

FULBRIGHT & JAWORSKI

Leading Law Firm Searches And Shares Knowledge Base Smarter, More Accurately

Fulbright & Jaworski (www.fulbright.com) is a full-service law firm with over 800 attorneys in eight offices throughout the United States, with overseas offices in Europe (London and Munich) and Asia (Hong Kong). While information is critical to most businesses, it is particularly important to a law firm. Fulbright's large, distributed practice has amassed over 7.5 million documents in iManage, the firm's document management system (DMS). In addition, Fulbright's attorneys extensively use research litigation support and knowledge management tools including Ringtail, LexisNexis and Westlaw's West km.

Fulbright had previously invested in a DMS solution to manage its internal information. This initial step revealed two concerns that served as the impetus to seek a more effective search solution. First, iManage did not function as a single source to search all of Fulbright's information repositories and tools. Fulbright's Director of Development, Paul Revilla, explains: "We wanted to leverage the firm's collective experience. The goal was, and still is, for Fulbright's attorneys to be able to share knowledge regardless of their location, area of practice or expertise."

Secondly, Fulbright recognized the limitations of keyword-based searches. With its library of documents electronically imaged and indexed in its DMS solution, Fulbright researchers perform searches based upon keywords. Indexed legal documents typically include a list of standard objective field codes, such as the document author's name, which serve as keyword triggers. If a keyword does not exist in the index, the document is unlikely to be found in a search. Similarly, given a standard list of keywords, pinpointing specific information can be similar to searching for "a needle in a haystack." And while searches containing Boolean operators—i.e., "AND", "OR", "NOT", serve to fine-tune a search, the relevancy of the returned results is ultimately hampered by the fact that the meaning and context of the keywords cannot be controlled.

FULL TEXT SEARCHING REGARDLESS OF REPOSITORY

Given these shortcomings, Fulbright sought a robust, full text search functionality that extended beyond the capabilities of its DMS solution. "Our DMS search tool didn't search all of our information repositories and couldn't sort results based upon relevancy," says Revilla. The solution of choice needed to be able to access and process all types of information based upon content and context, and not constrict the user to complicated Boolean search operators.

Fulbright's Revilla established three sets of criteria for selecting a full text search solution. First, it had to be extensible, that is, it had to be able to allow for additional features in the future. It also had to be easy to administer. Finally, Revilla wanted a strong relationship with the vendor. After an extensive review process, including what Revilla describes as a head to head "shootout" between Brainware and another vendor's solution, Fulbright selected Globalbrain. Driven by Brainware™, an intelligent software engine that is able to analyze, understand and respond to information with human-like intelligence, Globalbrain incorporates fuzzy logic in which returned results are sorted by relevancy.

Revilla was initially impressed with Brainware's sophisticated algorithm which is the key to how the software stores and searches data. The algorithm drives the engine's ability to index virtually any data source. But what tipped the scale in favor of Globalbrain was Revilla's confidence in and comfort with Brainware. "We didn't know about Brainware prior to our investigation," shares Revilla. "But Brainware was very upfront about their commitment to tailor Globalbrain to fully meet our needs."

RESULTS

- Increased search return relevancy by 100%
- Reduced research time by one hour per user in initial rollout
- Delivered fast, under 5-second response times for searches
- Integrated with existing applications - iManage, Ringtail and Westlaw

"Globalbrain's full text search engine returns the relevant documents that meet the specific search criteria or context. It even returns the right information if a word entered in the search phrase is misspelled!"

*Paul Revilla
Director of Development
Fulbright & Jaworski*

PROOF OF CONCEPT PUT TO THE TEST

Revilla's first impressions were confirmed when Fulbright implemented the split test between Globalbrain and a competing vendor to evaluate how each search engine worked within a real-world setting. The test included 1.2 million documents consisting of 25 gigabytes of text. According to Revilla, Brainware's proof of concept (POC) demonstrated that Globalbrain simply "did it better." Revilla reported that the implementation of GlobalBrain in their test environment was significantly smoother than the competing solution. In addition, Revilla appreciated Brainware's customization of GlobalBrain to address his exact specifications. In contrast, he criticized the competing vendor's POC as being "canned."

The first phase of rollout consisted of using GlobalBrain to index all of Fulbright's data, and acquiring the necessary hardware to support the application. Whereas Fulbright's DMS indexed documents based on keywords, GlobalBrain "read" the documents and indexed them based upon content and meaning.

TWICE THE RELEVANT DATA RETURNED

Fulbright's sample user group of attorneys and support staff have reported very good performance, with response time less than five seconds. Revilla comments, "GlobalBrain has been extremely stable," noting, "it returns twice the relevant data than the iManage search tool." For instance, researchers can enter an entire paragraph of a document and the software will return all related documents based upon its content.

"We are currently seeing a savings of one hour per week in the time it takes each user to conduct research," reports Revilla, adding, "I expect that number to increase as we integrate Globalbrain with Ringtail and West km, and make the tool available to everyone in the firm."

Globalbrain has successfully met Revilla's three sets of criteria. He has found the software to be extensible. According to Revilla, "Globalbrain can index anything we want it to." To extend the tool's search function, Revilla has enlisted Brainware to integrate it with Ringtail's litigation support and knowledge management intranet modules. Finally, Revilla has remained impressed with his relationship with Brainware, whose professional services team has played a key part in supporting his phased rollout strategy.

About Brainware, Inc.

Brainware, Inc. provides cutting-edge software solutions that enable enterprise organizations to significantly improve document-intensive processes and measurably increase workplace productivity. Its patented intelligent software engine, Brainware, forms the foundation of its powerful intelligent data capture, electronic document management, and desktop and enterprise search and retrieval solutions. The company's U.S. headquarters is located in Dulles, Virginia with operations in North America and Europe.



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