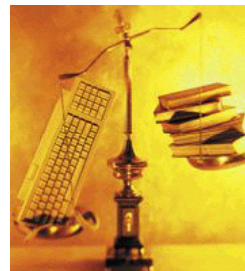


Mastering "Geek Speak": A Lawyer's Practical Primer on Tech Help and Support Resources



National Solo & Small Firm Conference
Santa Fe, NM • October 3-4, 2008
Hosted by GP Solo, ABA and the State Bar of New Mexico

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- ◆Marquette Univ. Law School, 1986 (Law Review)
- ◆Founded MicroLaw, Inc. in 1985 / Factum, Inc. in 2006
- ◆Legal Technologist, Educator, Author
- ◆Technolawyer Legal Technology Consultant of the Year 1999, Contributor of the Year 2001, 2002, 2005, 2006
- ◆ Founder/National Coordinator, HelpKatrinaLawyers.org
- ◆Over 1200 law offices assisted across North America
- ◆Frequent author and speaker nationwide on legal technology subjects
- ◆Chair, Wisconsin Law & Technology Conference 2002-2007
- ◆Co-Chair, National Solo & Small Firm Conference 2006-2007
- ◆Chair, Milwaukee Bar Association Technology Committee, 2002-2007
- ◆Chair, ABA LPM Section Computer & Technology Division and Member, TECHSHOW 1997- 2001 Board, Co-Chair, LegalTech CLE Planning Board
- ◆Founder, Annual Legal Consultants & Technologists Dinner (www.thedinner.net)

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Special Thanks to:

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Jennifer Hatlen

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Tom Dressel

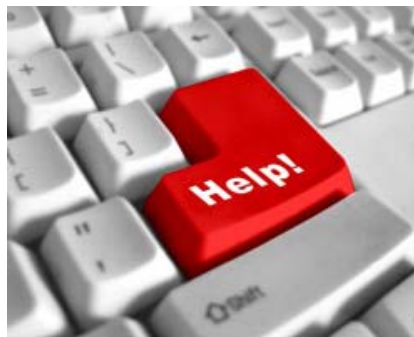
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Mastering Geek Speak: A Practical Primer on Tech Help and Support Resources

- ◆ The endless law practice technology management challenge . . .
- ◆ How can lawyers and legal learn to “talk tech and learn to walk the tech walk”
- ◆ Legal technology has become more complex with a flurry of new confusing concepts



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What We'll Accomplish in This Session ... Together

- ◆ In this session, we'll ask and answer ten questions – what every lawyer and legal staffer needs to understand in order to intelligently acquire, use and support the “right techno.stuff” in their practices
- ◆ *We'll demystify the acronym soup that plagues today's law office technology choices*
- ◆ We'll give practical insights into ways SSF practices can manage new tech upgrades and then support their systems down the road
- ◆ *We want to hear your stories – the successes and the “lessons learned”*



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Different Perspectives, Same Goals

- ◆ In this session, we offer the benefit of varied viewpoints
- ◆ *The Small Firm – Ross Kodner (MicroLaw – Consultant to 1- 400 attorney firms, “recovering” small firm lawyer)*
- ◆ The National Mid-Size, Regional Large Firm – Mary Koshollek, Tom Dressel and Jennifer Hatlen (Godfrey & Kahn) – share how their large firm experience yields invaluable lessons for SSF practices



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Mastering Geek Speak – How Can You Describe What You Want/Need/Have?

- ◆ Technology in law practice has always been fraught with its own unique terminology and a plethora of sometimes dazzlingly baffling acronyms

“I have no idea what my IT guy is saying – but I trust her so I’m sure everything will be fine.”

- ◆ Ever caught yourself saying or thinking this? It’s **DANGEROUS!**

◆ *While SSF lawyers and staff don’t need to be pocket-protector-wearing certified geeks in order to practice law, a failure to understand the basics of the Lingo” and the conceptual elements of tech in practice beg disaster*

- ◆ Let’s find out how to finish ahead of the game!



