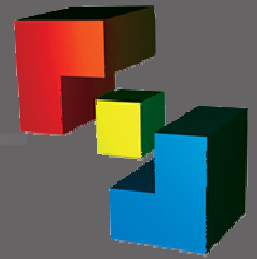


Case Study

Ladas & Parry LLP



Microsoft .NET Application Migration

Award-winning Microsoft Gold Certified Partner **The Henson Group, Inc. (THG)** recently performed a Microsoft .NET Application Code Migration project that enabled major U.S. intellectual law practice Ladas & Parry LLP to meet client demand for XML-based messaging feeds.



LADAS & PARRY

Project Vitals

Industry: Intellectual Law

Customer Profile: Ladas & Parry LLP is a major U.S. law firm primarily engaged in the practice of intellectual property law. With more than 80 attorneys and intellectual property professionals in five offices (New York, Chicago, Los Angeles, London and Munich), Ladas is frequently engaged to handle substantial legal projects.

Business Situation: To deliver comprehensive and often proprietary intelligence to clients, Ladas relies on an internally developed reporting application, known as TrademarkWatch. Written in VB6, TrademarkWatch pulls data from the databases and delivers the reports in an email format. Recently, several major clients requested Ladas change the email reporting format to deliver information in an eXtensible Markup Language (XML) transmission.

Solution: Specializing in providing Managed Code to Managed Code migrations, THG proposed re-coding the VB6-based client reporting application to deliver the XML feature. This would enable Ladas to achieve its XML goal, not require the firm to commit to a larger migration than it was prepared for, and give it a first-hand view of the power of .NET.

BUSINESS SITUATION

Ladas & Parry LLP is a major U.S. law firm primarily engaged in the practice of intellectual property law. With more than 80 attorneys and intellectual property professionals in five offices (New York, Chicago, Los Angeles, London and Munich), Ladas is frequently engaged to handle substantial legal projects while providing expertise in a variety of highly specialized and sophisticated areas.

Ladas' practice scope is broad-ranging, from all aspects of patent, trademark, and copyright law, to advice on entertainment law, domain names, security as it relates to intellectual property, licensing, franchising, commercial law, and other legal areas dealing with technology.

Invariably, Ladas professionals must research, document, and communicate a large volume of material to clients. To do so, the company relies on a variety of core business applications coded in Visual Basic 6 (VB6) that draw extensive data from a series of databases.

To deliver comprehensive and often proprietary intelligence to clients, Ladas relies on an internally developed reporting application, known as TrademarkWatch. Written in VB6, TrademarkWatch pulls data from the databases and delivers the reports in an email format.

Recently, several major clients requested Ladas change the email reporting format to deliver information in an eXtensible Markup Language (XML) transmission.

With more than 80% of Ladas' infrastructure based on Microsoft technology, the company approached Microsoft for a solution. Reaffirming its confidence in The Henson Group, Inc. (THG), and in recognition of THG's impressive track record with legal industry clients, Microsoft recommended THG perform the project.

SOLUTION

With consultants and code experts highly skilled in Microsoft's groundbreaking .NET Framework technology, THG initially encouraged Ladas to consider migrating all of its existing VB6 coded applications to .NET.

Released in early 2003, .NET would not only provide the XML reporting feature Ladas sought, but more easily and seamlessly connect information, systems, and devices; provide a higher level of software integration; ensure optimum performance, stability, and security; and achieve faster data access.



Equally important is the fact that .NET-based applications require less code to support, instantly translating into significant cost savings and efficiency gains.

However, like many companies today with major investments in incumbent technology meeting current needs, Ladas was hesitant to pull the trigger on a full-scale .NET migration.

Specializing in providing Managed Code to Managed Code migrations, THG proposed re-coding the VB6-based client reporting application to deliver the XML feature. This would enable Ladas to achieve its XML goal, not require the firm to commit to a larger migration than it was prepared for, and give it a first-hand view of the power of .NET.

To perform the code migration, THG's expert application development consultants rewrote the client's reporting application using Microsoft's Visual Studio .NET.

Once the migration was complete, THG performed thorough testing and conducted a complete performance analysis gauging improvements in productivity, speed, scalability, usability, and other areas of interest identified by the client.

RESULTS

Soon after Ladas started delivering XML-based reports to clients, the firm received positive feedback not only for the actual reporting, but for the firm's responsiveness.

In fact, Ladas reported that the application enabled the firm to sign a number of new lucrative clients, producing a 10% increase in its trademark-related business.

As part of the project, THG provided a comprehensive code review and knowledge transfer on the overall VB6 to .NET migration. Ladas expressed relief and appreciation for a solution that did not require the firm to sacrifice its existing technology and commit to a daunting full-scale migration project to achieve the functionality it needed.

Furthermore, with a viable example of .NET integrated into its IT infrastructure, Ladas subsequently expressed interest in exploring the process of migrating a number of its other core business applications to .NET.

About The Henson Group



Founded: June, 2000

Headquarters: New York City

Consultants: 37 (including both full-time and part-time professionals)

Partners: MS, HP, IBM, Cisco, Avicode, Dell, EMC, eXc Software, K2.net, Netscaler, Network Engines

Certifications: Microsoft Gold Certified and Cisco Certified

Official Microsoft Competencies:

Advanced Infrastructure Solutions
Information Worker Solutions
Integrated E-Business Solutions
Learning Solutions
Networking Infrastructure Solutions

History: Founded by former Microsoft employees from the development teams in Redmond and Microsoft Consulting Services

Consultants: All MS Certified, most former Microsoft engineers, and each have a minimum of three years of vertical-specific experience

Annual Client-Retention Rate: (2000 through 2004) 98%

Annual Client-base Growth: (2000 through 2004) 50%

Company Description: THG is an award-winning Microsoft Gold Certified Partner specializing in deploying Microsoft technologies for U.S. and international companies across 20 industry categories.

Founded by former Microsoft employees from the development groups in Redmond and Microsoft Consulting Services, THG offers clients direct access to Microsoft's product groups and technical information often not publicly available.

THG's competencies include .NET application development, infrastructure deployments, Line-Of-Business solutions, security, product training, and strategic consulting.

Delivering projects in a fraction of the time it takes competitors, THG's proprietary project management process and attention to detail consistently produces a 98% client-retention rate.

Everywhere clients need THG to be, the consultancy has operations, engineers, and partners located in countries around the world that are committed to the highest level of client satisfaction.

To learn more about THG, please visit www.HensonGroup.com. For more information on how THG can deploy this type of solution in your environment, please call 800.980.1130 or e-mail Info@HensonGroup.com.

The Henson Group, Inc. 1375 Broadway, Third Floor New York, N.Y. 10018

www.HensonGroup.com (800) 980 1130 Info@HensonGroup.com

New York • New Jersey • Connecticut • Pennsylvania • Massachusetts • Florida • Texas • Illinois • California • Washington, D.C.