

MANAGING CHANGE IN INTERACTION

The Firm

In a world where both business risks and opportunities are continuously evolving, Hogan Lovells is a law firm that sees the whole picture and is dedicated and equipped to help clients across the spectrum of their critical business and legal issues.

Building on the foundations of the previous success as two firms, Hogan & Hartson and Lovells, Hogan Lovells is deeply rooted in the largest and most developed markets in the United States and Europe and has an established presence in the fastest growing regions of the world, including Asia, Latin America, and the Middle East.

Hogan Lovells provides legal services based on the principles of teamwork, collaboration, and commitment to client service, taking time to understand clients' businesses and work as an extension of their team.

The Challenge

Both Lovells and Hogan & Hartson have been using InterAction for a number of years. When it was announced that the firms were to merge the topic of managing the joint firm's client data was identified as being of critical importance. "We knew that we were going to have to develop and implement a strategy for merging our client data rapidly" says **Matthew Atkinson**, the InterAction manager at the former Lovells firm, "and we also knew that we would potentially need to bring in outside assistance and expertise".

STANTON ALLEN

The Solution

The firm decided to engage **Stanton Allen** to advise on the data strategy, undertaking a review with the project team on the possible approaches to merging the 2 systems, which would create one of the largest implementations of InterAction in the world. “We selected Stanton Allen” says **Adam Soames**, Head of Clients and Markets at the firm, “because they had a team of people who have worked on a huge range of InterAction projects and would help us fast forward to a practical and cost effective solution. The beauty of working with Stanton Allen” he continues “is that they fit right in to your team and their solutions are always practical and based on experience of what works well”.

Ultimately the firm merged the data from both databases and undertook a lot of the work internally with an excellent team from both sides of the Atlantic pooling knowledge and resources. Stanton Allen provided guidance and also some additional data steward resource to support the firm’s own efforts. 6 months on from the initial merge and the system is running smoothly, so now the firm can start to focus on further enhancements and new projects.

The Partner

The project team decided to work with **Stanton Allen**. Although a relatively new firm (established in 2008), the consulting team of **Michael Warren** (previously of Shamrock Marketing and Tikit), **Paul Hage** (previously of Herbert Smith and Grant Thornton) and **Samantha Marshall** (previously of Berwin Leighton Paisner), had collectively more than 25 years of experience working in CRM in the professional services market.

“Michael really understands data” adds **Matthew**, “The clue is in the word, 'database'. Data being the base upon which everything else is built. So it's very important to get that foundation right. ”