

PIPER ALDERMAN'S EDGE

With the recent success of breaking into the Australian top 25 law firms by revenue (*as ranked by BRW*), Piper Alderman is continuing to edge ahead with the firm's growth strategy, says managing partner Simon Ward. Significant in-roads into new geographical markets with rapidly growing offices in Sydney, Melbourne and Brisbane is certainly evidence that Piper Alderman is no longer just an Adelaide firm.

Management structures considered pertinent to supporting the firm during this unprecedented period of growth has led the firm to examine its technologies, together with existing business processes, from a national perspective. Piper Alderman has recently decided to replace its practice management system with CMS.Net (browser-based applications) and document management system with Interwoven (iManage). Ward says, in order to optimise the effectiveness of these two new systems, improvements to specific business processes need to be planned as part of the change. Piper Alderman's objective to effectively implement the planned change by October 2005 will help support the firm's increasing productivity and enable Piper Alderman to provide substantial benefits to the firm's client base.

Ward says, "to implement change of this magnitude successfully, we recognised the need to objectively understand the potential limitations with our existing business structure and technology, if we were to effectively determine our future needs. This prompted us to seek independent assistance from Harriss Wagner management consultants, who has the expertise to work with the firm and guide us through not only the strategy and planning phases, but also through the implementation phase."

The firm is in the early stages of executing its strategy and to date it has been smooth sailing, says Ward. "We recently completed a rigorous system selection process with Harriss Wagner's assistance to identify the systems that are best suited to our specific requirements and investing time to make the right choices, is what we believe will pay dividends for years to come." **ALB**



Simon Ward, managing partner

ABOUT PIPER ALDERMAN

Managing Partner:	Simon Ward
Offices:	Adelaide, established since 1998 following the merger between Aldermans and Bakewell & Piper Sydney, established in 1998 Melbourne, established in 2000 Brisbane, established in 2004
Total Professionals:	125
Total Staff:	250
Total Firm Revenue:	\$29.6m (2003/04)
Target Revenue:	\$35.6m (2004/05)
	www.piper-alderman.com.au

ABOUT HARRISS WAGNER

Harriss Wagner is an independent management consulting firm providing project management, change management, systems implementation and knowledge management services. The firm is a leading provider of strategic business solutions in practice management for the legal industry and other professional service firms.

Since 2000, Harriss Wagner has provided services and solutions for many of the top 30 Law firms within Australia.

Harriss Wagner's success can be attributed to a client-focused service proposition centred on best practice and reliability, combined with unbiased advice.

With a wealth of legal practice management experience, the firm is well established to deliver sustainable improvements and performance-based solutions designed to increase shareholder value.

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