

ANALYTIC INTELLIGENCE

**A BUSINESS INTELLIGENCE FRAMEWORK FOR LAW FIRMS AND
PROFESSIONAL SERVICE ORGANIZATIONS**



OVERVIEW

Business Intelligence (BI) is a broad category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better, fact-based business decisions. This is not a new concept for most Firms, however now more than ever BI tools are available at a much more affordable price and obtainable for Firms of all sizes. Previous iterations of BI solutions may have touched upon a single organizational need, however if you are still running into the following situations, then your Firm may benefit from a more intelligent BI solution:

1. The inability to automate the creation of true drillable reports and an efficient way to manage the targeted delivery of this information
2. The incapacity to tie in disparate data sources from third-party systems
3. The failure to deliver true analytical capabilities to key Firm decision makers
4. Multiple Firm data sources offering different versions of the truth
5. The lack of a visually appealing presentation layer available that is powerful and forces action based on real data

A true Business Intelligence solution should allow your Firm the ability to quickly analyze, digest, predict and act on potential opportunities and problem areas. The information produced from your BI solution should be targeted, meaningful and be able to be delivered to all members of your organization in an easy to comprehend format. Your BI solution should be customizable and scalable and provide your Firm with a framework in which to operate more efficiently and effectively.

BigSquare Solutions' *Analytic Intelligence* BI Framework answers all of these questions by combining industry-leading visuals, dynamic “on-the-fly” analysis, drillable reports, automation, delivery and management of reports, integration with third-party data sources and much more via a “one-stop-shop” that can be easily integrated with your existing MS SharePoint or internal Firm Intranet site. Additionally, BigSquare utilizes the leading BI

suite of software tools on the market, SAP Business Objects, in order to deliver a solution that is stable, scalable, customizable and easy-to-manage. BigSquare Solutions' AI Framework includes:

- Dashboarding**
- Reporting**
- Content Management**
- Interactive “On-the-Fly” Analysis**
- Disparate Data Source Integration**

The best part is that this BI framework solution is able to grow as your business grows, and allows you to modify/enhance your Firm's BI solution(s) as needed.

DASHBOARDING ■ ■

BigSquare Solutions' industry-leading dashboarding interface, allows users the ability to see key performance metrics, as well as drill down to the underlying details. BigSquare's "Management Analytics" dashboarding solution is comprised of six standard modules, but this solution can be customized to meet the needs of your Firm.



Don't need a complete dashboarding solution or maybe just want to focus on a few KPI's? Don't worry as BigSquare can develop customized dashboarding web parts that can be integrated with MS SharePoint to meet the needs of your Firm.

BigSquare's industry-leading "Management Analytics" dashboarding solution includes:

PRODUCTIVITY ■ ■

See in an instance how your Firm is performing in a visually appealing manner.

Integrating leading-edge visuals with your Firm's multi-dimensionalized data allows end users the ability to consume critical Firm data in a 360 degree format. Our productivity offering includes real-time insight



to metrics such as hours and values worked, rate comparisons, headcount and FTE, annualized hours, utilization and capacity, accountability of non-billable work, etc.

BILLING ■ ■

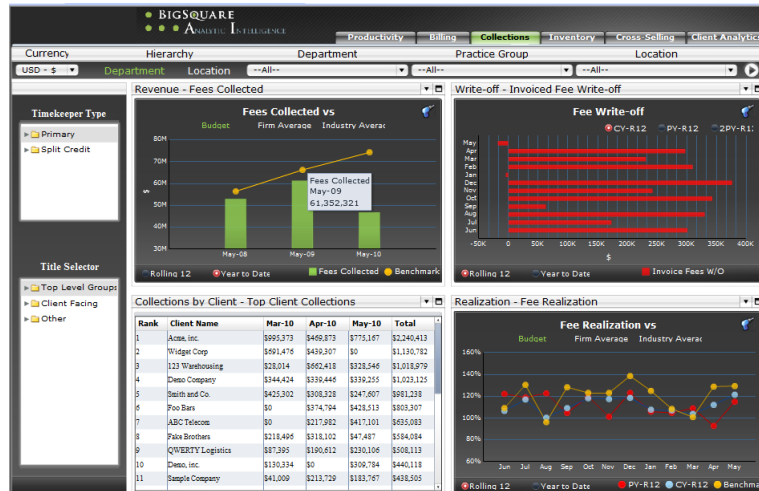
In addition to providing real-time data for complex KPI's, our dashboarding solutions

