



CASE STUDY

Perkins Coie Leverages
Social Learning to Unlock
Firm's Growing Expertise

PERKINS COIE KEEPS 1,000 ATTORNEYS **CONNECTED, LEARNING, AND SHARING INFORMATION WITH VIDEO**

In the legal profession, knowledge is key. A single detail may be the difference in a case, a claim, or a contract. At every level, today's attorneys rely on detailed research and studied interpretation of complex code, and from that information must craft a position that can stand up to the ultimate test of the courtroom.

The expertise of their attorneys has always been what has set law firms apart. In the past, casual conversations among colleagues were all that was needed to share institutional knowledge and professional insights, enabling firms to grow their reputations and capitalize on their successes in any field.

Today, however, as law firms add new attorneys, open new offices, and broaden their practice areas, sharing insights informally simply does not support the learning and development needs of a modern legal practice. For this reason, forward-looking organizations are investing in technology to manage, scale, extend, and amplify the exchange of knowledge.

At the forefront of the shift towards smarter training and knowledge management is Perkins Coie LLP. Headquartered in Seattle, Washington, with more than 1,000 attorneys across 19 offices in the U.S. and Asia, Perkins Coie looks to the future to keep its growing practice informed, connected, and ahead of the curve.

PERKINS coie
COUNSEL TO GREAT COMPANIES

Founded in 1912, Perkins Coie LLP has more than 1,000 attorneys in 19 offices across the United States and Asia.

The firm provides a full array of corporate, commercial litigation and intellectual property legal services to a broad range of clients, from FORTUNE 50 corporations to small, independent startups, as well as public and not-for-profit organizations.

Today, Perkins Coie has set a goal to leverage the Panopto video platform to ensure that its attorneys have access to every piece of knowledge the firm can share — from its library of training materials to new continuing legal education sessions and insiders-only learning events. This includes sharing the institutional expertise of the firm’s attorneys anytime, anywhere on a larger scale not previously afforded.

THE CHALLENGE: SHARING INFORMATION AND IDEAS AT SCALE

“We were looking to energize our training efforts,” said Julie O’Brien, Attorney Development Manager at Perkins Coie. “Our firm has experienced tremendous growth over the last decade, and we were trying to find a way to scale our training initiatives and to improve the way in which we share information among our offices.”

From the beginning, the attorney development team at Perkins Coie knew they wanted to do more than simply add more in-class training activities. Knowing that formal training materials would make up only a part of the knowledge base within their firm, the attorney development team looked to social learning and video as a means to curate and share knowledge more organically — from wherever and whomever it originated.

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In order to achieve this goal, they looked for an enterprise video platform that would meet all of their video training needs, from recording partner presentations to sharing key findings among practice groups. It needed to be lightweight and easy to use by an individual attorney on his or her computer, and powerful enough to capture important meetings and lectures by firm leaders and visiting experts.

THE SOLUTION: THE PANOPTO ENTERPRISE VIDEO PLATFORM

As the Perkins Coie team explored the video platform market, one solution quickly rose to the top of the list. The Panopto enterprise video platform offered a flexible and affordable end-to-end solution that would enable the firm to incorporate video seamlessly and in a number of ways.

Panopto's recording software runs on any laptop or iOS device, and can capture video from virtually any device that can be plugged into a USB port, enabling the firm to record anything with the hardware they already have. Once the recordings are complete, Panopto's secure, web-based video library enables users to upload, share, search, and manage video from just about anywhere. Most importantly, Panopto's video platform provides enterprise-level security enabling teams to asynchronously share sensitive details, research, and insights, knowing they will only be accessible to authorized users.

Panopto's video platform can be centrally managed with ease, its recorders distributed to any user as the firm sees fit, and the video recordings themselves can be made shareable to audiences large or small, internal or external — all with just a few clicks.

By recording and sharing video content via Panopto, Perkins Coie's attorney development team noted that they could ensure that attorneys in multiple offices would have full access to firm training content, and that the expertise of members of the team could be made available for their colleagues to review anytime and anywhere.

MAKING **A LIBRARY OF PROFESSIONAL DEVELOPMENT CONTENT AVAILABLE FIRMWIDE**

As a firm with a long-standing commitment to the professional development of its attorneys, Perkins Coie immediately utilized Panopto by uploading the firm's extensive library of continuing legal education content in order to make all of its training videos and materials available on-demand.