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Finding Common Language – How to Teach Geeks to Speak Legal and Lawyers to Get Geek

- ◆ In other words, how do we bridge the communication gap so neither side perceives the other as speaking “Martian?”



- ◆ *What education is necessary to instill communication comprehension capabilities for your IT people and the lawyers and staff in your practice to understand each other?*

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Look it Up! Tech Dictionaries Can Really Help Bridge the Understanding Gap

(Webopedia)TM

techdictionary.com

Internet.com (Webopedia) The #1 online encyclopedia dedicated to computer technology

Enter a word for a definition... or choose a computer category

WPA

Short for **Wi-Fi Protected Access**, a **Wi-Fi standard** that was designed to improve upon the security features of WEP. The technology is designed to work with existing Wi-Fi products that have been enabled with WEP (i.e., as a **software upgrade to existing hardware**), but the technology includes two improvements over WEP:

- Improved data **encryption** through the temporal key integrity protocol (TKIP). TKIP scrambles the keys using a **hashing algorithm** and, by adding an integrity-checking feature, ensures that the keys haven't been tampered with.
- User **authentication**, which is generally missing in WEP, through the extensible authentication

Business Resources

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Unays information technology security strategy today.
www.unays.com
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Legal Geek Speak Translator

◆ The following are terms and acronyms you need to be familiar with:

◆ **VOIP (Voice Over Internet Protocol)**
 * **Defn:** Phone technology that travels across your network inside your office and/or across the Internet outside the office instead of traditional telecommunication provider phone lines

* **In English:** It's a way to have a more fully-featured phone system in an SSF practice for generally less money with the potential of less expensive phone service as well.



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Legal Geek Speak Translator

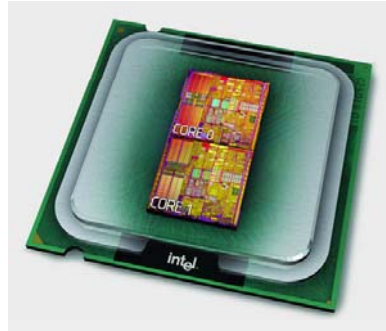
♦ The following are terms and acronyms you need to be familiar with:

♦ **Dual Core:**

* **Defn:** Refers to the processors running your computers. Effectively, two CPUs grafted onto one tiny chassis to enable your PC to do everything more quickly. Intel's most desirable versions are called Pentium Core 2 Duo for desktops and laptops and Xeon Dual and Quad Core Pentium for network servers. AMD's most desirable versions are called the X2 Series

* **In English:** It's the tech version of the old adage that two heads are better than one. Dual processors = more simultaneous "thinking" = faster responding computers.

Avoid Intel Celeron Series, Core Duo and Pentium D processors at this stage – they're outmoded.



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Legal Geek Speak Translator

♦ The following are terms and acronyms you need to be familiar with:

♦ **Wireless**

* **Defn No. 1:** When most say wireless, they mean "Wi-Fi" which refers to wireless networking, or connecting with a Wi-Fi card/adaptor in your PC to a nearby Wi-Fi router which creates 0-200' radius area called a "HotSpot" – you do NOT directly connect to the Internet using this approach, but rather to a nearby network, which in turn can be connected to the Internet

ISSUE ALERT: Wi-Fi is inherently insecure unless the various layers of possible security protection are turned on (don't assume you know – find out how to check in order to protect client confidences)

* **In English:** An often free way to leverage the Wi-Fi capability built into all recent vintage laptops to connect to a local network or to the Internet via the "HotSpot's" internet connection. Inherently insecure v. the "other" kind of wireless Internet connection



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Legal Geek Speak Translator

♦ The following are terms and acronyms you need to be familiar with:

♦ **Wireless Broadband**

* **Defn No. 2:** The “real” wireless is accomplished via a broadband wireless Internet card provided by your cell provider. This “always on” card connects you directly to the Internet via an encrypted cell signal. No “HotSpot” is required – if there’s cell service where you are, you’ll connect – EVDO, HSPA and 3G capabilities are hallmarks to look for in the connection type – all three offer “3G” or Third Generation higher speed wireless connections. Wireless cards are available in USB and PC Card/Express Card versions for about \$50-\$60/month for unlimited use.



