

Emery Celli Brinckerhoff Abady Ward & Maazel LLP

Law Practice Type: Litigation

Number of Users: 41

Tirek Gayle has been the COO and firm administrator at Emery Celli Brinckerhoff Abady Ward & Maazel LLP for over 12 years. Emery Celli does commercial litigation and criminal defense, but the work that really defines the firm is their extraordinary commitment to headline-making civil rights cases. As Tirek tells us, they go after “bad people who do bad things.”

Emery Celli’s legacy case management solution stopped adding value, in the middle of the Pandemic. Emery Celli started looking for a new case management system around a year and half ago, when the firm’s legacy case management offering decided after 20 years to triple their annual cost. Plus, the firm’s legacy solution was only available on premises, with no cloud-based option. Relying upon an on-prem legacy solution would not have been a problem, except that this was during the middle of a pandemic, when so many people had transitioned to working from home.



As Tirek tells us, he suddenly went from having one office to administer to fifty! Tirek needed something that could serve all of those at-home workers, do so securely, and do so affordably.

Tirek saw countless system demos; they all had some of the features that Emery Celli needed, but no system ever had all of what they needed. Then Tirek’s IT people, who had done some work with AdvoLogix, told him that he needed to see AdvoLogix. Tirek found that AdvoLogix had every single one of the features that he needed. Even better, Tirek and Emery Celli could customize all of those features within AdvoLogix to make each feature exactly what they needed. As well, since AdvoLogix uses the secure Salesforce platform on the Cloud, Tirek could get it rolled out perfectly to all fifty of his new “offices.”

AdvoLogix has shown **Emery Celli has that integration isn’t just something, it’s everything**

AdvoLogix has been a great introduction for Emery Celli to the world of cloud-based software. The firm takes great advantage of the AdvoLogix note-taking and sharing capabilities. But the most important features for Emery Celli seem to be those that integrate AdvoLogix into other firm systems, something that no legacy system could ever do. For starters, Tirek was able to set up a seamless integration between AdvoLogix and the firm’s financial system that allows partners to see all of the financials on a matter at a glance.

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AdvoLogix's integration with Outlook gives the firm a "one-stop-shop" when it comes to communications. When it comes to documents, the single-button integration between AdvoLogix and their current document management system, WorldDocs, provides the firm with yet another simple and easy solution. Tirek is looking forward to that document integration getting even stronger when Emery Celli upgrades to NetDocuments, another system with an AdvoLogix connector.

Most importantly, AdvoLogix gives Emery Celli the power to customize and automate workflows

But of all of the new power that AdvoLogix has given them, two things stand out to Tirek. First, Tirek was able to create for the assigning partners at the firm automated reports that give them real-time visibility into time-keeper assignments and tasks. Tirek used to create these reports by himself, from scratch, so this particular AdvoLogix capability has saved him valuable time.

Second, Tirek has been able to automate the firm's client intake. Instead of requiring multiple entries by the firm, clients can fill in most of their own information on the firm's website. Because of the nature of their civil rights work, Emery Celli needs to evaluate numerous cases. With AdvoLogix, the case assessment team can now move far more quickly to decide exactly which cases the firm wants to take.

Advologix helped Emery Celli find the power in its data, and it can help your firm do that too

Tirek admits that he needed a great conversion team to help him with that 20 years of legacy data. But once the firm started connecting AdvoLogix to their other firm systems and data, they learned that they could get AdvoLogix to do anything that they needed. Indeed, Tirek has found that as long as there is data in the firm's system, AdvoLogix can use that data in any way that he – and the firm – wants.

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.