deliver targeted, role based information based on the logged in user's security profile. Our billing offering includes real-time insight to metrics such as hours and values billed, standard and matter realizations, adjustments to time and write-offs, hours and values relieved for billing.



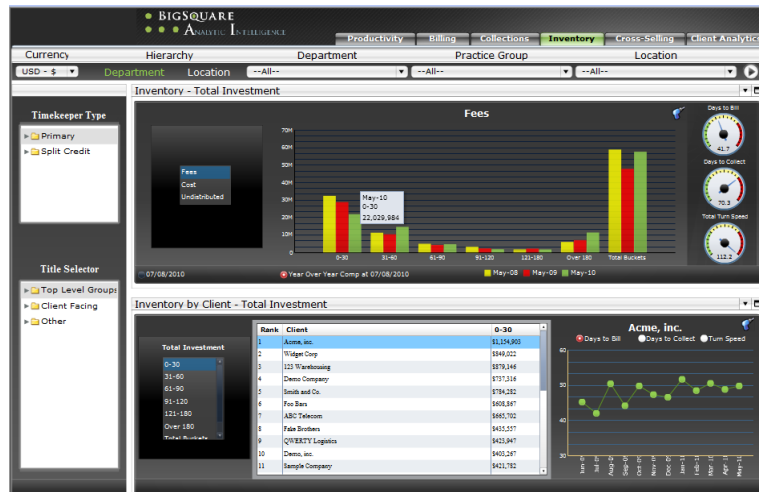
COLLECTIONS

Our solution can deliver targeted competitive intelligence information to certain KPI's including Firm averages, budgeted and external benchmarking data. Our collections offering includes real-time insight to metrics such as fees collected, fees and cost write-offs, top client collections, and fee realization.



INVENTORY

All of our visuals include web-based, drillable reports to detail each of the KPI's. These reports allow on-the-fly (dynamic) analysis, follow the Firm's pre-defined drill path(s) and easily export to Microsoft Excel and PDF formats.



Our inventory offering includes real-time insight to metrics such as fees, costs and undistributed values pertaining to your Firm's total investment, AR, and WIP metrics. We also provide days to bill, days to collect and total turn speed analytics, as well as top client analytics.

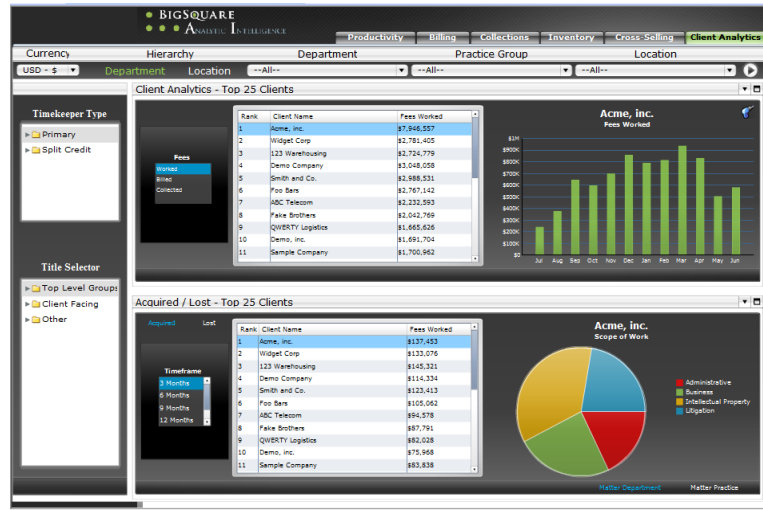
CROSS-SELLING

Our solutions offer current vs. prior rolling 12 trending, year over year and/or calendar vs. fiscal time period comparisons. Our cross-selling offering includes real-time insight to your Firm's cross-selling activities that allow your end users the ability to see where cross-departmental and/or location opportunities exist.



