

# Chapter 1

## Why Are Some Lawyers Switching To Macs?

There are many reasons why lawyers contemplate switching from a Windows computer to a Mac. A 2013 survey from cloud-based practice management service Clio ([www.clio.com](http://www.clio.com)) asked 886 lawyers, paralegals, and law students why they chose to use Macs instead of Windows PCs. Fifty-two percent of them simply reported that Macs were **more reliable** and **more secure**.

In a more recent survey from 2015, the Attorney at Work blog ([www.attorneyatwork.com](http://www.attorneyatwork.com)), in collaboration with the MILOfest Conference (now renamed MacTrack Legal [www.mactracklegal.com](http://www.mactracklegal.com)), asked lawyers why they chose to use Macs. The top two reasons, chosen by more than 70 percent of respondents, were **usability** and **reliability**. The third most popular reason was **security**, followed by **aesthetics** and **familiarity**.

As more legal professionals are exploring the option of switching to a Mac, we find three primary motivations are driving the exploration.

### 1) The Halo Effect

We have frequently witnessed the “halo effect”: a lawyer has an excellent experience using an iPhone, an iPad, or a Mac computer at their home, and they start wondering whether they can replicate that experience in their professional life.

For example, a lawyer may purchase an iPhone and become enamored with the “it just works” dependability, usability, and reliability; they inevitably yearn for the same experience with their work computer. As

the “halo” widens, they invest in more Apple products, taking advantage of their ease of use, the physical Apple Stores, and the stellar customer service. It eventually becomes only a matter of time for them to wonder if these perks and experiences could extend to their work computer.

In the past, a lawyer would have just accepted technical frustrations as part of the experience in working with computers. But now the positive experience in working with Apple products finds them asking, “Can I run my practice on a Mac?”

## 2) Software as a Service (SaaS)

One of the more pivotal trends over the last several years that has leveled the computing playing field for Mac-using attorneys is Software as a Service (usually referred to with the “camel-back” acronym SaaS). Looking back ten—or even five—years ago, Mac-using attorneys were extremely limited in the legal-specific software options they could run natively on their Macs. Although there were a few solid contenders, they never came close to having the financial backing and resources of other long-established legal software tools.

Clio ([www.clio.com](http://www.clio.com)) and Rocket Matter ([www.rocketmatter.com](http://www.rocketmatter.com)) were two of the first practice management SaaS platforms; both launched in 2008. Both platforms were completely web-based, meaning that there was no software to install—all you needed was a web-browser . . . and Macs had a web browser. This was a monumental breakthrough in offering Mac-using law firms access to the same quality of practice management software that was available to Windows users.

The SaaS offerings for lawyers quickly moved beyond practice management, and today you can find cloud-based platforms for file management (Dropbox, Box, etc.), document management (NetDocuments), litigation support (Nextpoint, Logikcull, Everlaw, etc.), time & billing (Time59), accounting and invoicing (Quickbooks Online, Xero), office software (GSuite, Microsoft Office 365), and much more.

Of course, Windows-using lawyers are welcome to use SaaS platforms in their practice as well. Even better, lawyers are able to access all these tools not just from their Windows or Mac computers but from their mobile devices as well.

### 3) Windows Virtualization

Although SaaS has leveled the playing field in a major way, there are still a few legal-specific software applications that are not available in the cloud (and they may never be). The solution to this quandary for Mac-using attorneys is a bit mind-boggling, but it is actually possible to run a full version of the Windows operating system on a Mac. We'll dive into a few more details in Chapter 14, "Is The Software I Need to Run My Practice Available on the Mac?" but the capability allows you to boot into your Mac, and then launch a full version of Windows running on your Mac.

For example, we know a practicing attorney in South Carolina who focuses on family law. The South Carolina Family Court requires all practitioners to use a Child Support Calculator software application that happens to only run on Windows computers. This Mac-based attorney can use Windows virtualization software to fire up a full version of a Windows computer right on his Mac, and thus he can run the Child Support Calculator just fine . . . on a Mac.