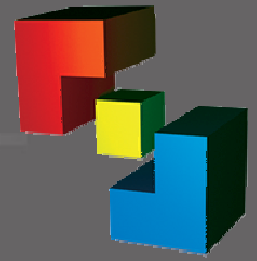




Case Study Ladas & Parry LLP



SQL Reporting Services

such as OLE DB and Open



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 while providing expertise in many highly specialized and sophisticated areas.

Business Situation: Ladas was in the midst of a major, two-year technology migration initiative revolving around replacing its antiquated mainframe-based database technology with Microsoft SQL Server 2000. Previously, Ladas' IT reporting functions were manually based and therefore inefficient. Additionally, especially challenging was the manual process of creating custom reports when necessary. Inevitably, the limitations with manual processing meant that IT reporting simply never reached the level of functionality Ladas' IT professionals would have preferred.

Solution: Within four weeks, THG designed and deployed a custom solution based on SQL Reporting Services that automated the creation and delivery of a sophisticated series of reports.

In the midst of a two-year migration program to move all of its corporate data to Microsoft SQL Server 2000 from an incumbent mainframe-based database platform, U.S. intellectual law practice Ladas & Parry LLP contracted award-winning Microsoft Gold Certified Partner **The Henson Group, Inc. (THG)** to deploy SQL Reporting Services.

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 many 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.

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Previously, Ladas' IT reporting functions were manually based and therefore inefficient. Additionally, especially challenging was the manual process of creating custom reports when necessary.

Inevitably, the limitations with such manual processing meant that IT reporting simply never reached the level of functionality Ladas' IT professionals would have preferred. Therefore, when the migration project was launched, establishing effective, flexible report processing was always a consideration.

Earlier this year, THG performed a successful Microsoft .NET Application Code Migration project that enabled Ladas to meet client demand for XML-based messaging feeds.

Based on the success of that project, Microsoft's strong endorsement, and the fact that THG was actually founded by former Microsoft engineers with strong ties to the various Microsoft product groups, Ladas approached THG to develop a solution that addressed its reporting challenges.

SOLUTION

With Ladas in the midst of migrating its database technology to Microsoft's SQL Server 2000, THG recommended IT executives at the law firm deploy SQL Reporting Services.

SQL Server Reporting Services is a comprehensive, server-based solution that enables the creation, management, and delivery of both traditional, paper-oriented reports and interactive, Web-based reports.

An integrated part of the Microsoft business intelligence framework, Reporting Services combines the data management capabilities of SQL Server and Microsoft Windows Server with familiar and powerful Microsoft Office System applications to deliver real-time information to support daily operations and drive decisions.

An Integrated Architecture

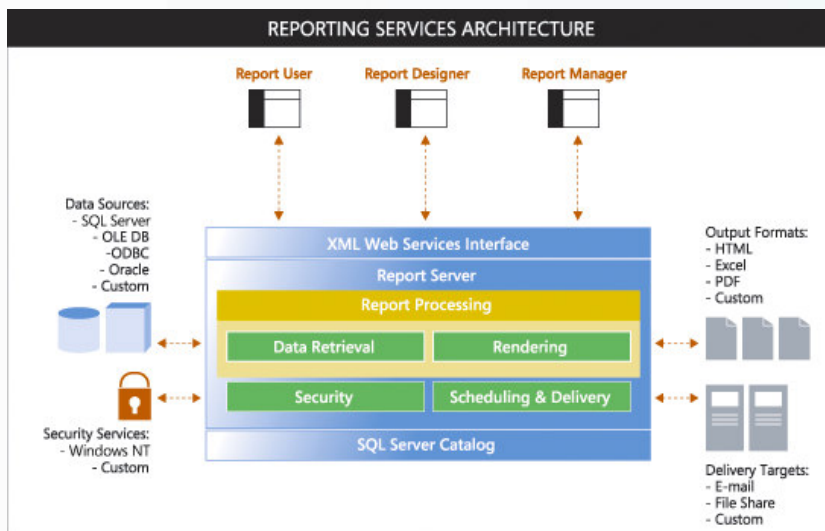
SQL Server Reporting Services supports a wide range of common data sources,



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Database Connectivity (ODBC), as well as multiple output formats such as familiar Web browsers and Microsoft Office System applications. Using Microsoft Visual Studio .NET and the Microsoft .NET Framework, developers



can leverage the capabilities of their existing information systems and connect to custom data sources, produce additional output formats, and deliver to a variety of devices.

Full Reporting Life Cycle Support

SQL Reporting Services supports the full reporting life cycle, including:

Report authoring. Report developers can create reports to be published to the Report Server using Microsoft or third-party design tools that use Report Definition Language (RDL), an XML-based industry standard used to define reports.

Report management. Report definitions, folders, and resources are published and managed as a Web service. Managed reports can be executed either on demand or on a specified schedule, and are cached for consistency and performance.

Report delivery. SQL Server Reporting Services supports both on-demand (pull) and event-based (push) delivery of reports. Users can view reports in a Web-based format or in e-mail.

Therefore, THG proposed developing a custom SQL Server Reporting Services solution that would allow Ladas to better leverage data and information across the enterprise, enabling its leaders to make more insightful, timely decisions when it matters the most.

Experts at creating highly customized SQL Server Reporting Services solutions, THG developed a solution that also enabled Ladas to extend information beyond the walls of the organization and seamlessly interact with customers, partners, and suppliers in real time.

RESULTS

Within four weeks, THG designed and deployed a custom solution based on SQL Reporting Services that automated the creation and delivery of a sophisticated series of reports. Additionally, the solution now not only makes it much easier to modify existing reports, but streamlines the report creation process as well.

In particular, Ladas requires to regular performance of an especially large report. Previously, the manual process of completing the report, exporting the required data, and printing, was extremely cumbersome and inefficient. With THG's SQL Reporting Services solution, this process is now automated, to the extent that when the report is completed, it is channeled directly to the associated printer to be executed overnight.

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.