

## Top U.S. law firm chooses LifeSize to improve communication, reduce travel

### Cozen O'Connor, Philadelphia, Pennsylvania, USA

In 2008, Cozen O'Connor ranked 114th on the AmLaw 200 Survey and ranked 89th on the *National Law Journal's* list of the 250 Largest American Law Firms in 2007. Although it is considered one of the younger large firms in the United States, it has pursued a strategy of aggressive growth over the years and has expanded to 20 offices in the US and international offices in London and Toronto. The firm currently employs 500 lawyers.

Cozen O'Connor handles virtually every area of law including tax law, intellectual property, labor and employment, environmental law, corporate and securities law, real estate, and bankruptcy, among others. The firm also has practices in family law and immigration law.



LifeSize video room at Cozen O'Connor, San Diego, California



### Challenge

The idea of connecting attorneys via video was not a new idea at Cozen O'Connor. The firm had been looking into the technology for nearly a decade, but due to poor image quality and mostly ISDN connectivity between offices, the idea never really took off.

When Joe D'Urso joined the firm as Telecommunications Manager, he assessed the issues and decided it was time to put the negative connotations about video communications to rest and truly find the best video solution on the market.

Cozen O'Connor needed a technology solution that could not only reduce travel between offices and keep the growing number of attorneys at each location connected, but also give users a superior quality of experience, as if all parties were sitting in the same room. The ability to share depositions and data between locations was also an important factor, as there are often times when multiple attorneys need to collaborate on the same document in real-time.



#### CHALLENGE

To find a video communications solution that would help keep Cozen O'Connor attorneys connected while giving users a superior quality of experience. Seamless collaboration and data sharing were also key factors.



#### SOLUTION

LifeSize® Room™ and LifeSize® Express™ HD video systems deployed, plus LifeSize® Control™ management software and a 24-port LifeSize® Multipoint™ MCU to effortlessly bridge multiple offices.



#### RESULTS

Nearly 100 monthly hours of usage in the first quarter of implementation. Improved communication and travel reduction throughout the organization, plus new uses found for video, like the Summer Associate Program.



## Solution

D'Urso and his team sought the help of Videré Conferencing, a prominent provider of integrated HD video, audio and network solutions and an authorized LifeSize reseller, to do a "bake-off" between the different video manufacturer's products.

"While we were leaning toward another brand of endpoints, when we saw a live LifeSize call, we were absolutely astounded by the quality, even at lower bandwidths," D'Urso said. "We were sold. Not settling for the other guy's product was the greatest decision we ever made."

The first phase of the Cozen O'Connor video implementation included LifeSize® Express™ and LifeSize® Room™ systems in seven locations, complete with LifeSize® Control™ management software and LifeSize® Multipoint™, a 24-port MCU, or bridge, which will connect up to 24 sites simultaneously. Phase two will include LifeSize endpoints at all 22 Cozen O'Connor offices.

"LifeSize makes my job easy," D'Urso continued. "The unit is completely up and running in 10 minutes and everything from the color-coded remote to the simple set-up makes it the best. The LifeSize support team also comes through when you need them, which is so important."



## Results

Since the LifeSize implementation, Cozen O'Connor has seen the technology gain open and positive acceptance throughout the organization. In April 2008, when the systems were first introduced, the usage rate totaled about 28 hours for the month. By July, that number had more than tripled - nearly 100 hours were spent utilizing video communications.

"The clarity and simplicity of LifeSize systems make it easy to pull people in," D'Urso said, "even if they are hesitant about using video, and especially those who've been disappointed with it in the past. The popularity is definitely growing among all groups of our organization," D'Urso says. "In fact, one of our attorneys in Seattle prefers video over the inconvenience of travel, especially travel to the east coast."

Other firms are catching on to the necessity of video, too. "Recently, one of our LifeSize video conference rooms was rented by an attorney with another firm," D'Urso said. "The attorney needed to meet with a client in Wichita, Kansas, but couldn't make the trip, so he charged his firm to use our system for two full days of work."

And the video systems aren't just being used by Cozen O'Connor attorneys. Every summer, second year law school students are chosen to participate in a 10-week Summer Associate Program. The students work closely with the firm's attorneys on actual cases and once completed, most go on to become entry level associates with the firm.

In years past, audio conferencing was used to bring attendees together for training sessions and educational programs. This year, they used LifeSize.

"Using video allowed our summer associates to really feel connected with the rest of the team," said Mindy Herczfeld, Manager of Legal Recruiting for Cozen O'Connor. "We were able to bring in guest speakers and have open, engaging discussions between groups. It really enhanced the experience of our program," Herczfeld said.



**"The clarity and simplicity of LifeSize systems make it easy to pull people in."**

– JOE D'URSO,  
TELECOMMUNICATIONS MANAGER



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