CLIENT ANALYTICS

Our back-end processes, procedures and visuals are able to interpret cash based and accrual-based accounting practices. Additionally, our solutions are multi-currency ready as needed by your Firm. Our client analytics offering includes real-time insight to your Firm's top clients. Your end users can see the top Firm clients by fees worked, fees billed and fees collected. Interested in seeing which clients were recently acquired or lost? BigSquare's acquired/lost module can detail which clients were acquired and/or lost over configurable time intervals and detail the makeup of the client(s) in question.



BigSquare's dashboarding solutions allow users the ability to slice and dice information by providing answers to the following questions:

Issue	Resolution
How does your solution provide data to different members of the organization given the varying, unique requirements?	We provide a 360 degree view of your data by creating customizable hierarchies that meet the needs of your organization and include multi-dimensional drill-down capabilities, which also include the ability to drill by title, timekeeper type, etc...
How does your solution prevent critical data being viewed by everyone	We can deliver targeted, role based information based on the logged in user's security profile. Our security process integrates with your Firm's custom requirements and can be targeted down to the row level.
How does your solution provide benchmarks for certain KPI's?	We deliver targeted Competitive Intelligence information to certain KPI's including Firm averages, budgeted and external benchmarking data.
How does your solution manage exception reporting and alerting?	We are able to provide easy to understand and customizable alerting, through reports and KPI's, based on pre-defined goals that can be managed by your Firm's internal resources. We can also set up exception reporting tools that alert billing timekeepers, administrative staff and/or executives when benchmarks are achieved.
Can you deliver your solution for Firms that are practicing accrual-based accounting?	Yes, our back-end processes, procedures and visuals are able to interpret cash based and accrual-based accounting practices.

Issue	Resolution
Can you print individual KPI's and are your solutions compatible with Excel?	Yes, our solutions allow the ability to print individual KPI's and download to Excel or PDF formats.
Can we obtain details behind each of your visual KPI's?	Yes, all of our KPI's include standard web-based, drillable reports. Our "Management Analytics" dashboarding solution comes standard with over 30 reports.
Does your solution incorporate interactive analysis capabilities?	Yes, all of our web-based, drillable reports offer dynamic, "on-the-fly" analytical capabilities. We also offer current vs. prior rolling 12 trending, year over year and/or calendar vs. fiscal time period comparisons.
Does your solution handle Firms running in multiple currencies?	Our solutions are multi-currency ready as needed by your Firm. We can incorporate your Elite data sources as the source for your multi-currency conversions, or we can tap into your Firm's non-Elite multi-currency data source.
Can your solution integrate with an existing Firm Intranet site?	Our solutions integrate nicely with MS SharePoint. Additionally, we can develop web parts as needed to integrate one or multiple BI solutions to meet your Firm's objectives.

REPORTING

Month-end, point-in-time, and ad-hoc report requirements can all be met through a singular reporting structure when

	Jan 08	Jul 08	Aug 08	Sep 08	Oct 08	Nov 08	Dec 08	Jan 09	Feb 09	Mar 09	Apr 09	May 09	Total
Chicago	762	567											
San Diego	3,685	3,176											
New York	30,434	30,448											
Newspal Total	34,881	33,831											

