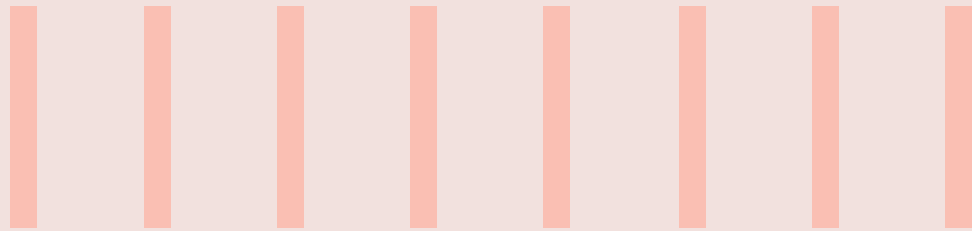# MAKING A CASE FOR DIGITAL MARKETING IN THE LEGAL DOMAIN

CONTENT INVENTORY MANAGEMENT IMPROVES VISIBILITY INTO LAW FIRMS

Infosys®

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A global information services company providing directory, research, and online marketing services for attorneys and law firms sought a technology solution to manage data inventory. The company's legacy inventory application had 14 independent web pages to manage knowledge products and advertisements. The inventory management system, launched in the early days of paid search advertising, lacked scalability and flexibility. The system required frequent human intervention for patches to address dynamic product and business requirements, which caused maintenance issues.

The availability of prime advertising real estate and solus positions was governed by an inventory policy based on search criteria such as location, area of legal expertise, and pricing. The limited search functionality in the inventory-based ad system caused a significant loss in revenue. Moreover, the system did not validate data entry, causing duplicate inventory records as well as incorrect reporting.

An inclusive solution approach

The company partnered with Infosys to redesign content inventory management processes and implement a unified ASP.NET inventory system. Infosys developed a virtual inventory management application and undertook a business transformation:

Scalable system

The Infosys inventory management solution integrated subsystems, consolidated web pages, and incorporated advanced features. Our team automated processes to prevent human modification of search elements such as location or area of expertise. It reduced the volume of help desk tickets. We adopted data warehousing techniques to consolidate the database, streamline data management, and ensure scalability.

Faster order processing

We re-engineered business processes to ensure data integrity and improve process efficiency. Our integrated tools enhanced product management. The system managed locations and practice areas for each product at a granular level. It improved application performance and accelerated order processing. Moreover, our system eliminated user intervention for subscription renewal / rebase.

Improved security

Two-level access control using Lightweight Directory Access Protocol (LDAP) authentication ensures enhanced security of the inventory management application. User and session management help up to 250 users access the system securely. Only system administrators and privileged users can modify attributes, including products, orders, advertisements, and reports.

Rationalize inventory

We tagged each product and created unique IDs for each customer order associated with a tag. The composite identity system improved the quality of data. In addition, it eliminated duplication of inventory records as well as the maintenance effort of cleansing duplicate entries. Our system replaced edition-based limits with subscription-based inventory limits for better advertising management.

Support reporting

The Infosys application incorporates tools for inventory reporting. Reporting requests that took 5–7 hours can be processed in less than 30 minutes. Significantly, our inventory tools reduce turnaround time for reports based on data residing in the legacy application.

The Infosys virtual inventory management application will be integrated with a Salesforce.com system to minimize personnel requirements. Easy access to inventory records, an intuitive interface, and 70% improvement in performance of the inventory management system deliver tangible benefits to the information services company –

- Reduced help desk tickets by 5%
- Provided savings of approximately US$90,000 annually
- Decreased order processing time significantly – from 680+ hours to less than 130 hours

For more information, contact askus@infosys.com

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