As the resources were made available within Panopto, the attorney development team took the opportunity to further enhance the effectiveness and discoverability of those videos by adding in each recording's original PowerPoint slides alongside the recording, and including a table of contents for quick reference and navigation.

After the team finished with the videos, Panopto automatically went to work to ensure that the recordings could be easily found by the attorneys who needed them. Panopto indexes the content of every video uploaded into the video library five different ways — capturing every word spoken in the recording with automatic speech recognition (ASR), every word shown on-screen with optical character recognition (OCR), every word included in every PowerPoint and Keynote slide (including speaker's notes), every word shown on screen, as well as every word

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included in traditional video search fields like metadata and transcriptions.

For the first time, the attorney development team was able to present their attorneys with a complete library of training materials that were instantly searchable by keyword, making it possible to fast-forward recordings to the most relevant portions of content.

“Panopto helps us to organize, store, and deliver video so that anybody in any office can find any training materials they wish and can watch it,” said O’Brien. “Doing that, in turn, is helping us unite our offices and take advantage of our shared expertise.”

PRESERVING AND SHARING THE FIRM’S MOST VALUABLE KNOWLEDGE

With its wealth of institutional training available centrally in a secure Panopto video library, the attorney development team turned its attention to the next step in its plan to improve how the firm shared expertise.

A top priority was to capture the presentations and continuing legal education sessions the firm was already holding with internal leaders and visiting experts. To ensure the team could leverage its best recording equipment to capture any learning event anywhere in the office at a moment’s notice, Perkins Coie worked with Panopto’s team to create an all-in-one mobile event recorder.

The team built the event recorder using the Panopto-certified video capture appliance. The appliance provided a turnkey, high-performance capture station to use with the firm’s best microphones, cameras, and specialty recording devices. Its flexibility enabled firm leaders and experts to record information anywhere thus avoiding the hassle of having to wait for a video-equipped conference room to become available.

VIDEO SPREADS AS A COMMUNICATION TOOL THROUGHOUT THE FIRM

While the attorney development team at Perkins Coie had purchased Panopto with the specific aim of scaling training materials for the firm’s attorneys, other departments within the firm began to take notice of the new video library and its capabilities in allowing information to be easily recorded and shared.

The human resources team was one of the first departments to utilize the Panopto platform. When the firm’s annual benefits open enrollment period began, staff in human resources found that video provided a more engaging way to communicate the latest updates to the programs, and helped to reduce employee confusion. For the employees, the video explanation helped improve understanding of the benefits selection process, resulting in fewer questions for the human resources team.

Other teams inside Perkins Coie have discovered the value of video-based communication as well. With laws, regulations, and precedents changing constantly, attorneys within Perkins Coie now use Panopto to record and share select information with their clients.

LOOKING AHEAD: IMPROVING KNOWLEDGE SHARING AMONG ATTORNEYS

With Panopto already in use as a centralized video library, a presentation recording system, and an internal communications tool, the attorney development team at Perkins Coie is now looking ahead to the next phase of its original mission.

Inspired by the social learning success of Khan Academy videos and TED Talks, Perkins Coie plans to deploy Panopto directly to its attorneys. Using the laptops and mobile devices they already have, attorneys on the team will be able to record and share best practices, review ongoing projects with their teams, and provide insights on specific cases.

As the firm continues to emphasize the value of preserving and managing its internal expertise, providing every member of the team with the tools needed to share what they know will be an important step toward achieving Perkins Coie's ultimate vision — a future in which no valuable knowledge goes uncaptured.

SHARING KNOWLEDGE TO MOVE THE FIRM FORWARD

Today, Perkins Coie is well on its way to creating an essential resource that ensures members of its team in their offices around the globe have instant access to review and contribute to the firm's wealth of expertise and institutional knowledge.

While the business of law will always continue to evolve, the value of a law firm's expertise will always remain paramount. For forward-looking firms like Perkins Coie, an enterprise video platform like Panopto makes it possible to manage, scale, and amplify the knowledge essential for winning cases, upholding claims, and securing contracts.

As noted by Julie O'Brien, "Panopto is the perfect tool for firms like ours. The technology may be new to our industry, but when it comes to making information and insights easy to record and share, we see great potential in video."