

# Berwin Leighton Paisner LLP

The story of BLP’s past 10 years reads like an MBA case study in successful business development. Their awards speak for themselves: a total of 40 professional accolades including five-times Law Firm of the Year, three-times FT Innovative Lawyer awards, two-times Best Graduate Employer, and more. Their achievement of 80% client retention since 2001 is equally impressive, particularly when those clients include almost 100 businesses from Fortune 500 and FTSE 100 listings.

So what’s the secret? A naive question, but the answer lies in BLP’s invasion of the world. Now working in 130 countries from 11 overseas offices, BLP has seen more than 70% growth in international revenues over the past 4 years, involving some 650 cross-border projects over recent years. Organisationally, BLP has succeeded in making this change in commercial focus by investing in the best resources, and that includes business communications.

Like all professional services, law firms’ charge for their time. Fees, profitability and ultimately competitiveness are all governed by the best use of time. So, it’s small wonder that the surge in market competition over recent years has been met with the adoption of time-saving technology at a rate seen in no other sector. Practice Management Software has transformed productivity in the office but, for the Partner on the move, the Smartphone has become an indispensable mobile office with 24 x 7 presence at home, in the court and overseas.

Consequently, for Andrew Rice, BLP Head of Infrastructure, the exponential growth in mobile usage and costs placed mobile services at the top of ‘things to review’. The reputation of DoubleEdge as specialists in mobile contracts is well known throughout the legal sector. This knowledge of the processes and working practices of legal firms means DoubleEdge can ‘hit the ground running’ and deliver results rapidly. With this in mind, Andrew assigned DoubleEdge to optimise BLP expenditure on their mobile estate.

## DoubleEdge Services Provided:

- Call analysis
- Tariff comparisons
- Industry benchmarking
- Usage projections
- Contract reviews
- Carrier negotiation
- Service migration
- Voice Services Management
- Data Network Connectivity
- Data Network Services



Immediately, DoubleEdge undertook analysis and benchmarking of BLP’s bills, untangling complex network tariffs, identifying unfair terms and conditions of contracts and spotting the hidden billing mistakes that, together, create unnecessary expenditure and leave many businesses paying too much for services they don’t use. Having recovered overpayments from billing errors and after re-negotiating contracts to align with realistic projections of BLP’s usage, DoubleEdge achieved significant reductions in mobile spend and negotiated with the carrier to pay a substantial cash hardware fund.

On the back of these results, DoubleEdge has been retained by BLP on a long term contract to monitor monthly call data, maintain optimal spend and generally reduce total cost of ownership across the mobile estate. Importantly, DoubleEdge has extensive experience of managing the complex issue of overseas roaming charges that have grown significantly in recent years, particularly in the emerging economies of the world where BLP is targeting business development activity. By applying these skills, DoubleEdge has been able to make substantial reductions in the bills of globe-trotting BLP Partners.

Most recently, DoubleEdge has assisted BLP in future-proofing mobile contracts against the risk of escalating expenditure posed by BYOD. At the same time, DoubleEdge has identified least cost options for the business to allow partners cost-effective use of their beloved smartphones and tablets. In conjunction with this, DoubleEdge has negotiated with the mobile operator to provide a fixed fee for mobile data usage on the basis of monthly quotas. Never satisfied that all savings have been achieved, DoubleEdge continues to work with the network providers to ensure BLP always gets the best deal.

**Andrew Rice, BLP**  
 Head of Infrastructure,  
 sums up:

*“To my knowledge, DoubleEdge employs a unique business model combining the skills and impartiality of consultants with the hands-on expertise of experienced service providers. Their team members have first-hand experience of working on the supply side of these services, so their ‘poacher-turned-gamekeeper’ status on the client side means they have an intimate knowledge of how network providers work and how to extract the best deal from them.”*



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BLP’s focus is on helping clients to take advantage of opportunities, protect their interests and safely meet their business and project goals. This has generated involvement in legal projects touching 130 countries. BLP has a particular emphasis on global financial centres and emerging markets which are serviced via ten international offices and BLP Partners have won three FT Innovative Lawyer awards in five years helped by experience reaching across more than 70 legal disciplines and jurisdictions worldwide.

More information about UBM can be found at: [www.ubm.com](http://www.ubm.com)



VOICE



DATA



MOBILE



CONSULTANCY

## SERVICE EXCELLENCE

We believe that proactive, knowledgeable support from people who really care is at the heart of delivering performance improvement

**THAT’S THE DIFFERENCE WITH DOUBLE EDGE**

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