

>> CASE STUDY

CLEARY GOTTlieb STEEN & HAMILTON LLP Director & Membership Application



CLIENT OVERVIEW

Cleary Gottlieb Steen & Hamilton LLP, a leading international law firm with 12 offices located in major financial centers around the world, has helped shape the globalization of the legal profession for more than 60 years. Their worldwide practice has a proven track record for innovation and providing work of the highest quality to meet the needs of their domestic and international clients. In recognition of the firm's strong global practice, its effectiveness in dealing with the different business cultures of the countries in which it operates, and its success in multiple jurisdictions, Cleary Gottlieb received Chambers & Partners' inaugural International Law Firm of the Year award.

Organized and operated as a single, integrated global partnership (rather than a U.S. firm with a network of overseas offices), Cleary Gottlieb employs approximately

1,100 lawyers from more than 50 countries with diverse backgrounds who are permitted to practice in numerous jurisdictions around the world.

Their clients include multinational corporations, international financial institutions, sovereign governments and their agencies, as well as domestic corporations and financial institutions in the countries where their offices are located. Although each of their 12 offices has its own practice, their "one firm" approach to the practice of law offers clients in any office the ability to access the full resources of all their offices and lawyers worldwide to the extent their matters so require.

CLIENT OBJECTIVE

Cleary Gottlieb Steen & Hamilton's Marketing Department wanted to begin capturing the individual memberships and affiliations of the partners and counsel at the firm. The information is used to determine which partners or

counsel to nominate for potential marketing speeches or engagements that brings publicity and awareness to the firm. Cleary Gottlieb needed the information stored in a vehicle that is regularly used by most employees, that can be accessed from the People page on the ClearyNet portal and exported to other tools such as Excel, Business Intelligence and other systems.

GLYPHIC SOLUTION

Glyphic Technologies, Inc. implemented a flexible solution that provides Cleary Gottlieb Steen & Hamilton the ability to integrate individual memberships and affiliations data within the firm's existing directory which is utilized as the central repository for personnel data at the firm. The integrated solution provides the Marketing Department with custom view flexibility and export functionality.

The process Glyphic architected capture the names, titles and positions of the associate and any professional or legal affiliation with an organization along with the start and end date of each membership or affiliation; also noted is affiliation with trade organizations or seats held on

Boards of Directors. Each attorney has the flexibility to list multiple memberships and/or affiliations and prioritize them accordingly. Although, each person's affiliations is visible to other the employees, only the employee and the gatekeeper have access to change affiliations and membership roles.

In addition to providing this new process, Glyphic was able to make improvements to the user interface to allow for more efficient use of the existing directory.