Every day, the attorneys and staff are looking at new ways to incorporate video into their work.

For example, Mindy Herczfeld, manager of legal recruiting, tells of her success using video conferencing during Cozen O'Connor's Summer Associate Program. Over a 10-week period, nearly 20 associates (mostly second-year law school students) in Seattle, San Diego, Houston and Philadelphia attended core training and educational programs. "Previously, our remote attendees participated via an audio call," said Herczfeld. "The addition of video to the experience helped our summer associates feel truly connected to the program and to the rest of the team." Herczfeld plans to continue using video for training and other strategic presentations in the future.

And perhaps most interestingly, collaborating attorneys have even requested to rent Cozen O'Connor's facility to reduce their own travel for time and cost savings.

Providea Conferencing: delivering the next generation of HD video conferencing, audiovisual and networked solutions.

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