

## mindSHIFT Case Study



### Organization Profile

Hanging out their shingle in August 2005, none of the partners of New York City-based law firm, Havkins Rosenfeld Ritzert & Varriale, LLP (HRRV), ever expected the firm to experience the growth that it did in its first year in business.

The firm has grown the staff from 12 lawyers and 10 staff members in 2005 to 20 lawyers and more than 40 people total in two offices in New York City and Long Island.

“Our firm has succeeded at a much quicker pace than we had expected.”

“We are light years ahead of our projections.”

## Havkins Rosenfeld Ritzert & Varriale Grows Business with OASIS

### Challenges of a Start-up

“When starting up our firm, we needed to think about all the peripherals involved, not just building and serving our clients,” explained Steven Rosenfeld, managing partner of this general litigation law firm. Technology was one of those peripherals and is a critical component of the firm’s operations. With existing clients and a staff of 22 when the firm opened its doors, HRRV needed a reliable computer network in place.



As a start-up firm, HRRV chose not to hire a full-time IT administrator in an effort to keep its costs down. In addition to their many other responsibilities, Rosenfeld and his assistant took on this task of implementing and managing the firm’s technology infrastructure — a job that typically requires the dedication of a full-time person at most firms.

“I was on the management committee at my previous firm and when the computer network went under a massive re-construction, I was part of the evaluation and selection process,” explained Rosenfeld. Rosenfeld’s previous firm consolidated its IT services providers and selected Network Alternatives, Inc. (NAI), now mindSHIFT Technologies, Inc., a leading provider of managed and professional IT services to law firms, to manage its in-house IT system.

“That is how I became familiar with mindSHIFT and its fully-managed computer network solution, OASIS,” said Rosenfeld. “When we started HRRV, we investigated a number of options, but because of our previous experience we were pretty certain we were going to partner with a managed services provider (MSP) who would manage and support our technology infrastructure. OASIS immediately came to mind as it offered us a quick, easy, reliable and affordable solution.”

### Quick and Painless

“From decision to implementation, we were live in less than six weeks,” said Rosenfeld. Due to a variety of circumstances, HRRV, which opened its doors on August 1, 2005, was not able to move into its office space until August 5. However, with OASIS in place, for the first five days of business, the firm’s employees operated out of other locations.



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With OASIS, all of HRRV's software and applications are hosted at mindSHIFT's network data center in Philadelphia and accessible via a secure, private connection. Although they did not have a physical office for the first five days of business, OASIS enabled the firm to start serving clients immediately. "To me, this was nothing short of amazing," said Rosenfeld.

To get HRRV up and running, mindSHIFT worked with HRRV to determine what hardware and software the firm would need to efficiently and effectively serve its clients and grow the business. PCs were purchased for the lawyers and Win terminals were provided for the rest of the staff. The firm is running Microsoft Office and Outlook, as well as WORLDOX for document management and Juris for time and billing management, which are all hosted at mindSHIFT's data center and easily accessed from the office, the employees' homes or while traveling.

### Financial Savings and Technology Peace of Mind

"A major advantage of partnering with mindSHIFT is the financial savings," said Rosenfeld. "As a startup, we did not have a large cash outlay to purchase hardware and software and were immediately able to take advantage of the industry's most advanced technologies often not in the budgets of young law firms."

HRRV prides itself in providing its services to its clients in the most cost-effective way. Not having to hire its own, in-house IT staff also helps protect the firm's bottom line.

Another major benefit of partnering with an MSP is the disaster recovery feature. Rosenfeld's previous firm was in the World Trade Center on 9/11 and is still in business today. "I lived through disaster recovery personally – rebuilding a business and a computer network. Luckily, my previous firm had an intelligent IT specialist that backed us up off-site and our data losses were minimal."

"Knowing my servers are in Philadelphia and also backed up at another off-site location and that my data won't be affected if there is a fire, flood or another tragedy, gives me a peace of mind and let's me sleep at night."

HRRV has also been pleased with mindSHIFT's 24x7 customer support services. "I've called the help line at 11:30 p.m. on a Saturday evening and a mindSHIFT customer support representative quickly responded and helped me work through a problem that ended up being on my end and get me back to work."

"The people that own and manage mindSHIFT Technologies are first rate," said Rosenfeld. "Everyone knows what they are doing, are congenial about it and very personable."

"Dealing with mindSHIFT made starting and growing our business a lot easier," he added. "Partnering with mindSHIFT relieves us of an incredible burden of managing our own technology. We don't have to devote the time or deal with the frustrations associated with software updates, patches, configurations or troubleshooting and it allows us to do what we want – practice law."

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