

Linklaters

Fast Facts

Customer: Linklaters

Web Site: www.linklaters.com

Number of Employees: 5,000

Country or Region: United Kingdom

Industry: Professional Services

Customer Profile

Linklaters advises the world's leading companies, financial institutions, and governments in corporate law. It has 30 offices in major financial and business centres across 23 countries.

Benefits

- Devolved content production.
- Customised solutions tailored to company branding.
- Controlled content approval process.
- Workflow process lets users publish internationally.
- Dynamic content publishing method.

Software and Services

- Microsoft Server Product Portfolio
 - Microsoft Office SharePoint Portal Server 2007

Law Firm Uses Web Application Builder to Deliver Global Content with Local Flavour

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Tim Warburton, Information Systems Strategy Consultant, Linklaters

Linklaters is a law firm that provides the world's leading companies, financial institutions, and governments with advice on their most challenging transactions and assignments. When the company decided to develop its alumni and Linklaters.com sites, it recognised that it would need to invest in a content management system. During its tendering process, Linklaters was impressed with the content publishing tools and collaborative capabilities of Microsoft® Office SharePoint® Server 2007.

The company engaged Microsoft Gold Certified Partner Trinity Expert Systems to develop the project. Tim Warburton, Information Systems Strategy Consultant at Linklaters, says: “We really like the collaborative functionality of Microsoft Office SharePoint Server 2007 and its ability to aggregate information. The merger with Microsoft Content Management Server is also a real step forward.”

Linklaters wanted an alumni site to provide a focal point for communication between current and former employees. The site has

already gone live, with 1,000 members using MySite profiles to share information with each other. The law firm has found SharePoint Server 2007 to be invaluable in meeting its goal of decentralising the delivery of content for the Linklaters.com site. The solution has given Linklaters a model where it can tailor content to its branding, while workflow processes allow its international users to publish content to external sites using a controlled approval process.

The integrated nature of the 2007 Microsoft Office system platform makes it easy for employees around the world to provide local content consistent with the company's overall branding. Linklaters employees can use the dynamic publishing method to deliver content onto the site almost immediately, and the new document library templates simplify the management of multilingual content. “The key drive here is to be able to deliver content from all our offices that supports the corporate identity,” Warburton says. “We can do this with SharePoint Server 2007.”

