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College of Law Practice Management Announces
2016 InnovAction Award Winners

August 19, 2016 – Round Lake Beach, Illinois – The College of Law Practice Management, an international organization that recognizes excellence in law practice management, today announced the recipients of the 2016 InnovAction Awards. Ogletree, Deakins, Nash, Smoak & Stewart, P.C. and Norton Rose Fulbright Canada LLP are the two recipients of the coveted 2016 InnovAction Awards.

For the twelfth year, the InnovAction Awards have recognized outstanding innovation in the delivery of legal services, demonstrating to the legal community what can happen when passionate professionals, with big ideas and strong convictions, resolve to create effective change.

Here are the 2016 InnovAction Award-winning entries:

- [Ogletree, Deakins, Nash, Smoak & Stewart, P.C.](http://OgletreeDeakinsNashSmoakStewart.com) – **Ogletree Deakins Advantage** – Key Team Members: Charles Baldwin, Brian McDermott and the Knowledge Management Dept.

Ogletree Deakins Advantage is an innovative service delivery model that leverages technology to streamline the handling of day-to-day legal issues. This goal is achieved by examining employment related processes, including analysis of a client's past litigation and claims, to identify problematic areas. Ogletree then implements a corrective plan that includes using proprietary tools to improve these processes.

Introduction of these improvements results in increased predictability and control of legal costs, consistent application of employment policies, faster resolution of legal issues, and an overall reduction in the number of claims for clients. Throughout the engagement, a dedicated Ogletree LPM analyst coordinates the relationship, maintaining responsibility for plans and budgets, status reports, status meetings, and an annual review.

Ogletree Deakins Advantage uses its proprietary technology to enhance knowledge management capabilities and increase legal project management efficiencies. The included technology promotes communication between the client's legal and HR teams and Ogletree Deakins attorneys, and enables managers to be proactive in responding to legal issues before they become costly legal claims.

- [Norton Rose Fulbright Canada LLP](#) – **Client Innovation Portal** – Key Team Members: Sukesh Kamra and the Knowledge Management & Library Services Team

Clients continually expect a more powerful value proposition from law firms and that added value isn't always just about alternate fee arrangements or creative pricing. That value is about a true partnership, one which transcends the provision of legal services to include a widespread offering of innovative tools founded on communication and collaboration to address specific pain points. This means there is opportunity for law firms to grow their business by focusing on providing client services that speak to one big question. At Norton Rose Fulbright LLP, that question is:

How can we make life easier for in-house counsel?

Here's how. Norton Rose Fulbright LLP makes life easier for in-house counsel by developing state-of-the-art client innovation portals focused on delivering innovative,

customized and meaningful solutions to everyday problems. These solutions range from streamlined access to matter and financial documents, to the automation of business and legal processes by developing applications and expert systems to create efficiencies, increase productivity and mitigate risk. Our platform allows legal departments to conduct more efficient due diligence data analysis, to provide electronic compliance training to their personnel and business partners, and to gain better visibility into legal fees on an ongoing basis. This is how Norton Rose Fulbright LLP makes life easier for in-house counsel.

Timothy B. Corcoran, Principal of Corcoran Consulting Group was the Chair of the InnovAction Committee and the InnovAction award judges included Ida Abbott, [Ida Abbott Consulting](#); Tom Clay, [Altman Weil](#); Patrick Lamb, [Valorem Law Group](#); Merrilyn Astin Tarlton, [Astin Tarlton/Attorney at Work](#); and Tony Williams, [Jomati Consultants LLP](#).

The awards will be presented Friday, September 16, 2016, at a special lunch session during the [2016 Future's Conference](#), held in conjunction with the Annual Meeting of the College of Law Practice Management in Kansas City, Missouri. [Register](#) today to attend the conference.

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About COLPM

The College of Law Practice Management (the College) is a not-for-profit organization formed in 1994 to honor and recognize distinguished law practice management professionals, to set standards of achievement for others in the profession, and to fund and assist projects that enhance the highest quality of law practice management. The College and its Fellows inspire excellence and innovation in law practice management by:

- Honoring extraordinary achievement;
- Developing, exchanging and disseminating knowledge; and
- Stimulating innovation in the delivery of legal services.

About 2016 InnovAction Awards

The College continues its global search for ingenuity in law practice management. Designed to inspire creative thinking in a field known for its over-reliance on precedent, the InnovAction Awards are intended not only to identify effective innovation but also to inspire it through international recognition.

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