ISSUE ALERT: Wireless Broadband is infinitely more secure than Wi-Fi which is open wide open to intrusion. Wireless Broadband uses a digitally scrambled signal just as cell phone voice technology does

* **In English:** The fast, cheap and secure way to always be connected. Just remember – if you’re using Wi-Fi in the local Starbucks, your confidential client information can be easily intercepted by anyone . . . Not so with Wireless Broadband – that fact alone should be enough incentive to talk to your cell carrier about it NOW!

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Legal Geek Speak Translator

♦ The following are terms and acronyms you need to be familiar with:

♦ **Client/Server v. Peer to Peer or “Windows” Networking**

* **Defn:** In SSF practices, some feel that “client/server” networking is too expensive, so they tap peer to peer networking using the capabilities built into the desktop Windows XP or Vista operating systems to connect to up to 10 other PC systems and share access to storage and printers. In such a system there is technically no central dedicated “fileserver” but rather a PC often referred to as a “server” that is really not – it is just a PC sharing its storage via a “mapped drive” system.

Computers in a peer-to-peer network can share each other’s resources, providing services to each other.



This one could handle files and store both computers’ documents...

...while this computer could handle both computers’ print jobs..

* **In Reality:** If you have two or more PCs connected together you should have a “real” client/server network that has a dedicated fileserver – a computer running typically a purpose-built networking operating system such as Windows Small Business Server. Costs are so low today, that the proper network technology is within reach of any budget – with 5 user Microsoft network software as low as \$400 running on a \$1500-\$3000 PC system for up to 5 people.

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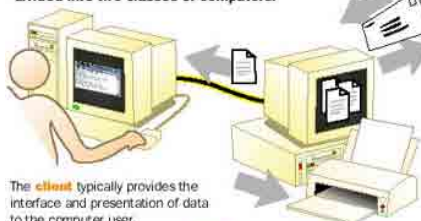
♦ The following are terms and acronyms you need to be familiar with:

♦ **Client/Server Network Pros and Cons:**

- * **Pros:**
 - More reliable and better operational stability/support for legal databases like billing systems and case managers
 - Central management of the all-important data backup process, updating anti-virus software, controlling security, sharing printers and network copier/scanner devices
 - Easier for novices to manage, easier for your network to be supported by outside professionals

- * **Cons:**
 - More expensive upfront in hardware/software and also in setup costs
 - No other negatives

Computers in a client/server network are divided into two classes of computers.



The **client** typically provides the interface and presentation of data to the computer user.

The **server** provides services to the client, such as running applications, retrieving files, printing documents, and retrieving and sending e-mail.

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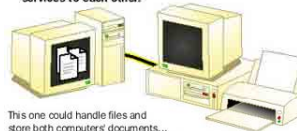
(cont.)

♦ **Peer to Peer Network Pros and Cons:**

- * **Pros:**
 - Initially less expensive to setup, less costly hardware/software costs
 - No other positives!

- * **Cons:**
 - More complicated and expensive to support because of lack of central administration of data backup, as well as anti-virus updating, controlling security
 - Can be an organizational sinkhole since users tend to store client work product on multiple drives
 - Dangerous way to run legal software such as networked billing and case management systems which need the "data integrity" protection only real client/server networks offer – expect data corruption!
 - Normally, can be noticeably slower in most respects
 - Practically speaking, forget sharing Outlook email, calendars, contacts with Microsoft Exchange Server

Computers in a peer-to-peer network can share each other's resources, providing services to each other.



