

EMS Case Study *Blake Dawson*



Background

Founded in the 1850s, Blake Dawson became a fully integrated national partnership in 1988, and is now one of the largest law firms in Australia and the South Pacific region. The organization serves a variety of national and international clients in the areas of commerce, industry, and government.

Blake Dawson is a leader in the use of technology to deliver legal services. The firm's Legal Technological Group is recognized around the world for its cutting-edge work in products and services.

The Problem

As a tech-savvy organization, Blake Dawson knew that scheduling the many meeting rooms, car spaces and teleconference phone lines - as well as the management of associated catering and equipment requests - in its multiple offices using independent personal calendaring software, was time-consuming, labor intensive and error-filled.

The driving force behind the move toward an electronic system was Valarie Canestra and Rick Durnford. Canestra and Durnford had very specific ideas on how the system would align with the team's future strategic directions. For a five month period, a Blake Dawson information technology project manager facilitated a review committee made up of Canestra, Durnford, service department managers, receptionists, and key representatives from the

firm's IT and service departments to evaluate facility scheduling software systems.

Fast Facts

- Replaces outdated calendaring software with EMS Enterprise and Virtual EMS
- **900** staff members
- More than **2000** reservations and **5000** bookings in the first 4-5 months between the Sydney and Melbourne offices

According to the project manager, in order to meet the firm's requirements, a software package would have to provide a number of features and benefits including:

- A reliable, central data repository
- A web-based booking form
- Multi-user accessibility
- Improved communication channel between receptionists and various service groups
- Email integration
- Bookings locatable by the use of a search interface
- Excellent customer support

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EMS Enterprise met the software specifications, and Dean Evans & Associates met the support specs as well. Says one IT staff member, “We had a lengthy product analysis and selection phase, and we found DEA’s patience and support during this period to be excellent.”

The Solution

When the review process was complete, EMS Enterprise was selected as Blake Dawson’s event management solution. “EMS satisfied our requirements right out of the box,” says the project manager.

Sydney and Melbourne were the first Blake Dawson offices to come online with EMS. Between the two sites, EMS provides more than 900 people with secure access to room and resource booking information. In the course of their first 4-5 months on the system, the two offices have combined to create more than 2000 reservations and 5000 bookings per month.

“EMS satisfied our requirements right out of the box.”

Blake Dawson is also utilizing Virtual EMS, the web-based component of EMS Enterprise. According to one system user, the availability of Virtual EMS has “improved and streamlined” the firm’s facility scheduling work flow.

Other benefits that the Sydney and Melbourne offices are seeing from using EMS are:

- Increased productivity - EMS has improved and streamlined work flow procedures
- Greater accuracy in reservation requests through Virtual EMS
- Faster reservation retrieval using the powerful EMS Enterprise browsing function
- Simplified handling of recurring events - EMS allows for an unlimited number of bookings in each reservation
- Reduced paper use
- Improved reporting, using the system’s wide variety of operational, sales and statistical reports

The Future: Crossing the Continent

In Blake Dawson’s Sydney and Melbourne offices, EMS has proven to be a great success. Ultimately the firm will bring its Perth, Canberra and Brisbane offices online and reap the benefits of a true enterprise-wide, cross-continent deployment.

For more information on Dean Evans & Associates, and the company’s event management and calendaring software products, go to www.dea.com or contact the Sales department at sales@dea.com or 1.800.440.3994 ext. 863.

