A New Way of Doing Business:
Freeman, Freeman & Smiley, LLP

Before engaging Innovative Computing Systems, Inc. (ICS), the IT network at Freeman, Freeman & Smiley, LLP was built on a foundation of physical servers that was quickly running out of space and efficacy. The servers were overtaxed, and downtime was becoming more frequent. To compound the problem, support resources at the server vendor were reluctant to help because many of the servers had multiple applications installed. The firm's leadership engaged in a lengthy debate over how to proceed and decided against spending money to expand the investment in physical servers. They knew there had to be a better way.

That is when ICS went to work. According to Michael L. Mahoney, information technology director at Freeman, Freeman & Smiley, LLP, "We selected ICS due to strong referrals and its reputation as an upscale and innovative systems integrator. It quickly became clear that ICS is really on top of the market and the latest innovations. ICS provides the best players in each niche and advises clients what the next great thing is going to be." In this case, the next great thing to move the firm's IT infrastructure forward was to transition from physical servers to a virtual environment. Convincing the firm, and Mahoney in particular, that virtualization was the way to go was an educational process. Although the benefits of virtual innovation are well

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> Michael L. Mahoney,
> Information Technology Director

Client
Freeman, Freeman & Smiley, LLP
http://www.ffslaw.com/

Challenge
An old IT network with overtaxed servers and increasing down time.

Solution
The firm engaged its partner, Innovative Computing Systems, Inc. (ICS), to design and implement a virtualized infrastructure. There was some trepidation about using virtual servers, but ICS worked with the firm's IT leadership to educate them about the benefits of a virtualization strategy.

Results
90%+ of the firm's environment is now virtual. It has experienced a tremendous reduction in system down time. The firm is running more smoothly, enabling the lawyers to better serve clients.

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documented – reduced costs, improved support, greater redundancy – there were serious concerns about stability and security, especially around sensitive legal data. There was a sense that going virtual meant giving up control and, potentially, stability.

The decision was made to go slowly, and ICS partnered closely with the firm to train and educate every step of the way. Eventually, Mahoney and the rest of the firm became "virtualization converts." As Mahoney says, "Because this technology was so new, I was leery at first. For example, I decided to keep Exchange on a physical server, but after six months I realized the virtual network had more fault tolerance, more redundancy. This is the future. We are grateful to ICS for its leadership in not only advising us on what to do but in proving to us that cutting-edge doesn't have to mean bleeding-edge."

The results of the project, which has ended in 90 percent of the firm's environment being virtual as of March 2013, have been tremendous. The firm has experienced a tremendous reduction in system downtime – something that is hugely consequential in the legal market. "Time is literally money in a law firm. We can't go down. That is not an option. With ICS we are able to avoid those problems," declares Mahoney, adding, "ICS hires and keeps quality engineers, and this sets it apart. I have never dealt with an engineer that I didn't want to come back." The advanced network designed, implemented and supported by the IT team at Freeman, Freeman & Smiley, LLP in partnership with ICS has the firm running more smoothly, enabling the lawyers to better serve clients – not to mention improving morale within the IT department.

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About Innovative Computing Systems, Inc.

Innovative Computing Systems, Inc. (ICS) has focused exclusively on the technology needs of law firms since 1989. The company services large and midsize firms in California and across the United States and takes a best-of-breed approach to all of its offerings. ICS selects only premier technology partners to provide solutions to its clients and is committed to maintaining long-term strategic relationships with clients to ensure the highest levels of success with IT initiatives. Learn more by visiting www.innovativecomp.com.

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