

## One of India's largest Consumer Goods companies improves the efficiency of its Legal Department

*Enterprise Legal Management Platform (ELM) by PracticeLeague transforms legal operations, achieving process innovation*

### Overview

#### **The Challenges**

The client was managing thousands of matters manually across different regions and for its various legal portfolios including, Litigation, Contracts and Intellectual Property.

Rapidly growing volumes coupled with limited resources and increasing expectations, lead to delays, increased working hours and limited visibility of potential risks.

Founded in 1977, the client is one of India's largest consumer goods company with diversified product offerings. Headquartered in India, the company now has over 500 distributors, 30,000 retailers, and branches. It's listed with India's National Stock Exchange and Bombay Stock Exchange since 2008. Over the years, the company has sold into domestic, industrial and agricultural electronic goods and appliances category.

### Optimizing legal operations through technology

About three years ago, the management team of the client set an aggressive goal. They wanted the legal department of the company to optimize legal spending and data management and to have a clear view of any potential legal risks at a click of a button. To achieve that goal, the client needed to be able to integrate and streamline the various legal functions, namely, litigation, contract and intellectual property, and manage, measure and improve its performance in several key metrics.

The legal team was struggling to compensate for manual processes that could be highly variable.

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### **The solution**

PracticeLeague provided an Enterprise Legal Management platform, improving coordination of and visibility into various legal functions, allowing legal professionals to collaborate and spend more time on productive tasks.

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### **The Value**

The solution supports more consistent and effective processes across the legal department, improving visibility of data across multiple functions, reduction of manual efforts, quality of output, data safety, access to in-depth analytics and the overall improvement of legal operations.

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Over the years, the legal department of the client dealt with numerous challenges. For example, the legal spend across different functions was growing but there was no visibility of cost allocation. Moreover, controlling the expenses was becoming a challenge in the absence of automation tools and data driven processes.

At the same time, the client saw an increase in the complexity of matters which put a burden on the team to capture more data albeit, manually. With the business growing rapidly, there was an influx of new contracts that needed to be managed more diligently. Effective management of all contracts, regardless of their nature, requires attention from multiple departments, which must be able to communicate and collaborate easily.

Furthermore, the legal department was not only managing contracts, but also handling all litigations and intellectual property related matters of the client in different silos. It was becoming difficult to even track the historical and transactional data of litigations arising from various contractual disputes and IP oppositions.

Consequently, the client found that with this increased complexity and lack of integrated systems, lawyers were spending more time searching for information and resources, resulting in less time on productive tasks. As a result, even other departments would experience delays with their deliverables, impacting the overall business.

This uncontrolled environment was also placing a significant burden on the business to make sure they had all the information they need before making strategic business decisions and steering the growth of the company.

## Solution Components

### **Software**

PracticeLeague® Enterprise Legal Management Platform consisting of the following modules:

- Matter Management
- Contract Management
- IP Portfolio Management

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### **Services**

- Process Mapping
- User
- Product Implementation
- Post 'Go Live' Support

## Creating a comprehensive Enterprise Legal Management platform

The client engaged PracticeLeague to help it implement a comprehensive enterprise-wide legal management platform with the goal of controlling data erosion and legal spending, getting clear visibility of legal risks across multiple functions, optimizing legal operations, eliminating repetitive manual tasks, reducing turn-around time for deliverables and aligning legal processes with business KPIs. The PracticeLeague platform is based on the integration of multiple PracticeLeague offerings and includes business process management and operational decision management.

Designed to be easily extensible, the Enterprise Legal Management platform builds on features in the PracticeLeague products to help improve legal operations and other operational processes.

### Some key features of the ELM platform include:

- Matter Management module to manage various litigation, notice and advisory related matters. Enabling the legal department to understand and track the status and action items of all open matters along with their related tasks. Allowing the department to collaborate with both, internal teams and external counsels to document matter progress and flag legal and financial risks like, upcoming hearings, performance of external parties, contingent liability and legal spending.
- Contract Management module to augment the end-to-end process of the contract lifecycle. From streamlining the requisition process to response and risk based approvals, self-generation of contracts, auto-archival of versions and related email discussions, collaboration, vetting and ad-hoc approvals, tracking of key obligations, important terms, obligations and renewals of contracts, et al. Depending on the client requirement, the module can also be integrated with MS Word, DocuSign, Salesforce, MS Dynamics, SAP, Workshare and a few other third party plug-ins.

- Intellectual Property Portfolio Management for effective tracking and management of client's entire IP portfolio including Patents, Trademarks, Copyrights, Designs and Domains. From managing the IP requisition process to capturing the key details of each IP along with the information of their important dates, stages, oppositions (if any) and personnel.
- Email tagging for archival of external communication related to all ongoing matters and contracts. It ensures centralization of all-important pieces of information along with their related documents.
- Metrics for tracking process execution that can then be benchmarked against historic and real-time data, so information from processes that are currently running can be used to make immediate, more-informed decisions.

## Improvement at functional level

Each module of PracticeLeague first helped the client in organizing each function at a root level. The Matter Management module ensured that all matters, notwithstanding their nature, were being managed in a single system which triggered alerts for any upcoming events. Moreover, it also helped the client take control of their spending by tracking the performance of each external counsel and by avoiding errors. The client was glad because they no longer had worry about missed dates or accurate of provisioning of funds and resources.

The Contract Management module was instrumental in reducing hours of manual efforts by automating the contract generation process and by streamlining the requisition and approval processes, which would earlier require multiple follow-ups and delays in contract finalization. Furthermore, the system created a single repository of all executed contracts allowing users to be well informed about expiring contracts and their key terms.

Similarly, the IP Portfolio Management module helped the client effectively track and manage their entire IP portfolio on a single system. Early warning reminders ensured there were no lapses or errors in day-to-day management and that timely action was taken for all expiring IP.

## Improvement at organizational level

At an organizational level, the client, for the first time, had a clear visibility of legal functions on a single screen. The General Counsel was no longer dependent on anyone else to monitor the performance and budget of the legal department. On the other hand, the company had secured the data with one stroke while improving the positive contribution of the legal department towards the growth of the company. Before the PracticeLeague platform, managing the various legal processes was not as coordinated as it could be.



## For more information

To learn more about how PracticeLeague can help you improve the management of your legal department, please visit our website: [www.PracticeLeague.com](http://www.PracticeLeague.com)

☎ +91 9922222260

✉ [sales@practiceleague.com](mailto:sales@practiceleague.com)

🌐 [www.practiceleague.com](http://www.practiceleague.com)

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PracticeLeague not only help you implement the PracticeLeague platform, but also assist in capabilities that your business needs in the most cost-effective and strategic way possible.

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