

# BIGSQUARE CASE: Waller Lansden

## A Foolproof Product

[www.bigsquare.com](http://www.bigsquare.com)

[www.wallerlaw.com](http://www.wallerlaw.com)

*"I'm excited about the amount of **information** that is now right at my fingertips and love how **easy** the tool is to use."*

*- Managing Partner*

### Firm Summary

**Name:** Waller Lansden Dortch & Davis, LLP

**Headquarters:** Nashville, TN

**Billable Timekeepers:** 225+

**Founded:** 1905

### Challenges

Waller was looking to replace their outdated attorney dashboard and profitability system they had been using for 10 years. An application that was easy to administer, with a simple dashboard the attorneys could understand was a must.

[www.bigsquare.com](http://www.bigsquare.com) | 412.655.41.57 | [info@bigsquaresolutions.com](mailto:info@bigsquaresolutions.com)

**BIGSQUARE**

# Project Summary

## Project Overview

Identify a business intelligence solution for both firm administration and attorneys, in an easy to use format, that provides timely and relevant information.

Understand unique requirements of firm and maintain current methodology.

Data integrity and validation



## Why BigSquare

Ease of use and intuitive design

Best in class Legal BI provider with over 50+ product installations

Self-service BI including mobility, admin center, SSRS integration, Outlook integration and intranet/extranet widgets

# waller

## Return on Investment

Gained a management tool that gave insight into firm's performance

Replaced manual reporting

One version of the truth

Consolidated systems to save money

Less internal training

## Business Situation & Challenges

[Waller Lansden](#) is one of the oldest law firms in Tennessee. Nashville based, with more than 225 attorneys they help to serve clients across the United States and abroad in 10 core industries. Clients recognize and trust Waller because of their dedication to community outreach and pro bono efforts. They have a deep understanding of their markets and objectives, which ultimately leads to achieving positive results.

**Waller Lansden needed a dashboard that was easy for attorneys to use and understand.**

Waller relied on an attorney dashboard and profitability system for ten years, but it no longer had the features they needed to evaluate all relevant information. It was important for them to be able to maintain the current methodology, while still being able to look at data from a high level.

The system's ease of use was vital to Waller. Not only did the dashboard need to be easy to administer, but also easy for the attorneys. The ability for the attorneys to not only maneuver through the application, but also understand what they were looking at was key. Basically, avoid information overload at all costs.

Even after updates with their old product, exporting data on a real-time basis was not an option. It took an entire month to update, which caused the data to be outdated when administration wanted to evaluate the firm. A tool that could easily turn updated data into reports was a must.



## Why BigSquare?

Waller Lansden's Management Team decided **it was time to find an alternative Business Intelligence solution that better fit their business model and current needs.** Waller needed a solution that would give the firm a self-service dashboard that could be rolled out to Attorneys, Firm Administration, and Financial Analysts.

When going through their evaluation process, **ease of use, cost, and flexibility** of the product were key to making their decision. Other significant factors included a solution that allowed them to maintain their current methodology, and being **mobile-ready** so the team could access the application from any mobile device in any location.

Multiple vendors were questioned and ultimately, the choice was made to go with BigSquare's Attorney Analytics application. **What stood out the most was the affordability of the product and services, configuration abilities, performance, and the team at BigSquare.**

Having access to business data is great, but once your staff understands how to turn that data into knowledge, you have the potential to change the way they perform their jobs. [Our blog post](#) goes in depth on how to successfully implement a BI solution. Software that makes this simple for Attorneys helps them to quickly understand what data they are looking at, and what they can do with it.

*“Our attorneys find Big Square very **intuitive** and appreciate its **ease of use** and the **timeliness** of the data they can access.”*

*-Craig Bennett, CFO*

## How the Product Helped

BigSquare’s project team consulted with and worked closely with Waller Lansden to customize their BI application to suit their firm’s specific needs and culture.

**BigSquare Attorney Analytics application removed the need for other systems.** Waller was able to consolidate a number of systems, and just use BigSquare. This has in turn saved them time and money.

Deploying smarter technology helps your law firm stay to work at their most efficient, productive level. This article helps to explain the idea, [work smarter, not harder](#).

**One of the main features Waller Lansden relies on are the data tables, which allows additional reporting.** Attorneys are now able to answer a lot of questions on their own. The up to date numbers give users the confidence in their findings and have been very helpful to the firm.

## Return on Investment and Future Plans

Waller Lansden has experienced many benefits as a result of implementing BigSquare Attorney Analytics. “We recently shut-off another system that provided daily reports because usage had dropped so much that only 2 people in 6 weeks noticed it was gone.”

**BigSquare Attorney Analytics has provided a strong level of confidence in the data** enabling Waller Lansden to deliver **one version of the truth** to their billable timekeepers, partners and firm management.

Prior to implementation the team was using a number of different systems, spending too much time, money, and manpower analyzing data and reports.

In our blog post you learn that many law firms measure [key metrics](#) by running KPI reports. Based on these reports you can see where improvements are needed. Saving the time running reports allows firms to use those efforts towards shifting the firm’s priorities.

With BigSquare, the **attorneys and management now have direct access to reliable, timely and important data.**

Attorneys are now able to easily understand the dashboard, which has allowed them to answer a lot of their questions on their own, and freed up firm administration.

