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Leveraging Audio Visual Technology: Achieving Maximum Efficiency for Executives

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Brown Rudnick LLP

- 200 Attorneys/450 employees
- Six offices in the US and UK
- Practice Groups geographically dispersed
- 12 Video Endpoints
- 90 d. activity – 206 conferences with 430 endpoints

Akin Gump Strauss Hauer & Feld LLP

- 1036 Timekeepers / 1735 Total Employees
- 9 domestic and 4 international offices
- 27 group endpoints / 2 Personal Endpoints
- 90 d. activity – 152 conferences with 550 endpoints

AV History – Brown Rudnick

- 1999 – First Video Conference Installs
  - Polycom portables
  - 3 Units
- 2001 – IP Connectivity
  - Cost savings over ISDN
  - Grown to 5 units
- 2003 – Tandberg on Dedicated Network
  - Parallel network dedicated to video
  - Switch to Tandberg and first room installations

AV History – Brown Rudnick

- 2006 – VoIP and Management
  - Video and voice share a network
  - Tandberg Management Software automates scheduling
- Present – Hi Def/Streaming Video
  - Video library of legal dept. training sessions on intranet
  - Hi def capable units in most locations – improved resolution

Managing Cost

- All ISDN via codec and NT1
- All IP via existing WAN connections
- Dedicated IP frame network for video
- Cisco bridge implemented internally
- Border controller for external IP calls
- All IP video on MPLS

AV-History Akin Gump

- Pre – June ’08
  - Video Conferencing equipment considered part of facilities
    - Resulted in each office’s Facilities Manager choosing and purchasing equipment
  - 100% ISDN – generally connecting at 384
  - Using antiquated bridging services that “dumbed” the whole call down to the lowest common denominator

AV – History Akin Gump

- June ’08 – Video Conferencing turned over to IS
  - Switched to HD Codian Bridging
  - Calls from 384 to 512
  - Updated Firmware on all CODEC’s
- June ’08 – Dec-’08 –
  - Moved NY, PH, LO offices
  - Closed DU
  - Opened AD
  - Refit MO

AV – History Akin Gump

- Jan – June ’09
  - Installed TCS
  - Installed TMS
  - New Equip in LA
- Present
  - Installing PodCast Producer
    - Automated workflow to produce content
    - CLE Content Encoding

Managing Cost

- All ISDN via older bridging technology
- All ISDN via HD Bridging technology
- Dedicated video connections DC and NY
- Dedicated bridge ports
- Dedicated public connection in LA and HO
- All IP video on MPLS
- Service Provider on our MPLS
- Dedicated blade in carrier class chassis

Economics of leveraging AV

Cost Savings

- Elimination of travel
  - Minimal and difficult to measure. Deposition travel easiest target
- Reduce staffing
  - Negative impact – Sophisticated systems require hands on support
- Legacy systems/Infrastructure
  - New AV services do not usually supplant anything but themselves.
  - More bandwidth, not less
- Charge back to clients
  - None. Straight pass through or no charge incurred
- Improve administrative function
  - Partnership meetings, management committees, and hiring process plus

Revenue Generation

- Client Marketing
  - In house presentation systems add value. Web site video can provide effective marketing. Not pitch friendly
- Case Management
  - Effective in management of legal teams across offices
  - Client-facing opportunities exist but may require investment