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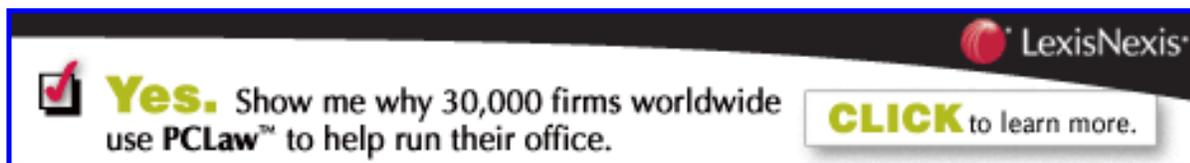


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Adding New Tools to Your Marketing Toolbox

By Pat Yevics

This article will focus on a topic that I have addressed on numerous occasions over 17 years: marketing/building your practice but with heavy emphasis on the social media/technology aspect of marketing because there are new tools that are *not* going away. If, as Matt Homann, president of LexThink (www.lexthinkllc.com) says, “you plan on being in practice for another 5–10 years, then you need to understand these (social media) technologies because your future clients do.”

These Are Just Tools

I completely understand that law is a personal relationship profession. These new technologies do not change that. These are just new tools that need to be



added to your marketing toolbox. They do not supplant the tried-and-true methods of networking and personal and professional referrals. Again, quoting Matt Homann, “Most important social media are the handshake and the telephone.” If you do not turn your online contacts into clients, the technologies are useless.

Like other marketing activities, these new technologies will *not* produce overnight results. They should not be viewed as separate and apart from all the other client development methods you use to get new clients. Social media is no different from other methods—it is telling people (friends, clients, colleagues, potential clients) what you do and how you can help them, but it is doing so online.

Start With the Basics

If you would not consider practicing law without your name in the phone book under “Attorneys,” then you should no longer consider not practicing without a website. It is now absolutely crucial that *all* attorneys in private practice have websites. As with phone book listings, they can be as simple or as elaborate as you feel necessary. At their most basic, websites are now the equivalent of electronic phone books. I Googled Maryland lawyers (where I am based) without quotes and came up with 1, 590,000 results; with the quotes, 183,000 entries. Admittedly, not all of these are lawyers or law firms, but even as I refined my search, I came up with hundreds of Maryland lawyers. Clients, potential clients, and referral sources are looking for information about attorneys on the web. You need to have your information available. The reality is that in 2010, a practitioner may not be taken seriously if he/she does not have some type of online presence. Although you may not get many clients strictly from a website, you could easily lose the opportunity for clients to find you because you do not have a site.

Even if you do not set up a website immediately, it is time for all attorneys to have their own domain names. It is time to stop using Yahoo and Comcast and Gmail for your professional email address. It is okay to use these email addresses for personal use, but you should be using your own email address just as you use your own phone number. To determine what domain names are available, go to www.godaddy.com and check your name or choice.

Another “older” technology is a law firm blog, which can be a great tool for connecting with clients, potential clients, and referral sources. A blog is *not* a website. For law firm purposes, it is an online newsletter that provides regular information about your practice area. It is very reasonably priced, needs almost

no technology skills, and can be done at any time from any location.

However, if you are *not* going to update it at least weekly, then this is not a tool you should consider. This is a very time-consuming endeavor and needs to be maintained or it will have a more negative than positive effect. The posts do not need to be long or scholarly, but they do need to be consistent and timely. Many a lawyer started a blog only to discover how much time it took to regularly post information.

Getting Your Name Out to Get Business In

Lawyers have been advertising in various ways for many years, and while some may still find it “unprofessional,” it is an accepted practice. New technologies offer different ways to get your name out to the public and to potential referral sources.

The best way to be perceived as someone who is knowledgeable in a particular area of law is it to be interviewed and quoted by the media whether in print, online, television, etc.

There is a site called Help a Reporter Out (www.haro.com) where you subscribe to their daily email blast (this is, when you can use your Yahoo email account). Each day you will receive a notice with a list of topics where reporters are looking for information and people to interview. This is a national list and includes many topics that may not be for lawyers. If there is a topic in which you have some knowledge and information, you can contact the reporter. There is no guarantee that you will be interviewed or that your comments will be included, but this is an easy way to get in front of potential reporters. If you are quoted, many of these are online articles. When others are researching the topic, your name could come up in a Google search, and I am sure I do not need to tell you how this can have a snowball effect.

Another way to determine what reporters are reporting and what they make be looking for is to follow them on Twitter or Facebook. Many *Maryland Daily Record* reporters are on twitter as is the *Daily Record* (<http://twitter.com/mddailyrecord>). You can retweet their information or simply directly reply to them. In addition, on the *Daily Record's* website, editors are looking for suggestions for stories and ideas. If you have an idea, send it to them. You could be quoted.

Legal newspapers throughout the county are on Twitter and Facebook. In a quick Google search on both Twitter and Facebook, I found many legal

publications that you can follow to see what types of information they may be interested in writing.

Getting published online is a great way to get your name everywhere. Many ezine publications are desperate for content. A good place to find a list of online publications is at www.ezinehub.com. While this is not legal-specific software, there could be an area where you have some expertise and can write a short article. In addition, many national, state, and local bars are looking for authors, and many of their publications are online.

There are fewer and fewer firms of any size still sending out paper newsletters, but sending out information is still another tool to consider especially with current clients and referral sources. Many firms use Constant Contact (www.constantcontact.com) because it is an easy and cost-effective way for a solo or small firm practitioner to send out a newsletter to their email lists. If you want to consider this, you will need to make sure that you have email contact information for all clients, potential clients, referral sources, etc. On your new client form, you should also ask if they want to receive an email newsletter. A short newsletter with helpful information, links to other information, and reminders of all your practice areas can be sent on a regular basis. It is a fast way to keep your name in front of clients and remind them of all your practice areas.

Another quick and easy way to get your name in front of potential clients, referral sources, media, and the public is with Twitter. I know that there have been a lot of jokes about the value of Twitter, and justifiably so. There is a lot of noise and nonsense in Twiterville. However, if used to share helpful information about your area of law and your practice, this is just another way to get your name in front of the public. These tweets should be 99 percent business related. (An occasional nonlegal tweet is okay as long as it is not too personal.) This is very easy to update on a daily basis from any mobile device. I think it is too easy not to do it.

And, if it turns out that Twitter disappears next year, so what? By that time you will have had the opportunity to get in front of many new people with little expense. It is a good return on investment.

Free Google Directory Listings

Google has a service that was called (up until April 20, 2010) Local Google Directory. This allowed any business to go in and create a profile, and when there is a search for “family law lawyers in Greenbelt,” a list of those attorneys who filled out the free profile will be listed and shown on a local map. This is

now called Google Places, but the idea is the same. Go to Google.com/places and complete your profile now.

