

Case Study

**Travers Smith
creates intuitive
and interactive
knowledge tools
with enterprise
search.**



INDUSTRY
Legal

COMPANY
Travers Smith
London, UK
traverssmith.com

Travers Smith LLP is a corporate law firm headquartered in London, United Kingdom. It advises national and multinational companies in the UK and internationally across the full range of corporate and commercial matters, including large and complex UK and cross-border matters, transactions, and disputes.

Travers Smith partnered with Upland BA Insight to solve challenges presented by siloed information systems and limited search functionality. BA Insight provided an enterprise search solution that seamlessly integrated with their existing SharePoint intranet to create what the firm refers to as TotalSearch. Now, staff can rely on one search to access file shares, emails, intranet content, and external online systems such as Practical Law.

**TRAVERS
SMITH**



How did this firm tame the information chaos of case-centric content hidden in multiple systems?

Travers Smith employees were struggling to locate case content.

Travers Smith had reached a point in its growth and development where it needed a new solution for enterprise search. Over the years, the firm had built up a large number of various sites and siloes across different document libraries. Employees and fee earners were already voicing frustration that they couldn't find information when they needed it. A recent software upgrade had further degraded the firm's search functionality. However, this urgent situation also handed the firm an opportunity to improve what was business as usual on the knowledge-filtering front to find a better solution.

"We all know those 'where did I put that email?' moments well. And thousands and thousands all went through bulk filing automatically. Trying to retrieve just one was like looking for a needle in a haystack," remarked Rachel Woodburn, the firm's Head of Professional Support.

The firm created their TotalSearch solution, powered by BA Insight.

The firm was eager to move from standard document search to enterprise search, so they turned to BA Insight for the necessary knowhow to make it happen.

Travers Smith wanted to be able to filter by creator, client matter, date, and topic from both client matter-related documents and emails. BA Insight integrated within the firm's pre-built SharePoint system to create an end result known internally as TotalSearch. This search system combined SharePoint and BA Insight to provide a one-stop search system available to any person at the firm. Now, anyone can search across all the document management systems to locate knowledge, precedents, and client matter documents. TotalSearch also includes file shares, emails, the firm's intranet content, and external online systems such as Practical Law.



Efficiency gains at Travers Smith are off the charts, and the ROI indicators keep growing.

TotalSearch is just the beginning.

TotalSearch was more than an IT project. It was developed collaboratively with a team of legal professionals and IT implementers working alongside each other. Once Travers Smith realized immediate results from increased access to case and client-centric matters across the firm, they knew they needed to expand the use of BA Insight to address other needs, such as improving intranet functionality.

"TotalSearch is the first phase of a much bigger project. We plan to carry the search on to its new SharePoint intranet. Right now, our people are more efficient because the technology is saving them time. Improved intranet functionality will change how they work," said Woodburn.

Travers Smith plans to create new intranet portals to present information to staff in different ways by pulling information from various libraries, including accounts, client relationship management, and document management systems to add to a single dashboard on an intranet page.

"Creating a dashboard for everything relevant to particular legal topics and practices is especially exciting for the knowledge managers at the firm. We can pull in knowhow on the Bribery Act, for example, rather than manually uploading each item. In the case of a client, we could pull information from the CRM and accounts systems to interrogate their key documents, the total number of open and closed matters, and who's working on what."

In addition to the system of more segmented internal portals, the future may also involve opening carefully chosen content up to clients by creating SharePoint client extranets.

"The potential for future development available with BA Insight is what really decided things for us," said Woodburn. "The efficiency gains are impossible to quantify in a meaningful way, but I can say we have definitive thumbs up from associates who can find information they need that much faster, and even locate things they just couldn't find at all before."

upland

BA Insight

For more information visit: bainsight.com

Upland BA Insight leverages AI technology to deliver a web-like advanced search experience with results that are relevant, personalized, and actionable. The connector-based technology works with enterprises, customer portals, and web sites, turning searches into actionable insights, regardless of where content or users reside.