

Spruson & Ferguson's paperless journey becomes a reality with inMailX®



"Once implemented, inMailX was found to be a veritable 'treasure chest', with many additional productivity improvements and benefits being realized by our firm, than we first envisaged."

*Simon Saunders
IT Director*

Spruson & Ferguson (Sprusons) is a leading provider of intellectual property (IP) services across the Asia-Pacific region, with offices in Sydney, Singapore, Kuala Lumpur, Jakarta and Shanghai. Spruson & Ferguson companies are members of IPH Limited group, which includes a range of professional services firms operating under a number of brands throughout the Asia-Pacific region.

Sprusons have been providing expert representation in all aspects of IP since 1887. Their long history as a leading IP firm has resulted in robust infrastructure supported by sophisticated systems and highly skilled and experienced individuals.

Currently, Sprusons have 300 staff in Australia and Singapore using inMailX, and their continued usage and feedback has supported further enhancements, development and testing of some of the inMailX modules.

Benefits Achieved

- Enabled Sprusons paperless journey
- Improved productivity across all users
- Created 'end user happiness'
- Client files succinct and complete
- Minimal user training and support
- Implemented in less than one month

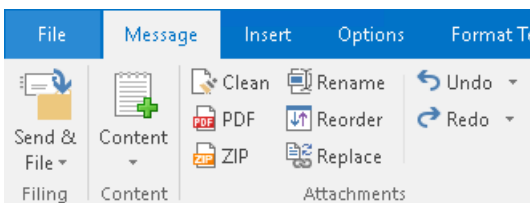
Challenge

Originally, Sprusons needed to solve two main business problems, which initiated the review and ultimately the purchase of inMailX, namely:

- Ability to efficiently manage and update Microsoft Outlook signatures across the firm to ensure consistent branding
- Ability to truncate emails printing to a specific number of threads as part of the firm's vision to reduce paper usage, and move to a paperless environment

During the review process inMailX also met several other business requirements, which included:

- Filing emails efficiently into multiple matter workspaces
- Rename and Reorder attachments easily inside Outlook
- Convert and combine multiple emails and attachments into PDF
- Remove metadata from Word, Excel, PowerPoint and PDF attachments
- Standardization of client communication with global email templates



Clean Metadata, PDF and Combine, Compress to ZIP, Rename and Reorder attachments inside Outlook with a click of a button!

CASE STUDY

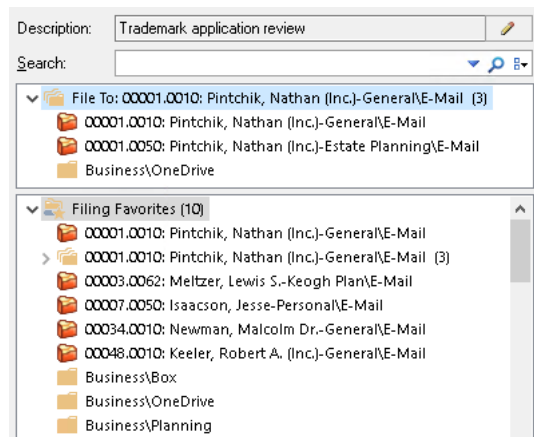


Solution

Sprusons implemented **inMailX Professional** with **Worksite Connector**. inMailX Professional includes the following modules:

- *Email Manager*
- *Attachment Manager*
- *Content Manager*
- *Time Manager*
- *Print Manager*
- *Brand Manager*

inMailX provided Sprusons with a comprehensive email management, compliance and productivity solution for Microsoft Outlook as a single add-in.



Simple and efficient filing to multiple repositories!

Email Manager with its Worksite Connector empowers users to quickly file emails and attachments into their favorite, recent or other matter workspaces. Emails may be filed into single or multiple workspaces in one process, saving time and increasing productivity.

Attachment Manager enables users to easily Clean Metadata, PDF and Combine, Compress to ZIP, Rename and Reorder documents that need to be delivered to clients, all within the comfort of Microsoft Outlook.

Content Manager provides users with access to centralized email templates used to standardize client communication across the firm. The additional capability of adding prompting variables makes compliant and personalized email communication easy.

Implementation

As a single Outlook add-in, the implementation of inMailX was seamless and occurred in less than one month.

The solution is organized in a way that is conducive to rapid deployment, and its innovative and sophisticated architecture caters for both simple and complex user requirements.

Integrated multi-level logging features expedite user testing and acceptance, enabling rapid updates deployment.

Education and training is streamlined and user friendly, and it is now part of the new employee induction program.

Key Benefits

Sprusons have realized a number of business transformation benefits that included:

- **Strategy:** inMailX has supported Sprusons on their paperless journey. Without inMailX, the achievement of this vision would not have been possible.
- **People:** 'end user happiness' has been achieved by inMailX providing a simple and intuitive suite of integrated email, attachment and content management tools.
- **Process:** the inMailX solution has delivered 'sensible productivity', streamlined client communication, and supported Sprusons to ensure their client files are complete and succinct.
- **Technology:** inMailX' quick implementation and efficient updates deployment, combined with its minimal training and support, enabled IT to deliver value to staff and the firm.

"inMailX has a succinct set of modules that lower the impediments for firms going paperless, and staff enjoy using them."

*Simon Saunders
IT Director*



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