Other directories include Yelp (www.yelp.com) and Yahoo local (<http://local.yahoo.com>). I am sure there are others. If they are free, take advantage. Someone else will.

These are just a few quick ideas for using some of the new technology tools to build your practice. They are cost effective and necessary to get your name in as many places as possible.

Below is a list of resources for this and other topics.

RESOURCES

Choosing and registering domain names <http://www.thesitewizard.com/archive/domainname.shtml>

<http://www.youtube.com/watch?v=zmNoPwjABVM&feature=related>

Lawyer Blogs

Blawg World—Source for information about lawyer, legal blogs <http://www.blawg.com/>

Google Places

Official Google Blog

How to get better ranking on Google Local listings

Video of outstanding sessions at 2010 ABA Techshow Future of Law Practice

<http://www.youtube.com/LexThink>

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Error-Proof Your Law Firm With the Agile Daily Standup

By Larry Port

What did you do yesterday? What are you doing today? What's in your way? If you can quickly answer these three questions, you're on your way to transforming your law practice into a lean, mean, Agile machine.

If you are a law practitioner, mistakes can be fatal. Even the most well-intentioned attorneys can lose their licenses because of errors. The software industry shares this single-point-of-failure characteristic. A big enough bug or problem with a product can cause a software company to go down in flames in one fell swoop.



The difference between the legal and software industries is that in the case of the latter, consultants and managers devised elaborate techniques to control quality and reduce the risk of catastrophic errors. Quality Assurance, commonly known as QA, sits between product development and consumers to ensure that as few things as possible go awry. And the overall lifecycle of software is driven via a discipline called project management.

What Is Project Management?

Project management is a specific area of expertise in which teams organize resources to bring about the completion of specific goals. People are paid professionally to serve as project managers and can obtain certifications in dozens of different areas.

In legal terminology, matters or cases are projects: they have start and end points, have to be martialled through a series of phases, and have a desired goals.

There's no reason why law firms cannot embrace some of the techniques borne out of the trials and tribulations of high-tech companies. Many ideas in software project management derive from practices in the automobile industry. If quality control mechanisms can leap between industries, then anyone engaged in professional high-wire acts, including attorneys, should be able to use them as well.

Agile Project Management

An increasingly popular methodology in the software industry is Agile Project Management. Its evolution and history is beyond the scope of this article, but in essence, Agile is a reaction to heavy-handed, document-intensive product manufacturing techniques. Its spirit revolves around open and clear communication, iterative processes, and continual improvement.

Agile's rise is due to its simplicity and its effectiveness. It allows companies to measure progress, identify dependencies, build individual accountability, and create work rhythm with comparatively little administrative overhead. Agile itself has several different varieties of project management that share the same core philosophy. The one we'll look at is called Scrum.

In Scrum, you'll need a team with a leader called a *scrum master*. Scrum masters are managers that know how to run the Scrum meetings and keep them

moving. Teams are limited in size from two to eight people. If you have more total people than this upper limit, think about dividing your team into two distinct Agile teams along functional lines. In legal, the division could be along specialities or practice areas. Make sure your teams include supporting legal professionals, such as paralegals and administrators, in addition to the attorneys.

In Scrum, work is divided into one-, two-, or four-week cycles called *sprints*. At the beginning of each sprint the team holds the Planning meeting, where they prioritize the work to be done during the course of the sprint. Then, every day in the morning, the team holds a special meeting called the *Daily Standup*, which we will explore below. At the end of the sprint, the team reviews the work of the sprint and takes an introspective look to see what's working and what's not working. These meetings are respectively called the *Review* and the *Retrospective*.

Implementing Agile Project Management correctly takes time, commitment, and often the outside help of people who've done it before. But the Daily Standup is something you can commence right away. It's easy, has its own benefits, and serves as a gateway into a larger, firmwide implementation of Agile.

The Daily Standup

The Daily Standup is a mercifully short meeting conducted every day come hell or high water. The rules of the Daily Standup are quite easy, yet rigid. The team gathers together at the beginning of work. Ten o'clock is usually an ideal time, as it allows for stragglers and people to go through their morning email.

The Daily Standup must be sacred. It must happen every day, and no one should be late. Some companies have a money jar where latecomers must add a dollar for each minute they delay the meeting. This money is then commonly used for some sort of team-building activity, including (but not limited to) happy hour.

The Daily Standup takes its name from the position of the attendees. No one is allowed to sit. When people stand, meetings are shorter. Each person must take a turn and answer three questions:

1. What did I do yesterday?
2. What am I doing today?
3. What's in my way?

As an example, let's use a go-getting young associate named Alice. When it's

Alice's turn, she says, "Yesterday, I drafted a letter for the Hernandez matter. I filed a motion, reviewed comments on the Berkely case with the client, and answered a bunch of emails. Today, I have to follow up with opposing counsel on the Hernandez matter, draft a pleading for the Smith matter, and put together my notes for the deposition on Friday. In my way: the copy machine still needs toner."

If you note from this example, what people did yesterday and today is pretty straightforward. Team members should come to the Standup with accurate written notes about their activities. This simple meeting keeps people accountable. When someone keeps saying the same things over and over again at the Daily Standup, odds are, that person is wasting time or is inefficient. And it's this snapshot view of your firm's activities that will uncover the kinds of errors or brewing problems that could lead to disaster.

The "In My Way" portion is used to identify something that's blocking progress toward the firm's objectives. Whatever dependencies exist are laid bare in public for the team to see. The leaders of the team must then remove the obstacle from the firm's path. In this case, they must lean on the office administrators to get the copy machine fixed. Things in your way don't have to be limited to physical barriers. They can be anything that prevents the team from moving forward, such as "I still haven't heard from the judge," or "the trial graphics people haven't delivered the material."

Any conversations spun up during the Daily Standup must be swiftly diverted until after the meeting. When two people begin talking about an item, the Scrum Master should dispatch it quickly by saying, "Let's resolve this after the Standup."

Moving Beyond the Daily Standup

Once you gain momentum from the Daily Standup and see the benefits of rhythm and accountability in your firm, you're equipped to embrace other important ideas in Agile. Next, you can move to cordoning off your schedule into one-, two-, or four-week sprints. You can incorporate Planning to give your company vision during the course of the sprint and see your progress during the Review and Retrospective meetings. And at that point, you'll enjoy the same insight, quality control, and high-level view that keeps software companies from running into sticky situations.