This one could handle files and store both computers' documents...

...while this computer could handle both computers' print jobs.

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Legal Geek Speak Translator

♦ The following are terms and acronyms you need to be familiar with:

♦ **WEP / WPA**

* **Defns:** Two different Wi-Fi security methodologies – WEP is “old school” and no longer effective. WPA is the current preferred Wi-Fi approach. Requires anyone accessing a Wi-Fi network to have a digital key to connect



* **In English:** It's a way apply a password to a Wi-Fi hotspot so only authorized people can connect and use it – as important at home as in the office. You can tell if there is NO security at a Wi-Fi hotspot if you are not required to enter a “network key” in order to connect

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Legal Geek Speak Translator

♦ The following are terms and acronyms you need to be familiar with:

♦ **MFD**

* **Defn:** A “multi-function device” – either a desktop model that combines printing, scanning, copying and sometimes faxing functions or a larger unit that is based on a full-size copier but adds those same additional capabilities



* **In English:** Most copiers today are MFDs v. the ancillary features previously being optional add-ins. A great value in most cases. Look for scanning functions that are ultra-simple and “send” scanned documents as PDFs right to your Windows “desktop,” to your Emailbox as attachments or straight to a Windows folder

* **CONSUMER CAVEAT:** Avoid inkjet MFDs – consumable costs will eat you alive! Use color or B&W laser printer-based MFDs only

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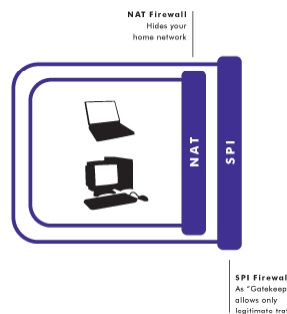
◆ The following are terms and acronyms you need to be familiar with:

◆ **NAT and SPI**

* **Defns:** *These have to do with security technology and the “firewalls” that keep the bad guys from breaking in via your Internet connection.*

NAT = Network Address Translation. *An outmoded, not entirely secure form of network security. Don't trust it – older firewalls used it and should be replaced, period – you're not being protected.*

SPI – Stateful Packet Inspection. *The newer security approach used by virtually all network firewalls in the last 2-3 years. It's what you want/need. Dramatically more secure than NAT. Check the online specs for your brand/model of network firewall and look for the SPI acronym – if you don't see it, replace your firewall and protect your client and firm info!*



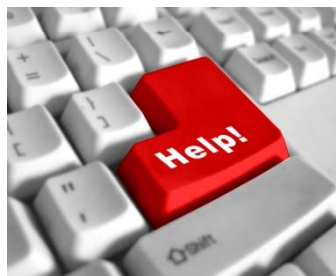
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How to Get Tech Done, and Get it Done Right?

“How do we get reliable advice on technology issues including upgrades, purchasing, how to implement new software?”

- ◆ What is the source of advice? That's the place to start
- ◆ Are you talking to an independent and objective consultant or a “consultant” who is really a vendor of a specific range of products?
- ◆ Avoiding the “Brother in law” factor and also not falling into trap of “I have a client in the computer business . . .”
- ◆ Should you become your own Legal Technology General Contractor and manage your own upgrades, purchases and support, *pro se*?
- ◆ Should you outsource to a legal technology professional and if so, how would you find one?



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The Cost of "Tech *Pro Se*" – The Business Impact of DIY Legal Technology

"We can't afford a consultant so we're going to save the money and do it ourselves!"

- ◆ Is it less expensive to take a DIY approach to your practice technology?
- ◆ This requires some basic "legal math"
- ◆ If you bill an average \$200/hour, every hour you spend on tech support, tech decisionmaking, tech installations costs you \$200 – even though you're not writing out a check
- ◆ Because not billing your time has the same effect on your practice's bottom line as writing out a check for an expense. Money not coming in reduces your top-line revenue, which reduces your profit. No different than writing a check for \$200!
- ◆ So does it make sense, to handle your tech *pro se* at \$200/hour when you're probably well short of being an expert v. hiring an expert for LESS money who will likely get it right the first time, and faster?



