Baltics’ largest law firm retains its edge with Tikit Carpe Diem
Background
Ellex Valiunas is the largest specialised legal firm in Lithuania, with a solid portfolio of cross-border and international projects and landmark regional deals. With nearly 100 legal professionals and a variety of practice areas, this award-winning firm, established shortly after the Baltic States regained their independence in the early 1990s, is ideally positioned to provide clients with top expertise and in-depth specialist legal services.

To retain its position as a regional and international market leader, and support its affiliation with global law firm networks like Lex Mundi and World Services Group (WSG), Ellex Valiunas uses only the most efficient and innovative technology solutions. For example it was the first law firm in the Baltics to adopt state of the art AI technology – continuing a long tradition of using tech to not only streamline processes but also better serve a sophisticated client base. Time recording technology, a core component of the firm’s financial management solution, was therefore the focus of Ellex Valiunas’s next technology investment.

Choosing Tiktit Carpe Diem
Dr Keriene Dovile, the firm’s IT and Business Project Manager, is a business process management expert. She assessed the firm’s existing timekeeping functionality, a custom-developed, in-house system operating as part of the firm’s existing finance system, as sub-optimal. “We used a rather old-fashioned, feature-poor timekeeping system in desperate need of a facelift,” she says. “If you have lawyers complaining about the system and your mobile professional staff are unable to enter time while on the road and out of the office, you know it’s time to switch.”

Dr Dovile and her team of experts and evaluators recognised that the firm now needed to select and adopt a legal-market-specific timekeeping application. They sought a solution with a modern, user-friendly interface and a technologically superior platform that would not only integrate easily with other business applications, but would also accommodate firm and office growth.

Dr Dovile adds: “Modern day timekeeping means lawyers are tracking their own time and as a result request a system that is quick to learn, easy to use and mostly resembles the consumer technologies they use away from the office. Also, we have a very mobile workforce so the requirement for a mobile application that leaves no time gaps and again, enables our lawyers to work freely without worrying about timekeeping, was extremely important as part of our selection.”

The IT challenge, then, was to provide the firm with a modern and intuitive time recording platform that would integrate with existing systems while enabling efficient time capture, when the work happens, from any device and location.

The firm’s selection of a new system and specifically Tiktit Carpe Diem ultimately came down to several business and technology driven factors and requirements:

- **Drive user productivity:** Modern timekeeping technology like Carpe Diem automates processes and leads to higher usage based on ease of use which leads to higher user adoption
- **Passive time capture:** The ability to mine and transform electronic activities into time entries unaided by the fee earners is critical to maximising time captured and the revenue the firm can realise
- **Mobile usage:** Carpe Diem’s mobile solution enables the firm to gain usage with an offline capability which is especially important when online options are limited
- **Stable technology platform:** Carpe Diem supplies a scalable timekeeping foundation for all future growth across the firm and practice areas
- **Modern, intuitive user interface:** Timekeeping that provides a consumer grade user experience is important to firm’s who are looking to retain and attract the best legal talent
- **Reputation and track record:** Tiktit and Carpe Diem represent the gold standard of law firm technology and best of breed timekeeping solutions. As part of the BT Group, Tiktit is a leading provider of innovative and specialist technology to the legal and professional services sector with over 1,500 law firm clients globally
- **Value:** While pricing is always relevant, it was not the most important selection criteria for Ellex Valiunas. It ultimately came down to overall value which includes product, service and the entire project experience.

The firm opted to deploy Tiktit’s latest version of the Carpe Diem timekeeping platform across the workstations and mobile devices of nearly 150 users.

The implementation phase
One of the keys to a successful implementation of Carpe Diem is the work put in by the client’s IT team on scoping the deployment. Undoubtedly the time and effort Dr Dovile and her team spent on planning, and then establishing a pilot group of lawyers and resources from finance, marketing, HR and various practice groups, paid dividends. It limited any major surprises along the way and created a sense of buy-in across the firm once Carpe Diem was up and running.

In turn, Dr Dovile praises the contribution of Tiktit’s team. “I have to say that this was one of the smoothest and easiest projects I ever managed. A big thank you goes to the Tiktit team of professionals. Everything went extremely well, from project scoping and planning, to communication and knowledge transfer from Tiktit’s experts to ours. And of course it is a very high quality software application.”

Measuring the improvement

While it might take a bit longer to realise a robustly measurable ROI, Ellex Valiunas is already extremely pleased with the initial value delivered by Carpe Diem:

- **Higher user adoption:** Overall, more users are using Carpe Diem, including firm partners who previously never touched the time entry system. Firm management is confident that this will lead to an increased technology adoption by firm leaders, leading to more time being captured and more revenue.
- **Shiny new technology:** Users are enjoying the new technology and the features and functions they can now take advantage of. Carpe Diem’s user interface is inviting and its many time capture options allow users to incorporate time keeping into their daily routines.
- **Productivity:** Overall, the firm is logging more time, faster. According to Dr Dovile, time capture is now streamlined and only takes a few hours instead of a day or longer. “We are now able to enter time much more quickly and in many different ways and tracking has now become seamless. Even when we don’t have all the project details to hand, we can enter time partially, and then go back later and complete the entry. This assures more accurate capture.”

**Future plans**
Now that Carpe Diem is established, the firm is already excited about its future potential and has plans to focus on continued user technology adoption through new features. In addition the firm is beginning to leverage Carpe Diem’s reporting capabilities, which can provide valuable insights based on robust data. Ellex Valiunas also has plans to work with Tiktit on continuous improvement around third party integration efforts, introducing new functionality and adding in features based on user feedback. In summary, the switch to Tiktit Carpe Diem has been a success, and will continue to add value.

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- Dr Dovile, IT & Business Project Manager
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Firm Snapshot

Firm size: The Ellex Valiunas team in Lithuania consists of nearly 100 legal professionals and across all the Baltics it equals almost 200 lawyers.

Accolades: In May 2018, Who’s Who Legal, an official research partner of the International Bar Association recognised Ellex Valiunas as Lithuania’s Firm of the Year. Ellex also received the Chambers Baltic-Wide Law Firm of the Year Award in 2018 and in 2017 was honored as the Baltic-Wide Client Service Law Firm of the Year. In 2017, Ellex was the only law firm in the Central and Eastern as well as Northern Europe included in the ratings of innovative law firms published by the Financial Times.

Capabilities: Ellex Valiunas seeks to provide customised service to clients that create added value. The firm provides not only legal services as needed, but also innovative business-focused decisions and advice. One of the key exclusivities of Ellex Valiunas is the deep specialisation of the firm’s lawyers. The firm provides legal services in the following practice areas: banking and finance, commercial and compliance, corporate and M&A, dispute resolution, employment, EU and competition, IP and IT, real estate and environment, and tax.

Global network: Ellex Valiunas is the exclusive member in Lithuania for Lex Mundi – the world’s leading network of independent law firms with in-depth experience in 100+ countries worldwide, and World Services Group (WSG) – a global membership association whose members are among the top providers of professional business services.

Why Tikit?

Knowledge. Unparalleled knowledge of time recording within the legal, accounting and professional services industries.

Investment. Backed by a FTSE 100 company, we have the resources to continually invest in the development of our time recording solution.

Experience. We have accumulated unrivalled experience in time recording and a proven track record of its deployment in a firm environment.

Support. Tikit Carpe Diem is backed by an ISO9001 certified support service that is available 24 x 7.

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