THOMSON REUTERS®

CASE STUDY:
ACCRALAW
with Attorney Emerico O. De Guzman
Managing Partner
and Attorney Leland R Villadolid Jr.
Senior Partner

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The Transformation

Angara Abello Concepcion Regala & Cruz Law Offices (ACCRALAW) is a full-service law firm based in the Philippines with practices spanning across business, labour, litigation, tax and intellectual property. Celebrating our 50th golden anniversary, we are proud to look back on our growth from a handful of lawyers, to 180 legal professionals.

Since 1972, ACCRALAW has stood out in the Philippines legal market as an innovative law firm. It has prided itself in constantly leveraging technology to improve its services to its clients. In 1998, we were the first in the country to acquire the Thomson Reuters Elite Enterprise System, and for almost 30 years relied on this legacy solution to support our rapid expansion. This year-on-year growth acted as a catalyst to implement an even more powerful form of technology. Today we continue to lead the innovation front with Thomson Reuters 3E, our new business management solution of choice for ACCRALAW.

Arming our firm with the right technology has truly enabled ACCRALAW to withstand the challenges brought by the COVID-19 global pandemic. Whilst many in the legal industry were grappling with how to cope with business continuity, we were able to stay secure, connected and committed to delivering quality client services while maintaining steady growth throughout turbulent times.

The Solution

The main draw-card for us when selecting Thomson Reuters 3E as the firm's next business management solution was its impact on our efficiency. 3E empowers us with an end-to-end process to provide professional legal services with agility. From the second a potential client clears the conflicts system, to a new opening, right through to billing and collection, 3E is the heart which empowers our entire firm to run faster. It's become the lifeblood of our firm, and every staff member, no matter their seniority, relies on 3E daily to drive their legal practice.

One of our favourite features is the dashboard, where we can track each client engagement and take a high-level view of practice trends in specific industry groups. Based on the data shown we can then allocate the firms resources where we can add the most value. What we love about the dashboard is how it transforms depending on who the user is. For example, the Managing Partner values a focused view of overall business profitability and client behaviour, whereas a Practice Group Lead Partner needs visibility into their team's use of time. To add to that, 3E makes it easy for the Executive Team to highlight the firm's top performers and reward our talent based on merit. Overall, 3E provides a wealth of data at our fingertips.

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The Business Case

The successful transition to Thomson Reuters 3E involved a core team of both lawyers and non-legal staff at ACCRALAW. The group conducted rigorous testing to understand the product fit and benefits to the firm. By conducting a thorough evaluation process, we were able to determine that our business management, including billing and collections, would move at greater speeds and ultimately lead to a justified return on investment. This hypothesis has been confirmed post-implementation, with the Managing Partner reporting that since going live with 3E, our billing cycle has been materially shortened.

In order to achieve a successful implementation, we developed a collaborative partnership with the Thomson Reuters team. They provided expertise and patience as we worked hand-in-hand to meet key objectives. We have appreciated working alongside Thomson Reuters in person, where they travelled to Philippines to conduct face-to-face training sessions and ensured that the implementation ran smoothly. When the pandemic swept the world, Thomson Reuters continued to deliver this support remotely. Ultimately, involving a core testing team and being guided at this level resulted in improved efficiency in law firm management with legal and non-legal staff at all levels seeing the value of transitioning to 3E.

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Looking ahead

Today, ACCRALAW has emerged as one of the leading business law firms in the Philippines. With this foundation in place, we can look ahead in further evolving and adapting to the ever-changing business landscape through the use of technology.

We are constantly looking to grow in the innovation space. Our recent technology upgrade has sparked a keen interest in harnessing the power of data to drive more value for our legal services and reach the peak of operational efficiency. ACCRALAW as leading technological innovators are exploring Artificial Intelligence, and how it will benefit our firm's performance and client satisfaction. Thomson Reuters and ACCRALAW have a long history of over 30 years collaborating and we will continue to look to Thomson Reuters to help bring us into the next age of technology.