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Guidance and Support Resources – What Are the Options?

"How can we find out about resources to provide preliminary advice and post-project support?"

- ◆ First and foremost – ask your peers – talk to other firms about how they accomplished their implementations and how they receive support
- ◆ Talk to a trusted advisor – ask an independent consultant or a vendor with an established track record – reputable sources will steer you in the right direction – they can't afford not to
- ◆ In Wisconsin, leverage Nerino Petro, Jr., the State Bar's Practice Management Advisor for objective advice and referrals
- ◆ Do your homework using legal technology blogs, websites, periodicals, and listserv communities such as the State Bar of Wisconsin's "Practice 411" listserv and of course . . .



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Guidance and Support Resources – What Are the Options?

◆ Attend live and online CLE programming – from the Milwaukee Bar, the State Bar, your county bar, national speciality bar, the Association of Legal Administrators (yes, lawyers can learn a lot from the ALA), the AALL (ask Mary – the American Association of Law Librarians) and by all means speciality conferences such as:

- * Wisconsin Solo & Small Firm Conference
- * ABA GP|Solo National Solo & Small Firm Conference
- * Illinois and other states' Solo & Small Firm Conferences
- * ABA TECHSHOW, LegalTech



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Guidance and Support Resources – Look to Legal Tech Blogs for Ideas, Tips, Guidance

◆ Read legal tech and law practice management blogs such as:

- * Nerino Petro's CompuJurist
- * Ross Kodner's Ross Ipsa Loquitur
- * Jim Calloway's Law Practice Tips
- * Dennis Kennedy's Blog
- * Lawtech Guru by Jeff Beard
- * Ellen Freedman's Practice Management Blog
- * Ride the Lightning by Sharon Nelson & John Simek for e-Discovery info
- * Among others

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Nerino Petro's Compujurist.com

Legal Technology, Practice Management and Items of Interest to Lawyers

LIVE SEARCH - TYPE AND GO

search this site

Practice Law. Manage Business. Enjoy Life! Wisconsin Solo & Small Firm Conference 2007 - SAVE THE DATE: October 29 & 30, 2007

Posted by Nerino Petro at October 8th, 2007

SAVE THE DATE - NOVEMBER 29 & 30, 2007 ITALIAN CONFERENCE CENTER, MILWAUKEE

Hello everyone, it's that time of year again, time for the Wisconsin Solo & Small Firm Conference.

Meet with your colleagues in Milwaukee for two days of insightful programming and networking opportunities at the Wisconsin Solo & Small Firm Conference. Presented by the Milwaukee Bar Association and the State Bar of Wisconsin, the 2007 Wisconsin Solo & Small Firm Conference will be bigger, better and oriented to every solo and small firm lawyer and legal staffer statewide. Attendees can

READABILITY: SMALL NORMAL LARGE

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- October 2007

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Tech & Practice Management Q&A



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Ross Ipsa Loquitur

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BLOG

ABOUT ROSS IPSA LOQUITUR

Ross Kodner and colleagues presenting thoughts on law practice management and technology issues, product reviews, latest articles and CLE materials, Renee's Techno-Updates, corporate legal department technology, mobile lawyering and smartphones, Paper LESS Office(tm) developments, case/practice

RUBIK'S CUBE MEETS WEB 2.0

October 9th, 2007 by Ross

I haven't had a chance to try out [FilesAnywhere Online](#) yet, but I LOVE their interface. Take a look at the home page, navigate into the upper horizontal login area and you'll see the navigation "cube" - it looks like a Rubik's cube. With the inscrutably exasperating nine squares per side and three visible sides, they've managed to cram 27 navigation buttons into a neat, compact, easily usable area. This may not appeal to some, but I love the interface and am trying to figure out how to incorporate something like this into the re-design of [MicroLaw.com](#) or even [Ross Ipsa Loquitur](#).

