

## LAWCOUNTABILITY AND HOW CLOUD IS CHANGING THE LEGAL WORLD

Lawcountability's technology will now be available at a discount to members of the Florida Bar

BY JULIANA KENNY

Cloud computing has irreversibly changed multiple industries; the legal world is no exception. Lawcountability, a cloud-based platform that helps lawyers build accountability into their marketing and business development, is a prime example of the way cloud technologies have worked their way into the everyday lives of attorneys. The company recently announced that its software is now available at a discount to members of the Florida Bar, which number more than 100,000.

Florida Bar members will be able to access Lawcountability's technology that allows firms and lawyers to "gain instant access without the need for complex implementations and IT support" Ari Kaplan, founder of Lawcountability, told Legaltech News. Lawcountability is a software platform and iPhone app that innovates how lawyers engage, follow up, and grow their practices by combining actionable programming, universal accessibility, mobility, visualization, gamification, and metrics.

Kaplan said that lawyers and law firms can "focus on the site's ideas and unique methodology for promoting execution to stand out," and he underscored how cloud has changed the legal industry: "The cloud has transformed the way legal technology is developed, distributed, and consumed. I have the privilege of serving on seven panel discussions at Legaltech this week and each one of them will touch on the impact of the cloud in some way, ranging from legal operations and e-discovery to analytics and cybersecurity. Lawcountability reflects the best of the cloud in its ease of access, synchronized iPhone app, and scalability."

Having access to the service anywhere from an iPhone enables lawyers to work on marketing while they are waiting to argue a motion in court, or standing in line at Starbucks, suggested Kaplan: "The program assigns three tasks based on the week's theme and users get periodic e-mail reminders



(or push notifications for those using the iPhone app) to help them take action. Subscribers can also access the program online at the office for more formal meetings."

Lawcountability's technology will help Florida lawyers raise their profiles, as many struggle with execution due to an absence of accountability. Pete Sweeney, chair of the Florida Bar Member Benefits Committee, commented: "The Florida Bar is very pleased to offer this exciting new benefit to its members. We believe Lawcountability gives our members a way use to technology to help them with the important marketing and business-development aspect of their practices." Indeed, the program has a coaching feature that allows subscribers to have access to a live or on-demand video produced by Kaplan each week in which he provides gives fresh, original advice on a marketing or business development topic.

Kaplan noted that one of the needs in the legal industry that led to the development of Lawcountability was the lack of the structure to market and the ability to network

effectively. He said that lawyers are deeply focused on developing their legal expertise and often want to expand their practices, but what is missing is accountability.

"What Lawcountability brings to the practitioner is accountability for regularly reaching out, making connections, scheduling meeting, coffees, sending networking emails, and the like. Its software also has features that facilitate partnering with colleagues on marketing and business development efforts," Kaplan said.

Lawcountability also prides itself on its ease-of-use — a factor in the platform having been an ITLA 2015 finalist for Innovation Solution Provider of the Year Award.

**LAWCOUNTABILITY**