

Red Mountain Law

www.redmountainlaw.com



At A Glance:

- **Company:** An alliance of small law firms who work together to provide businesses and business owners a network of lawyers.
- **Industry:** Law
- **Location:** Birmingham, AL
- **Software switched from:** Projux
- **Challenges:**
 - No centralized billing practices
 - Weak process for availability tracking and collaboration
 - Projux lacked critical functionality.
- **Results with OpenAir:**
 - Savings. Lead attorney estimates significant savings by switching to OpenAir.
 - Efficiency. Utilization rates are through the roof.
 - Simplification. ASP model eliminates need for on premise servers and upfront costs.

“With ever changing staffing needs, we needed a solution that wouldn’t trap us with rigid subscription terms. OpenAir provided that solution.”

*— Mike Goodrich, Lead Attorney
Red Mountain Law*

Results

OpenAir provides exactly what Red Mountain Law requires. It saves them significant amounts of money, boosts attorney utilization, and simplifies their business. In an industry where everything is linked to billable time, OpenAir is the key to their success.

Mike Goodrich, Lead Attorney at Red Mountain Law, stated that there is no solution in the legal market that doesn’t require a server or exorbitant up front costs. OpenAir’s secure ASP model enables clients to pay according to their needs.

“With ever changing staffing needs, we needed a solution that wouldn’t trap us with rigid subscription terms. OpenAir provided that solution,” said Goodrich. With pay by user subscription, Red Mountain Law has saved significant revenue by molding OpenAir to their needs.

As an alliance of law firms throughout the Birmingham area, Red Mountain Law could not afford to support servers and an IT department at each office. OpenAir’s online, hosted offering provides best-in-class functionality without expensive IT requirements.

Now that Red Mountain Law has an automated time tracking system, utilization rates have seen a significant spike. Goodrich stated, “OpenAir provides insight into the core metric of our business, utilization.” With an automated time tracking system, the firm has the ability to identify dead time and calculate precisely how each attorney is performing.

More billable hours means more revenue. “OpenAir has opened our eyes to previously untapped revenue.”

The Challenges

Prior to OpenAir, Red Mountain Law leveraged Projux to manage projects and resources. However, the system lacked core functionality essential to the needs of a services based business. Without the ability to track time and invoice clients, it became difficult to get money in the door.



 Find out more: contact OpenAir at 1.888.367.1715 or visit www.openair.com



“OpenAir has opened our eyes to previously untapped revenue.”

— *Mike Goodrich*
Lead Attorney
Red Mountain Law

“Projux simply did not have the breadth of functionality to support our business,” said Goodrich. “It was clear that we would founder if we did not make a change.”

Furthermore, Red Mountain Law, an alliance of multiple law firms, lacked a centralized billing system. With offices throughout Birmingham, collection of billing information was tedious. “It requires significant overhead to catalog and process billing metrics from each firm. In essence, we were leaking revenue as we tried to collect it.”

The main reason for forming Red Mountain Law was to provide a network of attorneys that could collaborate with each other to provide the best possible services for clients. However, shortly after formation, this became easier said than done.

“Availability tracking and attorney collaboration was a real struggle for us,” said Goodrich. “With each firm utilizing their own filing and resource management systems, it was next to impossible to get everyone on the same page.”

The Solution

OpenAir’s seamless solution fills the gaps in Projux’s functionality. Specifically, OpenAir’s time tracking and invoicing capabilities guarantee that the firm optimizes their billings.

“With an integrated flow from time entry to client invoicing, we no longer worry about manual errors and oversights,” said Goodrich. “We now know that all the time that should be billed, is billed.”

Due to OpenAir’s on-demand, hosted offering, Red Mountain attorneys now enter their time online and all data is processed together. This centralization of processes had greatly simplified their business.

Since multiple attorneys may work on any given project, billing scenarios get complex quickly. OpenAir provides the flexibility to handle even the most unique billing arrangements.

Goodrich states, “Often, each client and each attorney require unique rates on a given project. Even more confusing is that we often mark up/down rates or charge flat fees for services rendered.” OpenAir’s robust billing rules enable Red Mountain Law to seamlessly process time based on each client’s contract stipulations.

As is often the case, attorneys from multiple firms within the Red Mountain umbrella may collaborate on the same project. The ability to share information and ideas is a critical factor to success.

“Through OpenAir’s online solution, we can see exactly who is available to work at any given time,” said Goodrich. “The fact that our attorneys can log online from any internet connection and make sure everyone is on the same page is a huge benefit for us.”

 Find out more: contact OpenAir at 1.888.367.1715 or visit www.openair.com