In the meantime, the product looks really interesting. It appears there isn't much it doesn't do. A nav list on the main page lists the key functions of the service including:

LINKS

BLOGROLL

- [Robert Ambrodi's LawSites](#)
- [ASA Tech Show](#)
- [Acrobat For Legal Pros](#)
- [Al Nye the Lawyer Guy](#)
- [Be Specific](#)
- [Between Lawyers](#)
- [CompuJurist by Nerino Petro, Jr.](#)
- [Dave Bilinsky's Thoughtful Law Blog](#)

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DennisKennedy.com

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« [Electronic Discovery Trends and Blogs: Thinking Aloud about Information Overload and Information Underload](#) | [Main](#) | [Electronic Discovery Trends and Beyond Bullet Points](#) »

The Benefits of Treating Regular Customers Like Criminals

I can see no benefits to treating your regular customers like they are criminals, but I'm not in the music industry, where that seems to be a standard practice.

I bought some CDs from Amazon and they arrived today.

I tried to open them so I could play them.


Five full minutes, a pair of scissors, and a sharp knife later, I was ready to give up on getting the last one open before it finally relented and I could remove the shrinkwrap and get started on that sticky tape that keeps the jewel case closed and sticks persistently to your fingers when you try to throw it away. I honestly don't know how people with arthritis or disabilities get these things opened.

At the end of my ordeal, I was no longer excited about playing the music. I was too tired to put the CDs into a CD player, let alone rip songs into iTunes to put on my iPod.


However, that might be the purpose of the shrinkwrap obstacle course. In [Good Morning Silicon Valley](#) last week, Jennifer Pariser, the head of litigation for Sony BMG, was quoted as saying:

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Jim Calloway's Law Practice Tips Blog

2005 WINNER
TechnoLawyer @ Awards
www.technolawyer.com

An Oklahoma-based weblog about law practice management, the Internet and technology as it applies both in law practice and in all of our lives.

About

About Jim Calloway

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Categories

- Alternative Billing
- Client Relations
- Confidentiality
- Electronic Discovery

50 Ways to Market Your Practice

The ABA Journal has published *50 Ways to Market Your Practice* in the October 2007 issue. The article features marketing ideas collected by Maryland lawyer Terry Berger (also the proprietor of <http://www.registeredagentinfo.com/>) from various sources, including in large part, the online community Solosez.

October 18, 2007 in Marketing | [Permalink](#) | [TrackBack \(0\)](#)

Voice-Activated Technology for Lawyers

Voice-Activated Technology for Lawyers is the subject of my column in the Oklahoma Bar Journal this month. It is a fairly short treatment of a big topic, but it includes links to my previous articles on speech recognition software and digital dictation devices. Regular readers of this blog have already learned of my infatuation with the new speed-to-text service, Jott, so that part of the article should come as no surprise to you.

I do confess that I find truly amazing the improvements that have occurred in voice-activated technology in just the last few years. Maybe we will reach the day where we can do most anything with our computers via voice commands.

The e-zine *Law Practice Today* this month republished the materials that Laura Calloway, Director of the Alabama State Bar's Law Office Management Assistance Program, and I did for our ABA TECHSHOW 2007 presentation "Talking to Yourself: Your Voice as Your Assistant." With all of these articles you should have a fairly good overview of this broad topic.

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Law Practice Management

Blog by Freedman Consulting to Assist Your Firm in Managing the BUSINESS Side of Your Practice

Need a Calculator?

August 30th, 2007

Sometimes you need a specialty calculator, and need it now. Not to worry. The World Wide Web offers anything you need.

The ultimate calculator web site is [Martindale's Calculators On-line Center](#) with links to over 23,000 calculators. Whether it's a calculator for unit conversions (e.g. Fahrenheit to Celsius, pounds to kilograms), board feet, square roots or differential equations, you can locate it here.