Larry Port (www.rocketmatter.com/blog) is the founding partner and chief

software architect of Rocket Matter. A speaker and writer at the crossroads of the legal profession and cutting-edge technology, Larry frequently discusses efficiency and quality techniques in the software industry that can be leveraged by law practitioners. He has published extensively in legal publications, including Law Technology News, Law Practice Today, ILTA's Peer to Peer, FindLaw, Chicago Lawyer, and others. Larry also conducts free monthly webinars on emerging topics for attorneys and speaks at bar association CLEs around the country.

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Converged Telephone Systems Allow Small Firms to Act Big

By Mike Rosen

How advanced phone system features can enhance reachability, add office efficiencies, and help smaller firms measure up against larger competitors

In a business environment where portable multimedia communications devices are now commonplace and terms like *wireless* and *bandwidth* have become second nature, the office telecommunications system for many small firms remains antiquated and extremely inefficient. And with the unsteady economy causing most solo attorneys and small firms to closely watch every dollar spent, many are reluctant to upgrade or replace their current phone systems because



they simply don't have a compelling business reason to make a change. In reality, an investment in a modern, converged phone system not only won't break the bank, but it can also enhance a firm's reachability, add operational efficiencies, and help provide a business edge.

Firms that have adopted advanced communications systems are finding that these systems can help them better compete against larger, higher-profile organizations and that they can be a difference maker in servicing and retaining clients.

Don't Get Stuck With an Old Horse and Buggy

Because many start-up solo practitioners share office space, for both economic and business reasons, it is not uncommon for these attorneys to also share a single phone system. This type of arrangement initially can be both convenient and functional for the practice. However, as caseloads and demands increase, these shared systems can start to become inhibiting and even costly.

Unfortunately, most firms don't truly realize their systems are inefficient until they have a reason to look for a new one.

Pat Hoover, a Rockville, Maryland-based attorney who recently turned his sole proprietorship into a limited liability corporation, found out just how outdated his shared system was when he moved into a new space. Hoover, whose firm HooverLaw, LLC specializes in youth/juvenile cases, says his new advanced system "opened up a whole new world for my practice, taking it from horse and buggy times to the modern age. Plus, it was surprisingly affordable," adds Hoover.

The shared system Hoover was previously using offered little flexibility, and it had an antiquated voice messaging system—a separate, cumbersome box provided through his phone carrier that could only hold up to 30 messages. Additionally, he had to pay a monthly fee for the voice messaging service.

Enhanced voice mail features are now available through most modern office communications servers or private branch exchange (PBX) systems. Yet for firms like Hoover's, having a system that is flexible enough to adapt to the busy schedules of its users is key.

Being Mobile Has Its Benefits

In a small firm, where each attorney handles a large caseload and can spend as much as half the day on the phone, reachability and convenience should be essential functions of any office telecommunications system. This need is accentuated when you consider that in today's 24/7 society, most clients have

come to expect instant responses and immediate access at all times.

A mobile extension is a popular mobility application that can help on-the-go associates remain reachable while offsite. This advanced feature allows incoming calls to office extensions to ring simultaneously on cellular or other remote phones. It also allows attorneys to use their mobile phones as full-featured desk handsets. For instance, when a call is placed from a mobile phone, the call can appear as though it is coming directly from the attorney's office.

Connectivity and responsiveness can be further enhanced with the integration of an email gateway. For example, a firm can set its system to automatically record and forward incoming voicemails into the office email server and out to individual cell phones. This allows attorneys and office employees with web-enabled cell phones to immediately replay messages and promptly respond to their clients.

For small firms that have remote workers or affiliated professionals in satellite offices, IP (Internet Protocol) phones are ideal. In the past, communications servers or PBX systems for the most part connected to the outside world using only traditional phone lines. The growing popularity of voice-over-Internet Protocol (VoIP) technology, which transmits phone calls over the Internet, has made IP phones a viable option. Adding IP phones to a new or existing LAN is a cost-effective way to leverage a single communications platform.

To reduce monthly telecom costs and recurring phone carrier charges, SIP trunking can be added. A SIP trunk is a service offered by an ITSP (Internet Telephony Service Provider). SIP trunking uses Session Initiation Protocol (SIP) to establish voice communication between the ITSP and a company's communications server. With SIP trunks, expenses are reduced because calls essentially avoid the costly public switched telephone network. Further cost savings can be realized if both the originating and receiving parties use SIP to establish voice communication. These calls can travel on the Internet for virtually no charge—the only costs in these instances typically being from the ITSP provider.

Creating a More Efficient Office

Although network options such as VoIP and SIP trunks can lead to cost savings, converged office solutions can bring added operational efficiencies. For instance, PC-based call management applications allow professionals to prioritize calls, manage messages, expedite internal appointment scheduling, track contacts, and access call histories. This means more billable time is spent on handling

client work instead of administrative functions.

With regard to client billing and activity tracking, inbound call reporting is another attractive feature of many advanced solutions. Additionally, time billing software programs such as Time Matters® can be integrated with most modern phone systems.

Call recording features give lawyers the flexibility to record client conversations and save them in client-specific folders for retrieval at any time. This not only enhances client recordkeeping, but also simplifies the collaborative process among associates.

In general, many of today's communications systems can be strategically configured to improve collaboration. For instance, the same email gateway that allows the forwarding of incoming voicemails into the office email server can conveniently deliver confidential faxes in need of review or approval to an associate's desktop via email.

The deployment of auto attendant features is a perfect solution for firms looking to keep staffing costs to a minimum. It gives them the flexibility to eliminate the dedicated reception position and minimizes the need for after-hours call coverage. Because the auto attendant can provide prerecorded information on company location, hours, and directions, it reduces routine calls and allows revenue-generating and service-affecting calls to get through faster.

Finding the Right Communications Partner

These systems may be easy to use, but finding the right communications partner might not be as simple. A good partner will listen to your business goals and needs, and identify the best available solution to address these requirements. To help you fully leverage today's feature-rich systems, it also is important for your prospective communications partner to have a general understanding of your industry and how a law firm typically operates. Familiarity with billing software as well as other operational systems will allow your partner to devise systems that fit comfortably within the context of your practice setting and even offer room to grow.

Another important communications partner offering is ongoing support. Some communications dealers will sell and install a system, and then you never see them again. Find a partner that is committed to being there when you need them and is willing to stand by its work. Don't be afraid to ask for a five-year warranty. Finally, make sure the partner you choose is backed by a reputable brand and

that it is certified by the manufacturer. The more versed your dealer is on the intricacies of your system, the more benefits you can reap from it in the long term.

Mike Rosen is the director of product marketing at Samsung BCS, an innovator in convergence technology that offers small-to-midsized businesses advanced, affordable OfficeServ™ communications solutions that combine traditional voice and data capabilities with wireline and wireless technologies.

