

EMS Case Study *Mannheimer Swartling, Sweden*



International Law Firm Utilizes EMS Expertise and Software

Well-Traveled Scheduling Solutions, Personnel

With 635 employees and offices around the globe, Mannheimer Swartling is Sweden's largest law firm. This international practice needed to replace its antiquated scheduling system and was searching for a way to efficiently manage its Stockholm headquarters' day-to-day operations, along with managing events across offices. Eight receptionists and five catering staff man the Stockholm headquarters' 40 conference rooms and four video conference rooms.

Going the Extra Mile(s) with Professional Services

The EMS Professional Services Department offers onsite assistance with steps that apply to any implementation process from needs assessment and project planning to configuring EMS solutions and working with users to make the most of their scheduling software. Although consulting services are not required to transition to EMS, they can be a great asset when it comes to setting up and customizing a new database or acclimating new users to a more high tech system. Some clients prefer to call in onsite help to ensure a quicker, smoother transition to EMS, and we're always happy to go the extra mile – or in this case 4,800-plus of them. Wendy Newlon, an EMS consultant, spent four days in

Stockholm helping the firm's scheduling team develop and launch a customized database in its EMS system.

"She helped us understand how we best could utilize the system in ways we hadn't thought of," said Annika Conrad, one of the receptionists who worked with Newlon to customize the database. "She took the time to answer all our questions."

For example, the head office's four video conference rooms were an additional – yet underutilized - resource. The firm was relying on a series of email messages to schedule each video conference and needed a more effective way to plan video conferencing between its various offices. Newlon suggested including all of the video conference rooms for the three Swedish offices in EMS and showed the staff how to search all buildings for a room with video conferencing capabilities.

"We can now book video conference rooms for each other, which cut down a lot of time," Conrad said.

Fast Facts

- **128 rooms** in 3 buildings
- **1,000 reservations** per month
- **635 employees**
- **3-day implementation**

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Three, Two, One...

In three days (over just one weekend), the Mannheimer Swartling team customized their EMS system, learned its functionality and entered 350 reservations, which included 1,500 bookings for the entire year, Newlon said. Mannheimer Swartling's schedulers were a little incredulous that they had accomplished so much in such a short amount of time and would go on to achieve much more with EMS.

"They didn't believe all the things it could do," Newlon said. "They were absolutely thrilled with EMS."

The firm was also happy with the return on their investment of employee hours.

"We entered all our upcoming bookings and got practical, on-hand education at the same time," Conrad said.

They were ready to go live with EMS on day four, and the results were immediate.

Prior to the EMS implementation, catering services were logged into a separate "book" then the event's specific needs and assignments were manually typed up in individual documents, a very arduous and time consuming process. The facilities manager didn't have an accurate way to tally the number of meetings and catering services that occurred over any given time frame. The firm's EMS Legal software now tracks approximately 1,000 reservations a month, along with any associated catering and billing needs in 128 rooms located in three different buildings across the country.

Conrad said there are "so many more options and possibilities" now that the firm uses EMS, including: easy repetitive bookings, quick overviews of reservation status, and the ability to run reports and pull statistics.

Mannheimer Swartling recently started taking advantage of EMS' ability to integrate with Microsoft Outlook in order to provide all employees the ability to self-book any of the 40 internal meeting rooms. Before turning to EMS, the firm used a calendar that sat outside the rooms' doors. The digital system has received positive reviews from many of the attorneys, because it saves time, not to mention a bit of legwork.

The firm's employees also can't speak highly enough of Newlon's Professional Services assistance.

"It was a blessing to have her with us and be able to bombard her with questions and get answers straight away! That made a huge difference," Conrad said.

Mannheimer Swartling officials stay in touch with Newlon and have recommended EMS to other businesses.

"Go for it," Conrad advises any organization interested in EMS. "There is so much to gain."

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

