

NEWS RELEASE FEB 2010

END OF TERM REPORT

Having recently completed his first twelve months at the UK helm, we talk to Damian Jeal about the highlights of the past year, the prospects for 2010 and whether his dodgy knee will once again run the London Marathon.

Q. Looking back at 2009, what do you see as the key achievements to come out of it?

A. I think the single most important thing was that for the first time in some years we have put clear blue water between us and our competitors. Cost recovery has always been an intensely competitive arena and we've all been there jockeying for the number one position but one look at the Insider's Top 250 chart at www.legaltechnology.com and you can see that Copitrak now has unrivalled penetration in that market.

Q. How have you achieved that breakthrough?

A. I think it's been a mix of strengthening and realigning in-house teams and focusing on doing the basics really, really well – getting the product set right, giving the required service levels to clients, understanding the importance of effective project and account management, enhancing communication between all parties, and delivering at every level consistently, week in, week out. As a result we've turned in our best ever client retention and client acquisition figures.

Q. What have been the most significant new wins?

A. Any win where we are swapped in to replace one of our competitors is significant! What's been particularly gratifying is the number of head-to-head evaluation trials we've been involved with, all of which we've successfully come through – clients have been able to judge us on the quality of our actual technology and our people rather than the marketing hype and product promises. We're delighted that 2009 has seen us become the preferred cost recovery partner of Nabarro, Winckworth Sherwood, Davies Arnold Cooper, Hill Dickinson and Burgess Salmon, to name but a few.

Q. Has there been an equal amount of activity on the existing client front?

A. Probably more, if anything, which is remarkable considering the economic pressures of the last 18 months. However, the ROI figures on cost recovery projects have always been measured in weeks and months rather than years, so we suspect that it's been easier to get the green light for these than for some more long-term initiatives. We've completed major system improvements for Simmons & Simmons, Wright Hassall, EAPD and Mishcon de Reya, and have had a remarkable cluster of upgrade activity in the Channel Islands, with Volaw, Moore Stephens, Ogier, Viberts and Sinels all completing substantial projects.

Q. You've mentioned the quality of the Copittrak product set. What have been the recent key developments in this area?

A. The most important thing undoubtedly was the introduction of the new look and feel and user interface. Interestingly, the interface with its SmartBar was consistently voted the best by users in the head-to-head trials, so you couldn't get a better endorsement than that. We've also launched our own scanning to DMS and OCR solution, which offers the majority of features needed by firms but at a fraction of the cost of specialist third party products; Secure Print with its cost-saving, security and green credentials has been a big seller and we are starting to see plenty of interest in our Mobility module for BlackBerry. The POD print room management module is also proving popular and is scheduled to be going into half a dozen sites during the first half of 2010.

Q. What can clients look forward to in 2010?

A. One of my primary aims for last year was to ensure we had the right focus on our customer base. It's very easy to chase new deals and pay less attention to existing relationships but I wanted proper balance and a clear commitment to those who have already trusted us with their business. Communication has been a big part of this whole exercise, with a regular email newsletter now going out, and more significantly, the establishment of a formal Copittrak User Group. We had our inaugural user group meeting in October chaired by Simmons' Abby Ewen and it elicited plenty of useful information and feedback, a process that has continued via the user group forum that was set up immediately after the event.

Looking ahead, we will be investing in a new customer portal to further improve and

facilitate interaction, with service call logging, configuration and documentation utilities; we have a comprehensive roll-out scheduled of system updates to the latest versions at all customer sites; and we are initiating Strategic Account Reviews with clients to ensure they are getting the most out of their investment and to help proactively plan further system development.

The most important thing is that we have a great base to work from, the right products, the right people, the right vision. We've brought in extra resources and redefined team roles to better meet client needs, we're stable and solid financially, and we have a clear view on where we want to take this business. Cost recovery and cost management are going to remain key disciplines for law firms – it's down to us to ensure they continue to get the maximum benefit from the technology and the maximum return on their investment.

Q. One last question. You heroically completed last year's London Marathon despite a very dodgy, painful knee. Will you be putting yourself through that agony again this year?

A. Absolutely not, the knee has refused to go anywhere near a marathon course ever again and the rest of my body is in full agreement. However, I have somehow been persuaded to abseil down the outside of Guy's Hospital in May – it's for an absolutely fantastic cause though, ECHO, the Evelina Childrens' Heart Organisation. So if anyone wants to sponsor me....<http://www.justgiving.com/DamianJealEcho>