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TO COME.

MacNotes

The iPad and More

By Jeffrey Allen

The folks at Apple have done it again. They have released the amazing new iPad in both a WiFi only and a WiFi + 3G version, they have announced the impending release of OS 4.0 for the iPhone and the iPad, they have upgraded their notebook line, and they have quietly let out the word that they will have a new iPhone in the June–July 2010 time frame.

What's New on the iPhone Front?

To make matters even more interesting, Apple, long known for its secrecy respecting new products, even after they have let word leak out about their release, managed to lose two prototypes of the new iPhone (one of which the finder subsequently sold for a reported \$5,000). Given the amount of free publicity that Apple has received respecting the new iPhone as a result of the lost and/or misappropriated prototypes, one can only wonder whether the loss represents employee stupidity, simple negligence, or a brilliant strategy to

garner free publicity and build up interest for the new iteration of the iPhone.

If the loss of the iPhone prototypes represents an attempt to create a stir about the new iPhone, it worked brilliantly. But then again, the release of a new iPhone has always created quite a lot of interest all by itself. Each release of the iPhone has met with people lining up at the Apple stores, sometimes even overnight, to buy them.

My predictions about the new iPhone include the following features:

1. A better camera with at least 5 megapixels.
2. iPhone OS 4 (see below for a brief discussion of its features).
3. Improved time between charges as a result of a larger battery and the energy saving technology used in iPhone OS 4.
4. Increased memory, probably maxing out at 64 GB.

Although I would like to see one more feature, I won't predict its inclusion. That feature is a second camera pointing back to the user to facilitate using the iPhone for video conferences.

Rumor has it that the next iPhone iteration will have a slightly thicker case to accommodate the larger battery. If that proves to be true, we will live with it and consider the trade-off reasonable. Meanwhile, the makers of after market accessories will love it, as many of the cases we have for our existing iPhones won't work with the thicker case, so we will likely need new cases for the new phone.

What About the iPod?

I have heard nothing about new iPods, but with the release of a new iPhone model in the June–July time frame, logic dictates an upgraded iPod Touch following closely on its heels. I expect that the next iteration of the iPod Touch will see the use of OS 4, a larger and more powerful battery (probably with a slightly thicker case to accommodate it) and more memory, likely maxing out at 128GB.

Apple iPhone OS4

Apple has announced that it will release iPhone OS4 this summer for the iPhone and iPod Touch. Further, that it will make OS4 available for its recently released iPad (see below) in the fall. Apple has already modified its website to include information about the new operating system. If you go to the [iPhone division of the Apple website](#), you can check out the new OS.

The information on the website advises that we should expect more than 100 new features in the new OS, the most significant of which include:

1. the adoption of technology that will allow the iBook application designed for the iPad to work on the iPhone;
2. the introduction of folders that will facilitate your organization and use of apps. With the new system, you will have access to and control of up to 2160 apps (they *really* better upgrade the memory to facilitate that);

3. better ability to multitask by allowing some functions to continue to work in the background without a significant power drain;
4. modified and improved Mail allowing easier switching among in-boxes and also providing a unified in-box for mail viewing;
5. improved security and additional features designed to satisfy the requirements of enterprise IT departments.

Although Apple lists another feature as one of the more significant, I am somewhat dubious about it qualifying as an improvement from the user's perspective. The new OS will include a feature called iAd. Apple describes iAd as:

a breakthrough mobile advertising platform from Apple. With it, apps can feature rich media ads that combine the emotion of TV with the interactivity of the web. For developers, it means a new, easy-to-implement source of revenue. For advertisers, it creates a new media outlet that offers consumers highly targeted information.

You can decide whether you consider iAd a bonus or a bane, but expect that because of it you will see a lot more advertising on your iPhone, iPod Touch, and iPad, especially within your apps.

What About the iPad?

Apple has released the iPad. I had to wait an extra month for mine as I chose to get the WiFi + 3G version. The iPad has appealed to people of all ages and amazingly enough, outsold the iPhone in the first months following its release.

I have discussed the iPad's features at some length in my Road Warrior column in the June 2010 issue of *GPSolo* magazine. Shortly after the print magazine is released, you can find it online at the GPSolo Division's website.

The iPad displays content in portrait or landscape orientation. The IPS (in-plane switching) display technology provides a wide (178°) viewing angle. The iPad uses multitouch technology, just like the iPhone and iPod Touch. The iPad sports a 9.7" screen, weighs in at about a pound and a half (add a tenth of a pound for the 3G version) and measures 9.56" x 7.47" x .5". Apple claims up to a 10-hour battery life for the iPad.

The iPad comes in two different versions: WiFi and WiFi plus 3G. You also get the choice of 16GB, 32GB, or 64GB with each version. As the iPad has no slot for a memory stick or memory card, what you get when you open the box represents the memory you will have to work with; accordingly, you will probably want to get a unit with at least 32GB and preferably 64GB.

The iPad comes with the same docking connector as the iPhone and iPod. It has no other ports for data or charging, so whatever you connect to has to go through that dock. In addition to the iPad itself, Apple offers a number of accessories to make it work better (although adding the accessories does make it somewhat less convenient to carry.

[insert image of iPad here]

The list of accessories includes a dock, a keyboard dock, a case that folds up to make a stand for you to use the iPad with its virtual keyboard, and a VGA adapter that will let you connect the iPad to a projector or other VGA device. You can also use the Apple Wireless Keyboard with the iPad. Apple also offers a camera connection kit allowing you to connect to a digital camera and download pictures to your iPad. The iPad Dock and the Keyboard Dock provide access to a dock connector port for syncing or charging, and an audio line out port for connecting to powered speakers via an optional audio cable. The iPad Docks also support other iPad accessories.

The WiFi iPad requires a hotspot for Internet access. The WiFi plus 3G version works through wireless hotspots and gives you the option of 3G connection. Apple has set up a data plan with ATT providing the choice of 250 MB of data per month for \$14.99 or unlimited use for \$29.99. The plan requires no long term contract, so you can cancel usage whenever you want. You can also turn it on and off if you want.

The iPad runs apps from Apple's App Store. Although Apple says that almost all the apps in the store will run on the iPad, some (many) of them will require modification to take advantage of the screen size and features the iPad offers. So far, all the apps that I have used that were written for the iPad do decent job of taking advantage of the iPad's real estate and other features. The apps written for the iPhone all display using a small portion of the screen (approximately the size of the iPhone's display), leaving the rest of the screen black. The iPad software affords the opportunity to double the size of the display, but generally that provides a blown up and pixilated presentation of the screen. Yes, they work, but the experience is not satisfying. Hopefully the developers of my (and your) favorite apps will release iPad friendly versions in the near future.

