

Law Practice Type: Business Law Firm

Number of Users: 40

Alberto Estrella is the founder and Managing Member of Estrella LLC, a premier full-service law firm in San Juan, Puerto Rico, representing clients in litigation, labor and transactional matters. Among his many other honors, Alberto has been listed in Best Lawyers for Litigation, Administrative Law, Corporate and M&A, Professional Malpractice, Appellate Practice and Franchise Law from 2014 through 2022.

AdvoLogix provided the power to take Estrella to new levels of efficiency and effectiveness

AdvoLogix has given Alberto what he needed to transform Estrella into a highly efficient and effective firm. For example, before Estrella started using AdvoLogix, client intake was, as Alberto put it in a webinar for AdvoLogix and Upper Sigma last year, “an artisanal and very time-engaging process.” This time-engaging process prevented Estrella from moving at the speed that their clients needed: “if you need to get a deposit, you know, forget it. It will take you a week and nowadays even before the pandemic, we really don't have days or weeks to move along and get an engagement signed, especially if you want an engagement signed before you start working on a matter.”

But thanks to AdvoLogix, Estrella has changed intake, payments and client management for the better. The firm started with an AdvoLogix proof of concept about 3 years ago, with one practice area and for just one concept. But the ability of AdvoLogix to help Estrella quickly adapt during the pandemic convinced Alberto to adopt it for everything: “If I have a couple of clients, I have the information of a potential client on my screen. I click a couple buttons, it generates a proposed engagement and then through the same platform I send it through either Adobe sign or DocuSign.”



AdvoLogix brings everything together for Estrella, and it makes them better while doing so

Alberto has been impressed with how AdvoLogix brings everything together for his firm: “most firms have different silos of data and they have a matter management, a document management system and a financial and a billing platform that don't necessarily speak to each other. We've been able to move from that to a one single platform in AdvoLogix where everything is there. . .”

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Even better, AdvoLogix not only dramatically speeds up the firm workflows, it makes them significantly more accurate as well: “We reduce the possibility of data entry errors. Duplication of information that we used to have to enter information into the case management and then into the billing system and the document management and the financial.”

Yet, if AdvoLogix was merely a one-size-fits-all solution, it wouldn't give lawyers like Alberto and his firm what they truly need. Estrella has been able to customize every team member's dashboards for their needs, so that they see what is relevant for them. This custom dash-boarding capability alone has completely transformed their practice.

Don't just take the word of lawyers who love technology, listen to those who (used to) hate it. In the end, it's not just the stories from lawyers who love technology and what it can do for them that transform firms. Sometimes it is the stories that we get from lawyers who hate technology that show the biggest impact, and during the webinar Alberto gave us the perfect story from that standpoint:

“I have a partner that for God, I don't know how many years I've really been peeved at the fact that he was the only one that would not enter his time sheets in any platform before. I should say he would have his assistant do it very inefficiently. That was really against our policy, but he was one of the top earners so I couldn't be too mad at him. To my utter amazement and joy after we moved to AdvoLogix, he started doing it by himself. When I saw it, I literally couldn't believe it. So, I went to him to ask him, you know, hey, don't stop doing it, I asked about why and his response was like, well, it's so easy to do it. You know I have so many ways of entering time now that I actually I don't mind doing it. Then I kind of enjoy it. And for those of us who are people who work on entering time, you all know that's probably the least favorite thing of any professional, for sure of attorneys. So having a partner at a firm tell you that speaks volumes of what the AdvoLogix team has built.”

About AdvoLogix®

Founded in 2006, AdvoLogix®, is a leading enterprise legal management solution that helps law firms and general counsel automate unique business processes and simplify legal matter management. The AdvoLogix cloud-based enterprise solution centralizes matter management, conforms to unique workflows and practice standards, and provides industry leading security and reliability. Built on the leading cloud platform, Salesforce®, AdvoLogix offers comprehensive configuration and integration with thousands of add-on applications to extend the solution to meet specific business needs.