



# NUANCE

The experience speaks for itself™

## CASE STUDY

### Best, Best & Krieger Deploy PDF Converter Professional for a Fraction of the Cost of their Previous PDF Creation and Editing Tool

\$135,000 Cost Savings From Nuance PDF Application Allows Firm to Put Power of PDF on All 425 Employee Desktops

#### CHALLENGE

Allow every employee to quickly create, edit and reuse content from PDF files with the added constraint of a limited budget.

#### STRATEGY

Replace Adobe® Acrobat® with PDF Converter Professional throughout entire firm. Give all employees power to create, edit and automatically transform PDF files into easy-to-edit Microsoft Word, Excel and Corel WordPerfect documents and eliminate the organization's painful PDF creation process.

#### RESULTS

Organization able to bring benefits of PDF to all desktops in firm versus a small fraction of desktops with Adobe Acrobat by saving nearly \$135,000. Employees also reap the benefit of being able to edit directly in PDF files, saving hours of labor.

Raymond Best began it all in 1891. He purchased the law library of John G. North, the son of the founder of the city of Riverside, and opened his office for the practice of law on the second floor of the Evans Building. He also founded the Riverside Abstract Company (later Safeco Title) which he sold in 1915 to turn his attention solely to the practice of law. At that time there were 19 attorneys listed in the Riverside City Directory, six in county towns, none in Palm Springs or Indio. Today, Best, Best & Krieger LLP is a full-service law firm with over 195 attorneys, 42 paralegals and 188 other staff positions in 8 offices strategically located to serve California's most dynamic communities. In meeting the needs of public and private sector clients, BB&K offers unique experience in handling complex, multi-disciplinary issues and providing solutions of common interest to leaders of both business and government.

In light of recent catastrophic fires and floods, law firms are re-evaluating, their continued reliance on paper. Facing the risk of losing vital case files plus the inefficiencies of handling and physically storing paper, many firms have mandated using less paper and finding more efficient ways to create, use, and archive their electronic files. These were some of the concerns of Tim Haynes, Senior Manager

of Information Technology at Best, Best & Krieger LLP. As is the case with most IT managers, he wanted to spend his firm's money wisely and safeguard the information found in their paper and electronic files.

**"PDF Converter Professional gives you all the functionality of Adobe Acrobat and more. We have been able to provide this tool to all our employees at a fraction of the cost of Adobe and we no longer have to keep track of all the individual licenses. Switching to this product solved a major problem for BBK."**

**Tim Haynes,**  
Senior Manager of Information Technology

One of the first steps to implementing a policy of paper reduction involves standardizing the electronic format for information storage. Today many legal organizations use a mix of Microsoft

Word and Corel WordPerfect to create and exchange files electronically. Unfortunately, these authoring formats lack the security features legal professionals need because a document's original content can be easily changed. The Portable Document Format, PDF, developed by Adobe is an ideal way to share and store information because it maintains the integrity of a digital document while providing secure, reliable access both internally, and with outside counsel and courts. Haynes knew PDF to be an open standard, and reasoned that he could find a PDF solution that was better suited to his organization's business needs and budget than Adobe's Acrobat. Through a referral from a colleague he heard about PDF Converter Professional while he was searching for a cost-effective PDF creation and editing tool. The firm previously used Adobe Acrobat, but found that it wasn't the best fit for their organization. With a mix of non-graphics professionals consisting of Senior Management, IT Project Specialists, Trainers, Marketing, Library, Accounting, Attorneys, Paralegals and Legal Assistants it

## CASE STUDY **BEST, BEST, KRIEGER FIRM SAVES WITH PDF CONVERTER PROFESSIONAL**

became clear that Adobe's one-size fits all product didn't meet the firm's business PDF needs or budget. According to Hayes, "We used to use Adobe Acrobat, but not any more. We selected PDF Converter Professional over the competition because Nuance's product is competitively priced, reasonably licensed and retains the core functionality found in Acrobat, making it our preferred alternative. Our Executive Director, Chuck Vann, made the decision to purchase 425 copies. We saved a significant amount of money when compared to the cost of buying 425 seats of Adobe Acrobat – approximately \$135,000."

Before the firm deployed PDF Converter Professional their process for working with PDF files was tedious to say the least. "Only a select few of our employees had Adobe Acrobat installed (due to the cost). This situation forced everyone to rely on these few "power users" to support the PDF creation needs of the entire firm. The PDF file format is important to my organization because the courts typically require this format for documents when E-Filing. Also, with the increase in collaboration between the firm, clients, and other interested parties, the requirement to provide a document with variable levels of security, as needed, has become even more important. We are moving toward a paperless office and converting files to the PDF format is the most viable method of retaining our legacy documents."

Whether you're a corporate lawyer, legal services manager, paralegal, or in litigation support, it's critical to have a secure, easily accessible way to share legal documents with clients, co-workers, and outside counsel. It's also essential to archive documents and maintain an audit trail of all correspondences, including e-mails and their attachments. PDF Converter Professional streamlines, secures, and expedites document collaboration for employees at BBK. "We use PDF Converter Professional in conjunction with Microsoft Office applications. The bulk of the documents we currently print to PDF are Word files. We frequently use PDF Converter Professional to convert PDF documents to Word (\*.doc) files as well as converting web pages to PDF. To date, the PDF creation speed appears to be sufficiently quick and very accurate."

The deployment of PDF Converter Professional at BBK has been successful because, according to Haynes, "This product gives you all the functionality of Adobe Acrobat and more. PDF Converter Professional is the standard PDF creation and editing tool on every employee's desktop. We have been able to provide this functionality to all our employees at a fraction of the cost of Adobe and we no longer have to keep track of all the individual licenses. Switching to this product solved a major problem for BBK."

© Copyright 2008 Nuance Communications. All rights reserved.

Nuance, the Nuance logo and Better PDF for Business are trademarks or registered trademarks of Nuance Communications, Inc. or its affiliates in the United States and/or other countries. Adobe, Acrobat and Reader are trademarks or registered trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks referred herein are the property of their respective owners. Nuance Communications, Inc. is not affiliated with Adobe Systems Incorporated.