The iPad's larger screen provides a much better Internet experience than the iPhone or the iPod. It also offers a better viewing experience for movies and pictures.

Apple's iBook App lets you download and read books from Apple's new iBook store (you can also access the materials offered by Amazon using the Kindle App or the Barnes & Noble material using their App). The iPad makes a very satisfactory ereader. In fact, I prefer it to the other ereader devices that I have seen due to its backlighting, high resolution, and the color display.

The iPad comes with three amounts of memory. What you get when you buy it is what you have, as you cannot add more memory, and the system does not accommodate memory cards.

The biggest missing features other than memory are the lack of a USB port and the absence of webcam for video conferencing. I hope that the next iteration of the iPad will have a webcam.

The iPad's pricing structure follows:

	16GB	32GB	64GB
WiFi	\$499	\$599	\$699
WiFi + 3G	\$629	\$729	\$829

You can learn more about the iPad on the [Apple Web site](#). Apple has special section of the site for the [iPad](#).

MacBook Pro Line Refreshed

As it does every so often, Apple has refreshed its laptop line, by upgrading the MacBook Pro. The line has three sizes of computers, 13", 15", and 17". The 15" and 17" upgrades make the biggest performance differences as those models now use the Intel Core i5 processor (and you can upgrade the 15" model to an Intel Core i7. The 13" models continue to use Intel's Core 2 Duo processors running at speeds ranging from 2.26 to 2.66 GHz. The i5 and i7 processors provide significantly more power than the Core 2 Duo and reportedly run up to 50 percent faster.

Apple claims that the 13" MacBook Pro provides up to 10 hours of operating time from one charge of the battery and that the 15" and 17" provide 9 and 8 hours of operating time, respectively.

The new computers offer upgraded displays and graphics as well.

Jeffrey Allen is the principal in the law firm of Graves & Allen with a general practice that, since 1973, has emphasized negotiation, structuring, and documentation of real estate acquisitions, loans and other business transactions, receiverships, related litigation, and bankruptcy. Graves & Allen is a small firm in Oakland, California. Mr. Allen also works extensively as an arbitrator and a mediator. He serves as the editor of the [Technology eReport](#) and the Technology & Practice Guide issues of [GP Solo Magazine](#). He also serves on the Board of Editors of the ABA Journal. Mr. Allen regularly presents at substantive law and technology-oriented programs for attorneys and writes for several legal trade magazines. In addition to being licensed as an attorney in California, Jeffrey has been admitted as a Solicitor of the Supreme Court of England and Wales. He is an associate professor at California State University of the East Bay and the University of Phoenix. Mr. Allen blogs on technology at www.jallenlawtekblog.com. You can contact Jeffrey via email jallenlawtek@aol.com.

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TO COME.

TechNotes

Geeks for Lawyers: Hiring a Technology Support Provider

By Tonya L. Johnson

As business is commonly conducted electronically, the practice of law is correspondingly impacted. Lawyers communicate with clients via electronic mail, documents are created and saved on computers to local and wide area networks and shared utilizing private and public networks. The advent of electronic signatures and the movement toward a paperless practice means that eventually a document may exist exclusively in electronic form. This makes the



understanding of and expert support of law practice technology an imperative.

The December 2009 *Arizona Business Gazette* article “**Lawyers Can Post Clients’ Files on Web**” reported that the Ethics Committee of the State Bar of Arizona gave the go-ahead to a lawyer to let clients view and retrieve their own files. The Committee on the Rules of Professional Conduct of The State Bar of Arizona opined that the panoply of electronic and other measures . . . available to assist an attorney in maintaining client confidences remains similar to those discussed in Ethics **Opinion 05-04**. In satisfying the duty to take reasonable security precautions, lawyers should consider firewalls, password protection schemes, encryption, antivirus measures, etc. *Id.* Indeed, these considerations have become more relevant as more law offices and departments convert to “paperless” file storage.

The committee cautioned that their approval was based on the kind of security the lawyer promised to set up, both in encrypting the files and taking other methods to preclude unauthorized hacking. The panel also said that the attorney has to conduct periodic reviews to ensure that security precautions in place remain reasonable as technology progresses.

Although this opinion specifically addresses the matter of an online file storage and retrieval system for client access of documents, Rule 1.6 (a) of the Model Rules of Professional Conduct (www.abanet.org/cpr/mrpc/rule_1_6.html) published by the American Bar Association states: “A lawyer shall not reveal information relating to the representation of a client unless the client gives informed consent, the disclosure is impliedly authorized in order to carry out the representation or the disclosure is permitted by paragraph (b)” (paragraph b includes such exceptions as the prevention of certain death or bodily harm). This further reiterates s need for data security independent of jurisdiction.

The name of the inquiring attorney was not disclosed, as is customary with these opinions, and the opinion does not specify practice size when stating security requirements. However, solo and small-firm attorneys often do not employ full-time information technology (IT) staff to help with installation, training, and troubleshooting when it comes to technology. **The 2009 ABA Legal Technology Survey Report** revealed that overall, 38 percent of respondents report that their firm has no technical support staff. Seventy-four percent of solo and 56 percent of small-firm respondents (respondents from firms of two to nine attorneys) report that their firms have no technical support staff, compared to 24 percent of respondents from firms of 10 to 49 attorneys and no respondents from firms of

100 or more attorneys. Nevertheless, a minimum level of lawyer competence in the security of technology is necessary to comply with the Model Rules of Professional Conduct in most jurisdictions, regardless of firm size. How can the solo or small firm level the playing field to take advantage of this technology while complying with ethical guidelines? Technology outsourcing may be the answer.

Though often associated with larger firms, technology staff outsourcing is increasingly available to law firms of all sizes. There are technology vendors available to support a variety of needs and functions. System backup and restoration is a critical need, but periodic or ongoing support of computer workstations and networks systems is also available for offices of all sizes. Despite the “geek squad” type of support specialists so prevalent in the media, professional third-party technology support is widely available to law offices of all sizes. Numerous technology vendors exist and provide a menu of tech support options at a variety of price points.

There are even a number of third-party support technology vendors that specialize in supporting the unique technology needs of the legal community. In addition to supporting the most commonly used computer hardware and software, these companies also support standard law office applications such as practice management systems, time and billing applications, and many popular document management systems, to name a few. Many technology vendors provide you with the option of outsourcing all of your technical support needs or will supplement your existing staff and support system. You can specify the hours of support that best meet your firm’s needs, whether it’s on an as-needed basis, during business hours, or even 24/7 coverage in the event of trial preparation.