Another option is the [Google on-line virtual calculator](#). You just type the formula into Google and it completes the equation for you. You have to learn a few conventions (like using ^o for multiplication), but for most simple calculations this may be the only virtual calculator you need. It also handles units of measure and conversions, for example, entering "radius of Earth in miles" returns "radius of earth = 3 963.1676 miles." Try it, it's easy!

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Guidance and Support Resources – What Are the Options?

♦ Read books and periodicals such as:

- * Wisconsin Lawyer
- * Wisconsin Law Journal
- * ABA Journal
- * GP|Solo Magazine
- * ABA GP|Solo Technology eReport
- * Law Technology News and Law.com
- * ABA LPM's "Flying Solo"
- * Jay Foonberg's legendary ABA LPM books
- * Ed Poll's tremendous Lawbiz series of books
- * And general technology resources including
 - PCMag.com (part of Zdnet.com)
 - Cnet.com
 - Tom's Hardware Guide
 - Woody's Office Watch
 - Annoyances.org
 - Slipstick.com for Outlook help



LAW.COM **LEGALTECHNOLOGY**



GP|Solo
ABA General Practice, Solo & Small Firm Division
GPSOLO Magazine

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Technology Project Management Without an IT Department

“How do we rollout a new network with no one but our “generic” network integrator to help us?”

- ◆ The reality is that someone needs to be your general contractor – and if your network support company (“integrator”) can’t fill the bill, seek a consultant who specializes in law firm technology project management
- ◆ Build your own timeline – use TimeMap from Casesoft.com to create a visual map of what needs to be done, who will do it and the timetable you’re striving to meet



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Helpdesk Resources When You Can't Justify an Internal IT Department

“How do we get answers to our daily computer software and hardware issues answered? And what about training?”

- ◆ Helpdesk resources – line up specialists for your applications – distance becomes irrelevant since top legal tech and practice management consultants virtually all offer remote assistance – often faster than any local providers can come to the rescue
- ◆ Using technologies like Webex and GoToMeeting, you can hire a team of the top experts in the legal software and generic applications that you need to keep running – keep them on retainer so they’ll prioritize your calls for assistance (and be clear about response time and availability in those contracts)



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Get Help Online for “Mainstream” Programs like Microsoft Office

“Are there online helpdesk resources we can take advantage of, inexpensively?”

◆ While “generic” online support services have limitations (they really don’t know anything about your office or your specific system), they can provide “spot” relief for tech issues

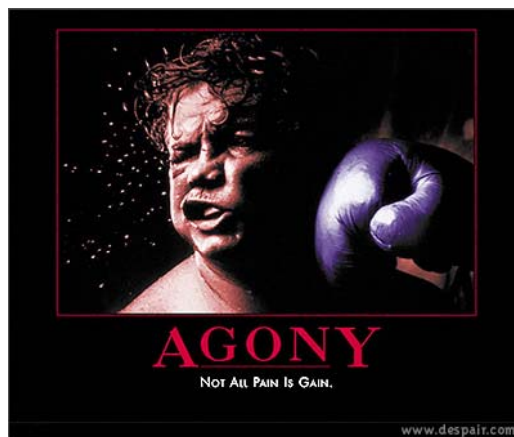


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What’s Worked, What Hasn’t: Great Technology Management Successes and Failures

“Everyone wants to know what’s worked and what hasn’t for other firms – what are some of the great tech management successes and failures?”



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War Stories – The Audience Dishes the Dirt: Case Studies from the Trenches

“Okay folks, let’s hear your stories – great technology “gap-bridging” tales, epics of legal technology management, etc.?”



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The Endgame – Where Are We Going?

“Let’s wrap up – what message do we want to bring back to our firms? How can we become better-educated SSF lawyers and legal staffers when it comes to selecting the right technology, implementing it successfully and keeping it running efficiently and cost-effectively?”



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Thank You!



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