

## Growing Law Firm Stays Connected to Courts and Clients

Taylor|Anderson uses Cisco Smart Business Communications System to streamline interaction with the court.

EXECUTIVE SUMMARY
<p><b>TAYLOR ANDERSON LLC</b></p> <ul style="list-style-type: none"> <li>• Industry: Legal</li> <li>• Location: Denver, CO</li> <li>• Number of Employees: 20 employees</li> </ul>
<p><b>CHALLENGE</b></p> <ul style="list-style-type: none"> <li>• Support reliable, flexible communications between attorneys, clients, and courts</li> </ul>
<p><b>RESULTS</b></p> <ul style="list-style-type: none"> <li>• Flexible call handling and powerful messaging enable attorneys to communicate better and respond to clients faster.</li> <li>• System can easily scale to support growth</li> </ul>
<p><b>SOLUTION</b></p> <ul style="list-style-type: none"> <li>• Comprehensive network solution provides support for high-quality voice communication and unified messaging.</li> </ul>

### Challenge

Taylor|Anderson LLC is an innovative law firm with a national reach that offers a sophisticated trial practice to clients. The organization specializes in personal injury and property cases, focusing on trucking, product liability, and construction claims. Although Taylor|Anderson is a small firm with 20 employees, the organization handles cases throughout the United States from its two offices in Denver and Southern California.

Communication plays a critical role in the day-to-day operations at Taylor|Anderson, and the firm depends on its phone system to keep cases moving forward smoothly.

“I am on the phone with clients, mediators, and other attorneys for up to ten hours a week,” says Kevin Taylor, co-founder of Taylor|Anderson. “I also spend another hour a week on important calls

with judges, or participating in court hearings. If I’m on the phone with the court, we simply can’t afford interference or a dropped call. That would be catastrophic.”

Taylor|Anderson is a relatively new firm, but is experiencing rapid growth. As it prepared to open its new offices, Taylor|Anderson needed a solution that could deliver the high-quality, dependable phone service that its clients and partners expected. The solution would have to deliver flexible call handling and messaging, to enable a team of lawyers to keep in touch whether they were in the office or on the road. The new network would also have to be scalable to grow as the firm expanded and added offices.

### Results

To deliver the rich communication features that the practice demanded, Taylor|Anderson installed the Cisco® Smart Business Communication System (SBCS). The Cisco SBCS is designed to give small businesses everything they need in one reliable network platform for voice, video, wireless, and data communications. The Cisco solution includes powerful call-handling features that make it easy for attorneys to work together and stay in touch with clients and associates, regardless of their location.

“Four-digit dialing makes it easy for me to reach an associate anywhere in the country, even if we are not in the same office,” says Taylor. “Speed dialing is also a big help for reaching people that we work with all the time.”

Attorneys at Taylor|Anderson spend a good deal of time traveling or working outside the office, so voice messaging was a key requirement. With the Cisco SBCS, the firm can automatically forward incoming voice messages via email, enabling attorneys to respond to questions and concerns more quickly.

“It’s great knowing that if someone leaves me a voicemail, I will know about it right away, without having to call into the office,” says Taylor. “I get all my messages as soon as I turn on my Blackberry.”

“Many of our cases involve multi-million dollar settlements, and with so much at stake, we need a communications solution that we can depend on. The Cisco solution lets me communicate effectively with judges, other lawyers, mediators, and definitely with my clients. It really helps me reinforce one of the hallmarks of my success as a lawyer: communication.”

– Kevin Taylor, Founder, Taylor|Anderson LLC

The solution integrates smoothly with Microsoft Outlook, so attorneys can simply check their PC or smart phone to manage all their messages, inside or outside the office.

“The unified messaging feature was very attractive to us, and it is even better because I can forward that voicemail to a client or colleague,” says Taylor. “If I get a great message regarding a case, I don’t have to paraphrase it or explain it. I can simply forward it with a cover note that says, ‘please listen to this voicemail.’ That feature was a huge advantage for us.”

Managing calls in the office is easy too, because the Cisco solution delivers all the call-handling features that large businesses enjoy, at a price that’s right for small businesses.

“If I call the office and need to speak with several people, I can start with our receptionist, and she can transfer me to the right person by simply pressing a key on her phone,” says Taylor. “When I’m done talking with the first person, they can transfer me to the next person. I can reach everyone I need to without having to hang up and dial again.”

Most importantly, the Cisco SBCS gives Taylor|Anderson a reliable communications platform that lets the firm present a professional image to clients and associates.

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## Solution

Kevin Taylor worked closely with Optimum Networking, a Cisco Certified Partner, to set up and install its new solution. Optimum Networking specializes in building solutions and services that are designed to meet the specific needs of small organizations. Optimum Networking was able to configure and install the solution in record time.

“We had a very short timeframe to roll out the solution,” says Joe Turnbough, president of Optimum Networks. “We started in the middle of June, and needed to have everything up and running by the first of July, including phones, servers, desktops, and laptops.”

Capital expenses are always a concern for small businesses, so Cisco Capital Finance offered easy payment terms, enabling Taylor|Anderson to purchase the solution without a large up-front investment.

“When you start a business, startup costs and cash flow are two of your critical issues,” says Taylor. “Cisco Capital Finance offered a zero percent interest plan that helped us move forward by minimizing those startup costs.”

At the heart of the solution is the Cisco Unified Communications 500 Series for Small Business. This complete communications platform eliminates the need for multiple servers, and combines voice, data, video, security, and wireless capabilities. Cisco Unified IP Phones 7900 Series provide clear voice communication, speakerphone

support, and high-quality LCD display screens. Together, the Cisco SBCS delivers the flexibility and features that attorneys need to power a fast-moving business.

### PRODUCT LIST

#### Cisco Smart Business Communication System Including:

- Cisco Unified Communications System 500 Series
- Cisco Unified IP Phones 7900 Series

“The solution is great for multitasking,” says Taylor. “If I’m on a teleconference, I can put myself on mute and listen to a voice message if I don’t need to be participating. If the voicemail is relevant to our call, I can activate the speakerphone and play the message to people on the line. These types of features help us work together more effectively.”

Changing phones or adding extensions is simple, because the Cisco solution provides true plug-and-play support for network moves, adds, and changes.

“Sometimes employees move around from office to office,” says Turnbough. “Taylor Anderson might have a temporary worker come in, and we can easily unplug the phone from one jack and move it. There are no configuration changes needed.”

If technical changes or troubleshooting are needed, Optimum Networking offers a managed service plan for phones, servers, and other system components. With a single point of contact for support, Taylor Anderson enjoys peace of mind in knowing that its solution will remain up and running at its best.

### Next Steps

The Cisco solution was designed to grow and evolve when business needs change. Now that its new phone system is up and running smoothly, Taylor|Anderson is working with Optimum Networks to discuss ways to enhance the solution. For example, the firm could easily add call-accounting software to track calls for billing and usage.

“VeraSMART Call Accounting Software can collect Call Detail Record information directly from the Cisco solution to provide in-depth reports on phone activity,” says Turnbough. “We will be discussing these features with Taylor|Anderson in the near future.”

Since installing the Cisco solution, Taylor|Anderson has already expanded its system from 15 to 20 phones. The firm expects more growth on the horizon, and can easily add new extensions and features over the coming years.

### For More Information

To learn more about the Cisco solution, visit [www.cisco.com/smallbusiness](http://www.cisco.com/smallbusiness).



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