



# NUANCE

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## CASE STUDY

### LEGAL INDUSTRY

## Townsend and Townsend and Crew LLP

### Inventing the future

#### CHALLENGE

- Needed to improve workflow across six branch offices
- Wanted to incorporate on-site scanning into each office and reduce the significant cost of sending outbound faxes
- The firm's clients were increasingly reluctant to pay for faxes
- Needed to implement ad-hoc scanning to streamline workflow and scan documents directly into existing Interwoven WorkSite document management system
- Needed a solution that could accommodate multiple brands of copiers across all six offices

#### STRATEGY

- Installed 43 ScanStations on all copiers at six different locations
- Leveraged existing Interwoven Worksite document management system by installing the eCopy Connector for Interwoven WorkSite
- Scanned documents from the copier directly into the Interwoven WorkSite document management system
- Utilized eCopy Desktop™ on all employees PCs so they could easily edit and combine paper documents

#### RESULTS

- Leveraged existing networked copiers and document management software
- Significantly reduced cost of sending hard copy paper documents via courier, overnight mail services, and postal mailing
- Improved efficiency and workflow; employees can easily file, access and share digital documents while meeting very tight deadlines
- Using the Scan to Interwoven WorkSite Connector users can create searchable text PDF documents right from the copier

#### ABOUT TOWNSEND AND TOWNSEND AND CREW LLP

Established in 1860, Townsend and Townsend and Crew LLP is a full-service intellectual property firm with over 170 attorneys. Townsend's goal is to help clients realize value through intellectual property. Practicing together from offices in technology centers throughout the West, Townsend's attorneys pool their expertise for effective representation. Inventions, trademarks, works of authorship, and trade secrets are among its clients' most important assets. Townsend attorneys specialize in protecting that intellectual property and most have technical degrees and industry experience to complement their legal education. Townsend has six offices located in Denver, Palo Alto, San Diego, San Francisco, Seattle, and Walnut Creek.

*"The combination of eCopy Desktop and the Interwoven Connector for eCopy ShareScan has resulted in an incredible productivity improvement for the firm. Our investment in eCopy has more than paid for itself, and we are always finding new ways to leverage that investment."*

— **David Sheetz**  
Director of Technology  
Townsend and Townsend and Crew

## Townsend and Townsend and Crew LLP Case Study

*“Our business is heavily dependent on a collaborative work process across our six offices. eCopy has made that collaboration much faster and easier, and has delivered significant cost saving by reducing the need to fax, mail, or use overnight courier services.”*

— **David Sheetz**  
Director of Technology  
Townsend and Townsend and Crew

### THE FIRM BEGAN TO EXPLORE WAYS TO INCORPORATE ON-SITE SCANNING...

In the summer of 2004, as Townsend was preparing to renew its copier contract, the firm began to explore ways to incorporate on-site scanning and to eliminate faxing. David Sheetz, Director of Technology for the firm, says, “Our clients were increasingly reluctant to receive or pay for faxes, and outbound faxing was an incredible expense for us. In addition, we wanted to make ad-hoc scanning available on-site to accommodate the growing need for electronic filings and to generally streamline our workflow by scanning documents directly into our Interwoven WorkSite system. Add to that the fact that we had multiple brands of copiers across our six sites, and we could see an opportunity to make significant improvements across the board.”

### AFTER DISCUSSING THE REQUIREMENTS WITH ITS LOCAL OFFICE EQUIPMENT DEALER...

the firm decided to standardize and equip all copiers with an eCopy ScanStation across all locations, installing 43 units. A key driver for the selection of eCopy was the availability of the eCopy Connector for Interwoven WorkSite.

Townsend has limited the initial eCopy screen to include three choices:

1. Scan and mail using Microsoft Exchange
2. Scan to eCopy Desktop
3. Scan to Interwoven WorkSite

Sheetz says, “For security reasons, we only allow internal e-mails from the eCopy ScanStation. We were also concerned that e-mails composed at the ScanStation would not reflect our high standards, since users were likely to be more comfortable and thoughtful composing them from their own desktops. To that end, we put eCopy Desktop on all of our user desktops to make it easier for them to process scans and to more easily combine paper and electronic documents.” With Scan to Interwoven, users are able to create searchable text PDF documents. They also enter document profile information into the Interwoven fields before uploading to the firm’s document management solution. eCopy Connector for Interwoven ensures that this is a seamless process.

### SINCE ECOPY HAS BEEN DEPLOYED, THE FIRM DOES NOT SEND AS MANY FAXES...

Courier and overnight mail services have also been greatly reduced, as has postal mailing. The cost and time savings these changes have delivered to the firm are considerable. In addition, the ability for users to scan directly to Interwoven has made documentation more readily available across Townsend’s broad network. A patent and trademark firm such as Townsend must meet strict submission deadlines, and penalties for being late can be high. Sheetz says, “We have staff working long hours to prepare our filings and we often wonder how we managed before eCopy.”

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