

# EMS Case Study *Minter Ellison Lawyers*



## Background

One of the 15 largest law firms in the world, Australia's Minter Ellison Lawyers has approximately 2500 staff members working in seven countries, including four offices in Australia. Founded in 1827, the firm specializes in corporate law in areas such as intellectual property, mergers and acquisitions, real estate and others.

## Reservation Books and Spreadsheets

Not long ago Minter Ellison was using hard copy reservation books and simple spreadsheets to manage the rooms in their four, busy Australian offices. The process for reserving rooms was lengthy and time-consuming. What's more, "the collating of reports for catering staff took a great deal of time," says the National Client Floor Manager for Minter Ellison. "And it was a process in which it was easy for those involved to make mistakes."

The result was that it became the norm for bookings to be lost and catering services to be missed. For an organization that strives for excellence, these miscues were "happening constantly."

When plans were made to move the Sydney staff to a larger facility, it became clear that the firm needed a computerized meeting and event management system, both to correct the current flaws in their scheduling processes and to allow for anticipated growth within the firm. Management believed that

with an online system the significant increase in meeting space in the new Sydney office could be handled without an increase in scheduling staff. Soon they would see that they were right.

## Fast Facts

- Replaces manual scheduling system with EMS Enterprise and Virtual EMS; creates **state-of-the art scheduling process**
- Nearly **44,000** meetings and events annually
- **2500** staff members in **seven** different countries

## All of Their Criteria...and More

Charged with managing the relocation of the catering and reception functions of the Sydney office and implementing a room booking system for all of the Australian offices, the National Client Floor Manager worked with the IT department to find a scheduling solution. For three months they searched the internet, spoke to their peers in the industry and reviewed a number of candidate programs. Their goal was to find a system that, among other things:

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- Allowed staff members to book their own events, subject to the approval of administrators
- Had a simple process for moving events to different rooms
- Offered a variety of clear, concise reports, including statistical reports
- Could track catering usage by department
- Allowed an organization to write customized reports against the database
- Could function as a nation-wide scheduling tool

Ultimately they discovered that EMS Enterprise met all of their criteria. They were also pleasantly surprised at the system's intuitive user interface.

"It was simple to use - far more so than any other system we were shown."

Somewhat reluctant to work with a vendor outside of Australia, Minter Ellison was won over in the evaluation process. "During our review of EMS, we sent a number of emails with questions to your support staff, and got prompt responses every time. Your support definitely contributed to our purchase of EMS."

**"EMS was simple to use - far more so than any other system I was shown."**

## No Comparison

After what they describe as a "very smooth" transition to EMS, Minter Ellison has now been using EMS Enterprise and Virtual EMS, the web-based component of the system, for some time to address the many challenges they face in trying to ensure that their facilities run smoothly. Those challenges include optimizing the use of their space, providing quality service, staying within their budget, ensuring a high level of customer satisfaction and providing timely and accurate room use statistics to management.

Asked to compare their old manual processes to the work flow using EMS Enterprise and Virtual EMS, Minter Ellison's response is very succinct: "There is no comparison. There are only the advantages of using EMS."

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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](http://www.dea.com) or contact the Sales department at [sales@dea.com](mailto:sales@dea.com) or 1.800.440.3994 ext. 863.