	Jun 08	Jul 08	Aug 08	Sep 08	Oct 08	Nov 08	Dec 08	Jan 09	Feb 09	Mar 09	Apr 09	May 09	Jun 09
Administrative	17,476	11,773	11,973	11,787	12,724	10,792	11,973	10,545	11,608	13,170	13,607	13,607	13,607
Finance	0	0	0	0	0	0	0	0	0	0	0	0	0
Health & Safety	0	0	0	0	0	0	0	0	0	0	0	0	0
IT & Computer	0	0	0	0	0	0	0	0	0	0	0	0	0
Legal	0	0	0	0	0	0	0	0	0	0	0	0	0
Marketing	0	0	0	0	0	0	0	0	0	0	0	0	0
Operations	0	0	0	0	0	0	0	0	0	0	0	0	0
Production	0	0	0	0	0	0	0	0	0	0	0	0	0
Quality Control	0	0	0	0	0	0	0	0	0	0	0	0	0
Research & Development	0	0	0	0	0	0	0	0	0	0	0	0	0
Sales	0	0	0	0	0	0	0	0	0	0	0	0	0
Support	0	0	0	0	0	0	0	0	0	0	0	0	0
Training	0	0	0	0	0	0	0	0	0	0	0	0	0
Human Resources	0	0	0	0	0	0	0	0	0	0	0	0	0
Public Affairs	0	0	0	0	0	0	0	0	0	0	0	0	0
Security	0	0	0	0	0	0	0	0	0	0	0	0	0
Systems Administration	0	0	0	0	0	0	0	0	0	0	0	0	0
Telecommunications	0	0	0	0	0	0	0	0	0	0	0	0	0
Transportation	0	0	0	0	0	0	0	0	0	0	0	0	0
Utilities	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0
Grand Total	17,476	11,773	11,973	11,787	12,724	10,792	11,973	10,545	11,608	13,170	13,607	13,607	13,607

utilizing BigSquare’s Reporting solutions. BigSquare utilizes SAP software and report writing expertise to create, manage, automate, and deliver your entire Firm’s reporting needs.

All of the report content can be targeted to end users based on their security profile, while integrating the delivery and consumption of these reports through your Firm’s intranet site. BigSquare’s reporting offerings include easy to consume web-based, drillable reports that adhere to your Firm’s hierarchy that convert easily to MS Excel and PDF formats, and allows your end users the ability to perform dynamic analysis with a click of a button.

CONTENT MANAGEMENT ■ ■

BigSquare's report/content distribution and management offerings allow true report

bursting, a

customizable

report portal that

adheres to your

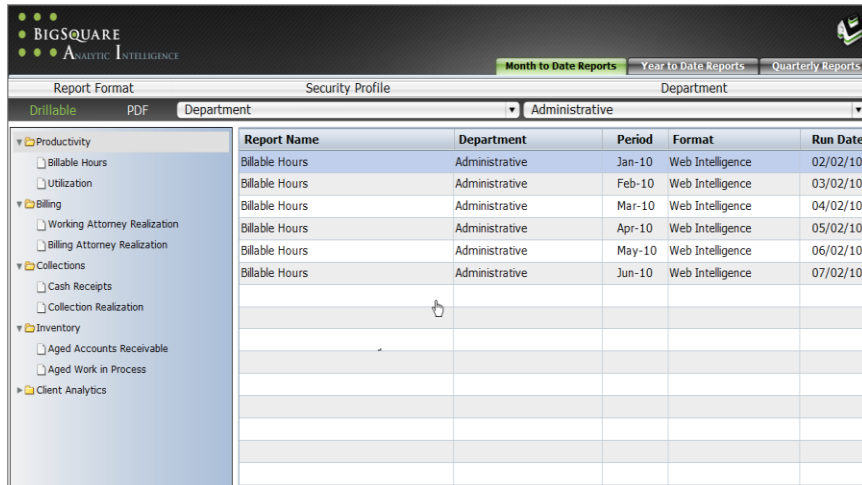
Firm's security

model and delivers

targeted

information to the

individual logged



Report Name	Department	Period	Format	Run Date
Billable Hours	Administrative	Jan-10	Web Intelligence	02/02/10
Billable Hours	Administrative	Feb-10	Web Intelligence	03/02/10
Billable Hours	Administrative	Mar-10	Web Intelligence	04/02/10
Billable Hours	Administrative	Apr-10	Web Intelligence	05/02/10
Billable Hours	Administrative	May-10	Web Intelligence	06/02/10
Billable Hours	Administrative	Jun-10	Web Intelligence	07/02/10

onto system, and integrates easily with MS SharePoint or your internal Firm intranet site.