When outsourcing essential functions, it’s critical to ask potential service providers the right questions. The ABA LTRC guide [FYI: Hiring a Freelancer or Consultant](#) is a good resource to get you started. [FYI: The Ethics of Online Backup Systems](#) may also be of help in weighing the pros and cons of one support option in comparison to another. There are many benefits to outsourcing, including reduced administrative overhead and the ability to focus on your core business while taking advantage of access to the vendor’s advanced technology. However, the risks must also be considered and addressed. Consider that when you outsource an information technology function, you are in effect creating a partnership. You are giving a third party access to your clients, your practice, and potentially your livelihood. Consequently, maintaining data

security is paramount in order to maintain the confidence of your clients, uphold your professional obligations, and (in certain cases) comply with the law.

Depending on the nature of your practice, you may be impacted by provisions of the **Health Information Technology for Economic and Clinical Health Act** (the HITECH Act) that went into effect February 17, 2010. The new rules on HIPAA breach notification and the related, tougher penalties for privacy and security violations require both health care organizations and business associates to be more vigilant about data security. Additionally, the article "**The FACTA's 'Red Flags' Rule May Apply to Law Firms**" suggests that sections 114 and 315 of the Fair and Accurate Credit Transactions Act of 2003 (FACTA), which Congress passed in part in response to the growing threat of identity theft, may require law firms to put a written identity theft prevention program in place if it has not already. Any such plan would naturally encompass the security of electronic data and by extension any third parties with access to said data.

These is not mean to frighten anyone but rather to put the need for data security into the larger context of business security and the need to hold our business partners to the same high standards of data security to which lawyers are held. In theory, data security is an issue that technology vendors should be uniquely qualified to address. Many of the safeguards (such as restricted file access, data encryption, anti-virus software, spyware, and firewalls) that law firms struggle to address in response to the ever present threat of hackers, viruses, and Trojan horses are routine occupational hazards for a technology support vendor. Although no business is exempt from a data security breach, a technology support vendor is in the business of technology. In theory it should be all in a day's work for such a company to safeguard not only their own technology but yours as well.

Selecting a Service Provider

When initially considering a third-party vendor, you'll want to be clear about the services and support your firm requires. Speak to your peers about who they are using to provide technology services and how they are using the services. Your local bar association may also be a resource of vendor referrals. This will help to further clarify the project and services you are seeking. Once you have some names to consider, you will want to confirm the reputation and integrity of these service providers and ensure that they offer the required services to firms that are similar in size and scope to your own. Further along into the process you may want to ask selected vendors to submit a detailed RFP with more information regarding their business background, practices, and continuity

strategies. The following may serve to help develop both preliminary and in-depth vendor review procedures.

- **Vendor Background**

- What is their track record? How long have they been in business?
- What is the average tenure of their clients? Percentage of clients that renew their contracts?
- Policy on hiring and screening employee and subcontracting and partnering
- Staff experience levels: salaried vs. contract employees
- Financial statements, banking relationships and pending lawsuits
- References from firms similar to yours in size and complexity. Check these!

- **Physical Location**

- Safety and site-security (physical access and security procedures)
- Data security (antivirus, firewalls, hackers, and user-access levels)
- Disaster recovery provisions (fire, flood, terrorism)
- Backup and restore procedures, mirror site (server redundancy)
- Scheduled upgrades, system maintenance, and hardware failure/replacement (how are these scheduled and implemented to minimize system disruptions)

- **Service/Product**

- Technical support (method, hours, staffing), guaranteed up time, and performance levels
- Client communication (How is this accomplished? If there's a service outage how would you let us know?)
- Service and equipment warranties, quality of service (QoS)
- The technical services staff has the right level of experience and expertise for our needs
- The capacity to support our offices with service levels that match our desired responsiveness
- The value provided for the price proposed matches our expectations and budget

- **Business Concerns**

- The capacity to understand our business and even anticipate our future technical needs
- Demonstrates the ability to be a good steward of our business resources
- Conflicts check and certification. Disclosure of contractors and subcontractors
- Uses documented processes and best practices to maintain our network and their own
- This vendor offers other areas of services that will be beneficial to our company
- We understand one another clearly. This vendor speaks English and listens attentively for our areas of need

Every city and state with the exception of the most remote locations will have local technology support companies and professionals. Some may even advertise in your bar association publications. Though there's nothing wrong with considering a lone consultant, there should be a support plan in place if that consultant is unavailable. Accessibility, reliability, communication, and security practices should be the determining factors. The following is a selection of information technology service providers that operate nationally. Some of these service providers exclusively provide remote support using the Internet and screen share technology. Some provide a combination of remote support and onsite support. Some service providers specialize in the technology support needs of the legal market. Others are well versed in the most common applications and technology including the integration of personal computers and smartphones. With that in mind, following is a selection of organizations that are knowledgeable of law firm operations and specialize in supporting law firm technology.

- **Adaptive Solutions, Inc.:** a nationwide provider of training and support services was founded in 1998 by three law firm IT professionals.
- **Dataprise:** Founded in 1995 and provides support for industry-standard legal applications as well as technical and network support.
- **HiWired:** now a part of Radialpoint, has provided immediate, remote support via the Internet and screen share technology in all 50 states and countries around the world since 2004.

- **Intellitech:** founded in 1998 and offers 24-hour help desk services for the legal industry.
- **Keno Kozie Associates, Ltd.:** providing information technology service and support to law firms and legal departments since 1988.
- **Law Firm Technical Care** is new entrant to legal IT support through an exclusive arrangement for the legal market with Technical Solutions by Blumberg Excelsior.
- **MindShift Technologies:** founded in 1999 as an IT solutions provider.
- **PC logix:** has provided online and onsite computer repair and tech support specialists since 2001
- **PlumChoice Online PC Services:** founded in 2001, is a provider of online computer support for the home, home office and small business.
- **SupportSpace:** online Remote Tech Services for computers and connected devices to consumers and small- and medium-sized businesses since 2007.

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TO COME.

[SitesForSoreEyes](#)

Hey, You, Get Off of My Cloud

By Erik Mazzone

The weather today in the average solo practitioner's office? Partly cloudy, and likely to keep to getting cloudier as time goes by. Cloud computing, that is.

Let's start with a short explanation of what cloud computing is. I promise to keep it short and only make your eyes roll back in your head slightly.

Cloud computing, or software-as-a-service (SaaS) as it is often referred to, is a



type of software that a user does not install onto her computer but instead that is accessed through a web browser. There is, I believe, a technical distinction that can be drawn between cloud computing and software-as-a-service, but it's the kind of thing only 11th-level nerd wizard dungeon master technogeeks care about; for our purposes, let's just assume the terms are interchangeable.

