

**Success in the Legal Industry:
Pierce Atwood LLP**

Easymeeting.net is a cloud based video conferencing service provider that connects our customers through traditional video conferencing system and mobile devices. We are dedicated to providing our customers with the best user experience through our easy and friendly services and support.

Pierce Atwood LLP has a long history as the premier law firm in Maine. It is now a regional firm with more than 140 attorneys that provides a full array of legal services in New England and beyond. We are dedicated to providing top quality service on a timely basis to meet our clients' legal and business needs.

The Challenge

Pierce Atwood LLP's existing on-premise video conferencing solution could no longer serve their needs and their external service was no longer available. They were looking for an easy-to-use solution that could be quickly deployed, so their already busy IT staff could focus on important day to day tasks.

"We began searching for a video conferencing solution out of desperation," explained Bron Nelson, Digital Media Systems Specialist at Pierce Atwood. "We lost our previous service with just a week's notice, and I was left scrambling for a solution."

Pierce Atwood LLP needed to connect their six office locations, and also connect with other organizations and clients via video. As a law firm that prides itself on staying ahead of the technology curve, it was important to offer video conferencing to their staff and clients.

"With our pre-existing on-premise solution, we could only connect four video endpoints before we would need to engage an external service with a larger MCU," she continues. "The sudden loss of this ability was not good news."

The Solution

In February 2013, Pierce Atwood LLP came to Easymeeting.net looking to connect all six office locations with the ability to join via mobile devices--laptops, tablets and smartphones. Easymeeting provided Pierce Atwood with EasyConference services so that they could use their existing hardware to easily meet in the Easymeeting cloud. With the EasyConference cloud, Pierce Atwood is able to scale and adjust their video conferencing presence depending on their unique needs month-to-month or even day-to-day.

In addition, recent security changes make Easymeeting an even more-integral part of the firm's external connectivity. Pierce Atwood can use Easymeeting to connect in the cloud rather than having to adjust firewall settings for an outside connection. This takes a lot of time and hassle out of their technology team's already busy day.

The Result

According to Nelson, Pierce Atwood LLP was quick to adapt to the Easymeeting technology, and enjoys a new sense of flexibility as a result. "Not only did Easymeeting give us the ability to manage video meetings with all of our offices, but we can do this on the fly--without reserving a service 24 hours ahead of time. This has made us a lot more flexible in scheduling, and nimble in our response time."

With an average of 18 monthly meetings so far in 2014, not only has Pierce Atwood been able to reduce their carbon footprint, but they have been able to accommodate clients and lawyers with video instead of travel. This change is good for the environment, the firm's bottom line, and their clients.

“One of the best aspects of the Easymeeting service has been the ability to connect a standard video conference room with a laptop user in a remote location. This has saved us thousands of dollars in travel costs. We can now manage remote depositions and interviews without dislodging anyone from their home office and losing valuable billing time. The flexibility of having a roomful of people involved, first-hand, makes for better, more confident, business decisions. We can also connect someone at home or traveling with the group meeting in the office and maintain continuity for the remote member. These advantages have proven invaluable to us.”

“The added benefit of an extremely responsive support staff at Easymeeting makes this a home run for us,” Nelson concluded. “We couldn't have chosen better.”

To learn more about Pierce Atwood LLP, visit their website at www.pierceatwood.com

A special thank you to Pierce Atwood LLP, Bron Nelson and Beth McCune for participating in this success story. It is a pleasure working with Pierce Atwood LLP.