BigSquare's report portal also allows your Firm the ability to view point-in-time month-end, year-to-date, quarterly, or ad-hoc reports.

INTERACTIVE ANALYSIS ■ ■

BigSquare's web-based, drillable reports allow your end users the ability to dynamically analyze your data, "on-the-fly", with a simple click of a mouse.

DISPARATE DATA INTEGRATION ■ ■

BigSquare's solutions can also utilize your Firm's disparate data sources within your BI framework including, but not limited to the following: HRIS, time entry, collections, internal databases, MS Excel spreadsheets, and other third-party



databases. This allows your Firm true scalability when new data sources are added, as

these other sources can be leveraged against your Firm's dashboarding, reporting and report management solutions.

PUTTING IT ALL TOGETHER

BigSquare's development and management teams have more than twenty-five years of proven experience in delivering innovative, stable solutions and services that work to law and professional service organization Firms. Let us help you maximize the technology investments your Firm has already made. Our mission is to provide critical business intelligence solutions to law Firm and professional service organizations. We realize that maximizing technological investments requires more than the use of technology, therefore we demand excellence from ourselves in the communication and client service arenas to achieve our clients' goals.

Interested in learning more about our BI solutions? Please visit our website at www.bigsquaresolutions.com or contact BigSquare at info@bigsquaresolutions.com in order to set up a free, no-obligation demonstration.

Appendix A: Itemized Metrics by Module

Module	Metric (Rolling 12 & YTD*)
Productivity	<ul style="list-style-type: none"> Hours Worked Matter Value Worked Standard Value Worked Budgeted Hours Worked Budgeted Value Worked Matter Work Rate Standard Work Rate Budgeted Work Rate Non-Billable Time by Category Headcount Annualized Hours by Attorney Leverage (Partner hours as % of Firm) Capacity vs Utilization
Billing	<ul style="list-style-type: none"> Hours Billed Hours Relieved for Billing Value Billed Value Relieved for Billing Matter Value Realization Standard Bill Value Realization Matter/Client Discounts WIP Write-off (Pre-bill)
Collections	<ul style="list-style-type: none"> Fees Collected Work Value of Fees Collected Bill Value of Fees Collected AR Write-off (Invoiced) Fee Realization Top Clients by Fee Write-off Top Clients by Cost Write-off Top Clients by Fees Collected, past 3 months

Module	Metric (Rolling 12 & YTD*)
Inventory	AR Fees by aging buckets AR Cost by aging buckets Unallocated by aging buckets WIP Fees by aging buckets WIP Cost by aging buckets Interim by aging buckets Total Investment Fees by aging buckets Total Investment Cost by aging buckets Total Undistributed by aging buckets Bill Speed Collected Speed Inventory Turn Ratio Top Clients by Aged AR Top Clients by Aged WIP Top Clients by Aged Total Investment Client Bill Speed Client Collect Speed Client Inventory Turn Ratio
Cross-Selling	Imported Hours Worked Imported Fees Worked Imported Hours Billed Imported Fees Billed Imported Fees Collected Exported Hours Worked Exported Fees Worked Exported Hours Billed Exported Fees Billed Exported Fees Collected Aforementioned by Top Clients Aforementioned by Practice Code Desc.
Client Analytics	Top Clients by Hours Worked Top Clients by Fees Worked

Module	Metric (Rolling 12 & YTD*)
	Top Clients by Hours Billed Top Clients by Fees Billed Top Clients by Fees Collected Top Clients by WIP Write-off Top Clients by AR Write-off Top Clients by Total Write-off Top Clients by Billing Realization Top Clients by Fee Realization Acquired Clients past 3 months Acquired Clients past 6 months Acquired Clients past 9 months Acquired Clients past 12 months Lost Clients past 3 months Lost Clients past 6 months Lost Clients past 9 months Lost Clients past 12 months
*	Through most recently closed accounting period