SaaS (the term I will use to refer to this type of software for the remainder of this article because it is short and easier to type, and I have already fulfilled my quota of obligatory cloud-based puns) has come on to the legal technology scene like gangbusters, and when one reviews the business case for SaaS, it is easy to see why.

These are the facts and they are not in dispute (I stole that line from Kevin Bacon in *A Few Good Men*; if I could have figured out how to shoehorn "did you order the Code Red?" in here, you can bet I would have):

- SaaS products do not require the purchase of hardware (other than a computer, modem and other basics necessary to connect to the Internet)
- SaaS products do not generally require customers to upgrade by purchasing newer versions; instead, the SaaS vendors continually (theoretically) upgrade their products incrementally
- SaaS products are accessible anywhere a lawyer has a web browser and Internet access
- SaaS products tend to be paid for in an ongoing, monthly subscription fee for continued access to the product, rather than up-front purchase
- SaaS products usually include the storage of data as part of the service

Life is not all roses and Firefox add-ons in SaaS-land, though. Because SaaS products usually involve the storage of the attorney-user's data (which, as we know, is really our clients' data, per most of our Rules of Professional Conduct), the SaaS model, for all of its many positives, also contains a possible snag vis a vis our ethical obligations as attorneys.

Most of us are charged via our Rules of Professional Conduct to maintain the confidentiality and safekeeping of our clients' data and other property. Because, in using SaaS products, the underlying client data is stored off-site and outside the lawyer's office, it creates an issue that state bar ethics committees are beginning to tackle: namely, is the use of SaaS products by an attorney ethical? My home state, North Carolina, is considering this issue right now. Only Arizona has weighed in so far (allowing the use of SaaS), so it is worth bearing this ethical dimension in mind.

By now, you may be justifiably wondering 1) where are the sites in this Sites for Sore Eyes column, and 2) when are Courtney Kennaday and Jim Calloway coming back?

Well, I can't help you with the latter, but as to the former, here come the sites.

As I mentioned earlier, there is a compelling business case to be made for using SaaS. It reduces up-front costs for hardware, it reduces the need for or reliance on outside IT support, it provides anywhere-anytime accessibility—in short, it lets lawyers be lawyers. After all, if we wanted to be tech geeks, we could have saved ourselves the time and money of going to law school to learn practical things like the Hairy Hand case. But I digress . . .

Here are several different places in your law practice where great SaaS options exist along with a few vendors worth checking out:

Telephone and Fax

- [eVoice](#)
- [VirtualPBX](#)
- [FeatureTel](#)
- [TrustFax](#)
- [MyFax](#)

Practice Management Software

- [Clio](#)
- [RocketMatter](#)
- [Advologix](#)

Document Management and Productivity

- [NetDocuments](#)
- [Zoho](#)
- [MS Office Online](#)
- [Google Docs](#)

Time & Billing/Accounting

- [Bill4Time](#)
- [Quickbooks Online](#)
- [TimeSolv](#)

There are many more great SaaS options than I can fit in the space of one column and the field is bursting with new entrants every day. Doubtless, SaaS is not the right fit for every law office. Some lawyers will never feel comfortable with their clients' data being hosted off-site or may feel that they can assemble a better system out of disparate products, either on their own or with the help of an excellent legal technologist (and there are some great ones out there, by the way).

One size most definitely does not need to fit all here. But for a certain kind of lawyer, the kind who wants to keep up technologically, who wants some of the bells and whistles of expensive software suites without the up-front costs or the constant updating, patching and maintenance needs—for this kind of lawyer, there are SaaS solutions that bear a close evaluation.

And if SaaS is not your cup of tea, all I can say in my very best Jagger impersonation (which is awful, by the way):

“Don't hang around 'cause two's a crowd/On my cloud, baby.”

Erik Mazzone is the director of the Center for Practice Management at the North Carolina Bar Association. When he is not butchering the lyrics to Rolling Stones' songs, he can be reached through his blog at [LawPracticeMatters.com](#).

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» *StarTech SATDOCK22R*

StarTech SATDOCK22R

Reviewed by Andrew C. Clark

Over the last 18 months as a small firm/solo attorney, I have struggled to find back-up methods that were economical for both my budget and my time. A typical USB external hard drive is a simple and affordable option to backup the



important files on your computer. However, I often found myself leaving the computer and back-up drive in the same location, which left my practice open to losing both the primary and back-up files. I have found similar issues surrounding the preservation of evidence and the fear of allowing the only files to be stolen or destroyed. If you are like me, convenience is the difference between actually maintaining an adequate backup and data preservation schedule and risking catastrophic loss for weeks or even months at a time.

The **StarTech** SATDOCK22R USB 2.0 to SATA Standalone Hard Drive Duplicator Dock is as easy to use as the six-page instruction manual suggests. This is a multifunctional device that is capable of delivering convenient storage, access, and back-up capabilities in Windows (2000/XP(32/64bit)/Server 2003 (32/64bit)/Vista(32/64bit)/7(32/64bit)/Server 2008 R2), Mac OS X and up, and Linux environments. In addition to its cloning capabilities, this device gives you the capability of accessing up to two additional hard drives from your existing desktop or laptop without even picking up a screwdriver.

When I received the SatDock22R, I immediately opened the box and took inventory. The unit itself weighs in at 19.41 ounces, measures 5.26" x 5.7" x 2.96" (W x L x H), and is packaged with a power cord (including adapters for the US, UK, and EU) as well as a USB cable. Purchasers should note from the name of the device that it is designed for SATA hard drives and that it does not accept IDE drives.

I tested the SatDock22R on my Windows Vista Laptop and began by plugging in a single drive. Upon turning the device on, Windows immediately installed the necessary drivers, and I was able to navigate through an 80GB hard drive as quickly and easily as the USB flash drive I had in my pocket. I then placed a second 80GB hard drive into the unit and began moving files from drive to drive with the outward appearance of simply moving them from folder to folder. The unit is equipped to handle both 2.5" and 3.5" SATA hard drives with drive capacities of 500GB and 2.0TB respectively.

Once I was satisfied with the ability to run two additional drives in tandem with my internal hard drive I set off to test the cloning function. Switching from JBOD ("Just a Bunch of Disks") mode to Duplication mode was as simple as holding down a button and watching an LED change from blue to red. A quick tap on the Start button, and we were off to the races. It took roughly 45 minutes to complete a sector-by-sector duplication of the 80GB drive, but I did not encounter any problems during the duplication process. The LED status bar kept me updated on the progress, and some beeps at the end let me know the back-

up/cloning process was complete.

