

# Online Publishing Models

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# CCH Workflow Solutions

- Member of Wolters Kluwer Asia Pacific group of companies
- CCH Workflow Solutions provides comprehensive information management services for the legal, accounting and finance industries, corporations and government regulatory agencies
- Our core expertise is in Litigation Support, Litigation Readiness, M&A Due Diligence and Image Workflow
- Operating in Sydney, Melbourne, Brisbane and Asia



# Overview of presentation

- Evolution of online publishing
  - Research tool
  - Review tool
  - Communication
  - Collaboration
- Traditional online publishing services
- Application Service Provision - a different publishing model
- Collaborative publishing applications



# Traditional online publishing

- Online version of a print publication
- Addition of internal hyperlinks and links to other related online publications
- Subscription model
- Advantages
  - Speed of searching
  - Comprehensive research tool
- Disadvantages
  - More “difficult” to read online than in print
  - Not easily transportable




# Traditional online publishing - issues

## ■ Publisher

- Infrastructure
- Processing speed
- Publishing systems
- Publishing schedules focus on print
- Real-time updating
- Licensing model & pricing
- Access by authorised users

## ■ User

- Unfamiliarity - ease of use
- Access/search speed
- Ability to print
- Not easily portable



# ASP publishing model - hosting a client's information

- “Publishing” facility used on a “per matter” basis
- Clients don't need to invest in infrastructure, software, skills
- Charging models
  - Fee per user per month, storage charge per Gb
  - Hybrid model
    - CCH hosts on its infrastructure or client's infrastructure at CCH's data centre
    - client owns software licenses
    - charge hosting fee, storage
  - Flat fee for 12 month period, set number of users
- Legal considerations
  - Must have appropriate software license if not software vendor
  - Appropriate infrastructure, skills when hosting other people's data
  - Limited liability



# ASP - litigation review & management room

- CCH Case Room
- Online litigation management tool
- All material relevant for discovery processed and uploaded to the Case Room for review by legal team
  - Electronic eg emails, attachments to emails, e-files
  - Hard copy
- Legal review process
  - Material marked as “discoverable”
  - Redactions applied where necessary
  - Annotations applied to documents
- Data modelling - chronologies, issue trees

# Another ASP - online data room

- CCH Data Room
- Online due diligence facility for Mergers & Acquisitions
- Used on a “per transaction” basis
  - Average duration 22 weeks
  - Charged on a fee per user per week basis, document processing charges
- All material required for due diligence of the asset for sale processed and uploaded to the virtual data room
  - Financial records
  - Corporate records
  - Contracts with suppliers, employees etc
- Due diligence process
  - Vendor team and one or more bidding teams
  - Multiple members within bidding teams, each assigned particular documents or groups of documents to review
  - Online Q&A process



# Issues encountered with an ASP model

- Security concerns
  - extremely sensitive material being placed on the Internet
  - robustness of security and technical infrastructure, software application
- Fear/ignorance of technology
  - ease of use
  - accessibility
- Perception of loss of control over information
  - highly controlled physical environment to a virtual environment
  - confidentiality concerns

# Overcoming the issues - educating the user

- Internal work practices less secure than use of 3<sup>rd</sup> party hosting
  - Access to internal network from home
  - Exchange of documents via email
  - Security breach much more likely from authorised users than external hackers
- Data centre security and infrastructure more robust than in-house infrastructure
  - T4 data centre
  - 24/7 monitoring
  - Greater bandwidth
  - Backup power systems
  - Separate network infrastructure, DRP
- Time and money saving
  - Convenience
    - Due diligence/legal teams can be at multiple locations
    - Data accessible 24/7
  - Security
    - Complete audit trail of who accessed what and when
    - Security applicable to individual document or user level
    - Restrict printing/downloading/screen scraping if required



# New online publishing models

## ■ Blogs!

- 70 million blogs
- 1.5 million posts per day
- 120,000 new blogs created per day

*Technorati April 2007*

## ■ Commercial use of blogs

- Both an advertisement for your company and a source of information for customers
- Extension of corporate web site

## ■ Internal company blogs

- Provides method of logging information that can be viewed by multiple people within an organisation
- Encourages open information, communication and debate
- Corporate intranets not just information repositories, communication and collaboration facilities too



# New online publishing models

## ■ Wikis

- “anarchistic publishing tool”
- Collaborative web-based community created content
- Fast and flexible, ability of community to revise the content or revert to a prior state
- Self-managing
- Structured editing environment



# New online publishing models

- Real-time document collaboration

“Internet connectivity now provides the information worker with incredible reach ... The time has come for Document Collaboration to move on from simple collaborative exchanges to sophisticated collaborative experiences”

Document Collaboration Linking People, Process and Content  
Butler Group December 2006

“... real-time document collaboration is an important tool for any legal practice that wants to show their clients they are spending their time and money wisely”

Time for Lawyers to Collaborate in Real Time  
Law Technology News June 2007

# Online collaboration for profit!

- CCH Contract Negotiator
  - Additional facility for CCH Data Room
  - Online collaboration, preparation of material pre opening of data room
  - Online negotiation of sale agreement by vendor with preferred bidders
  - Online negotiation of final sale agreement and other contracts at conclusion of a successful acquisition
  - Pricing models
    - One-off fee charged to vendor for use of facility
    - Fee per user per week



## In summary

- ASP model well-suited to:
  - Where investment in infrastructure and software not warranted by type of facility required or length of time facility required
  - Projects/transactions that involve multiple users in multiple locations
- Consider using 3<sup>rd</sup> party hosting if access by external users a security concern
- You can overcome users' security concerns about using an online 3<sup>rd</sup> party system
- Online collaboration tools - their time has come!



Any questions?

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