All in all this was a very user-friendly product. I felt that the cloning time was very reasonable, and, though there may be some other more economical options for obtaining USB access to a single SATA hard drive, the overall functionality and capability of this device is impressive. The SATDOCK22R lists out at \$169.99, but a quick search on the Internet returned results as low as \$99.99, which makes this unit a very affordable option for creating redundant back-ups, preserving evidence, or completing any of the other tasks that will come to me as I continue to play with it. Well done, StarTech.

Andrew Clark is a general practice attorney in his second year of practice. He concentrates his practice in the areas of technology, business, real estate, and general litigation, as part of the law firm of Anelli Holford, Ltd. in Dublin, Ohio. Andrew is involved with the ABA GP/Solo Division and Young Lawyer Division and can be reached at ataclark@ahlawltd.com.

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Call for Nominations: 2010 Solo and Small Firm Awards Program

The ABA General Practice, Solo and Small Firm Division is pleased to announce a call for nominations for its annual 2010 Solo and Small Firm Awards. The annual awards program recognizes dedication to the practice of law as general practitioners or solo or small firm lawyers. Each year the Division honors outstanding solo and small firm practitioners, as well as bar leaders and bar associations at the Division's Awards Ceremony held at the Spring Meeting. Recognition is given for **Solo and Small Firm Lifetime Achievement Award**, **Solo and Small Firm Project Award**, and **Solo and Small Firm**

Trainer Award.

Winners will be honored at the Division's 2010 ABA Annual Meeting at the San Francisco Marriott Marquis in August. For a list of past winners, please visit our website at www.abanet.org/genpractice.

- Application deadline has been extended to June 30th. Applications must be submitted by email, fax or postmarked by June 30, 2010.
- Please read the **Awards Summary and Application Instructions** before completing this form. To apply for a solo and small firm award complete the attached **application** and send to **genpractice@abanet.org**; fax (312) 988-5711 or visit our website at **<https://www.abanet.org/genpractice/>**.
- Incomplete applications will not be considered.

Solo and Small Firm Lifetime Achievement Award

Recognizes attorneys who have wide acceptance as having significant lifetime distinction as solo or small firm practitioners. It recognizes exceptional achievement by solo and small firm practitioners who are widely accepted by their peers as having consistently achieved distinction in an exemplary way. The winners will be viewed by other solo and small firm practitioners as epitomizing the ideals of the legal profession and of solo and small firm practitioners.

Solo and Small Firm Project Award

Designed to reward bar leaders and associations for their successful implementation of a project or program specifically targeted to solo and small firm lawyers.

Solo and Small Firm Trainer Award

Recognizes attorneys who have made significant contributions to educating lawyers or law students regarding the opportunities and challenges of a solo and small firm practice.



The ABA General Practice, Solo and Small Firm Division's awards program is underwritten by the generous support of West, a Thomson Reuters business.

2010 ABA Annual Meeting

August 5–8, 2010

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San Francisco Marriott Marquis
San Francisco, CA

Schedule at a Glance

Friday, August 6, 2010

7:00 a.m. – 5:00 p.m.

Division Information Center

8:00 a.m. – 11:30 a.m.

Military Law Committee Meeting, Marines Memorial Club

8:30 a.m. - 10:00 a.m.

CLE: Solo Day: Practicing the Practice of Law - Part I

11:30 a.m. – 12:00 p.m.

Swearing-In Ceremony for the U.S. Court of Appeals for the Armed Forces,
Marines Memorial Club

12:15 p.m. – 1:45 p.m.

Keith E. Nelson Memorial Military Law Luncheon, Marines Memorial Club

2:00 p.m. – 3:30 p.m.

CLE: Solo Day: Practicing the Practice of Law - Part II

2:00 p.m. – 5:00 p.m.

CLE: Historical Trial: The Bank Robbery Trial of Patty Hearst

6:00 p.m. – 8:00 p.m.

Joint Reception with the Section of State and Local Government Law, S.S.
Jeremiah O'Brien Berthed at Pier 45

Saturday, August 7, 2010

7:00 a.m. – 9:00 a.m.

Annual Meeting of the Division Membership

8:30 a.m. - 10:00 a.m.

CLE: Fuel the Spark: Success in Law and Life

8:30 a.m. - 10:00 a.m.

CLE: How to Survive a Real Estate Deal

8:30 a.m. - 10:00 a.m.

CLE: Taxes and Bankruptcy: Relief Available?

1:30 p.m. – 4:30 p.m.
GPSolo Division Council Meeting

2:00 p.m. – 3:30 p.m.
CLE: The Best Program for Real Lawyers by Larry Rice

2:00 p.m. – 3:30 p.m.
CLE: The New Paradigm Business Model for Lawyers Who Want to Be Loved by Their Clients and Make Plenty of Money Without Worry or Stress

2:00 p.m. – 3:30 p.m.
CLE: Maximizing Firm Profits in a Challenging Economy

2:00 p.m. – 3:30 p.m.
CLE: Microsoft Office 2010 for Lawyers: A First Look

5:00 p.m. – 6:30 p.m.
Reception with Section of Litigation – Sponsored by LexisNexis
Westin Market Street

Sunday, August 8, 2010

7:30 a.m. – 9:00 a.m.

Solo and Small Firm Lawyers Breakfast Caucus

For more information about the meeting and to register, please click [here](#).

SAVE THE DATE
2010 Fall Meeting & National Solo and Small Firm Conference

October 21–23, 2010

Sheraton Austin

Austin, TX

Fall Schedule at a Glance

Welcome Reception: Thursday, October 21

Council Meeting: Thursday, October 21

Committee Meetings: Thursday, October 21–Friday, October 22

Difference Maker Awards Program: Friday, October 22

NSSFC CLE Programs: Friday, October 22–Saturday, October 23

ABA TechEZ Training Tuesdays: Free Technology Training in 15 or Fewer Minutes for ABA Members Only

ABA TechEZ Training Tuesdays provides ABA members with expert technology

training in manageable doses—usually 15 or fewer minutes. The training sessions are focused on specific tips, tricks, features, or products. Training is held every Tuesday at 2:00 p.m. Central, and [recordings of the live training](#) are posted soon afterward.

Coming up next Tuesday, June 1: Learn to boost the power of MS Outlook 2007 Contacts by using some of its less obvious features. Contacts can act as a way to organize Outlook information by client, perform CRM functions, start a workflow, add ticklers, and more! Learn to make the most of this powerful function.

ABA members can [register to watch the training](#) live next Tuesday at 2:00 p.m. CT, or check the [ABA TechEZ Training Library](#) next Wednesday to view the recording. Be sure to visit the [training calendar](#) to learn about other upcoming topics.

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