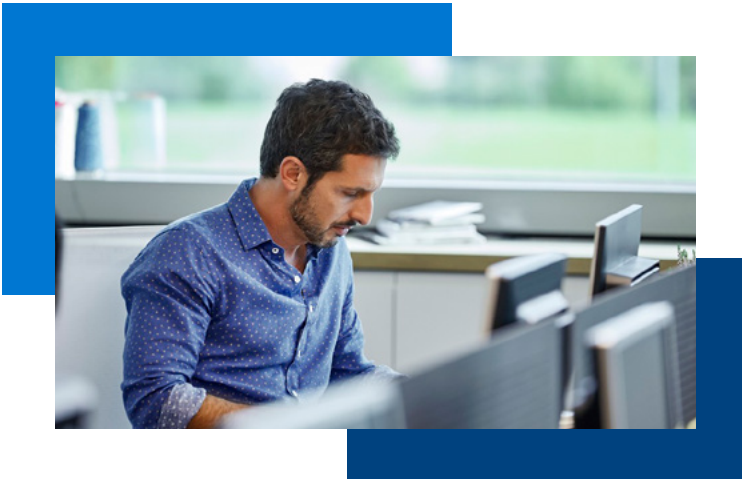


## Global law firm reaches industry pinnacle

Baker Botts L.L.P. enables technology users to thrive in their jobs and raises the strategic profile of IT with a winning combination of Dell Technologies services and devices.



Customer profile

**BAKER BOTTS**

Law | United States



“We are number 58 of the American Lawyer (AmLaw) 100 for 2020 ... That achievement directly connects to our use of Dell Technologies services and devices.”

**Rick Boulin**

CIO, Baker Botts

## Business needs

Baker Botts needed to address concerns raised by the slow, unreliable performance of its disparate legacy technologies and help attorneys and staff across its global operation work more productively.

## Business results

- Enables 75% cuts in software licensing costs.
- Contributes to revenue growth and increased competitiveness.
- Offloads everyday IT management, freeing internal IT for high-value assignments.
- Adds countless hours of productive time.
- Enhances productivity and IT service levels for attorneys and staff.
- Boosts the security and reliability of systems and applications.

## Solutions at a glance

- [Dell Technologies Managed Services](#)
- [ProSupport Plus for PCs](#)
- [Dell EMC TechDirect](#)
- [Dell Latitude laptops and 2-in-1s](#)
- [Dell UltraSharp U2419HC monitor](#)

Founded during Houston's early days in 1840, Baker Botts today is a prominent global law firm that is deeply immersed in its clients' industries. More than 725 lawyers and close to 900 administrative staff work out of 14 globally distributed offices to serve clients in nearly 200 countries. Those clients include 52 of the Fortune 100 businesses, including many well-known technology companies.

## Facing technological obsolescence

Technology is critical for Baker Botts in managing its global business. Scott Potoczak, director of IT Customer Support at Baker Botts, says, "Technology is essential to every legal process, no matter whether it's working with clients, interacting with courts or collaborating internally."

When the company used 26 different models of laptop and desktop computers, including devices at the end of their useful lives, supporting and managing them became a cumbersome effort. Users often experienced long start-up times before they could access company systems. Some partners and employees began using their own laptops, which brought the risk of compromising the firm's data protection measures. Attorneys tended to feel ill at ease when they needed to take a balky, aging laptop to a meeting with a client, especially a Silicon Valley company.

## Powerful devices and advanced services

Baker Botts decided to reinvent its use and management of technology. It standardized on versatile, widely adopted solutions: Dell Latitude 7390 and 7400 2-in-1 laptops, and UltraSharp U2419HC monitors. In a rolling refresh assisted by Dell Technologies, the firm replaces one-third of its client devices per year to maximize the benefit of the three-year warranty. Rick Boulin, CIO at Baker Botts, says, "When it comes to our users, we're 100 percent on Dell Technologies. Our equipment is as good as it gets."

The law firm extended the internal IT team and simplified technology management by subscribing to Dell Technologies Managed Services and ProSupport Plus for PCs. Baker Botts IT managers also use the TechDirect online self-service portal to order and receive replacement parts easily and quickly.



"We reclaimed countless hours of people's time per year because of the short boot times of the Dell laptops."

**Scott Potoczak**

Director, IT Customer Support,  
Baker Botts



Boosts the **security** and **reliability** of systems and applications.

## Cutting licensing costs and winning productive time

Standardizing on Dell laptops supported by Dell Technologies Services allowed Baker Botts to reduce their VDI (Virtual Desktop Infrastructure) licensing fees, saving tens of thousands of dollars annually. The new devices also minimized users' unproductive time. Potoczak explains, "We reclaimed countless hours of people's time per year because of the short boot times of the Dell laptops."

In an ongoing collaboration with Dell Technologies, Baker Botts' technology refreshes enabled enhanced working capabilities. Potoczak says, "We reduced our software licensing costs by close to 75 percent and generated other savings and efficiencies by eliminating or re-purposing on premises servers."

## Amplifying the customer's voice and sharing expertise

One important element of ProSupport Plus is a dedicated, Technical Support Manager (TSM), who has become a much-valued contributor at Baker Botts. Potoczak explains, "Our ProSupport Plus TSM is great at connecting us with Dell Technologies experts and staying in touch until our concerns have been resolved." Boulin comments, "Access to senior people at Dell Technologies has been a great experience. They are just as interested in resolving our issues as we are."

ProSupport Plus and the TSM help Baker Botts focus its own IT resources on where they can have the strongest impact. "ProSupport Plus frees my team to support major efforts, such as our new financial system," says Potoczak. "And, we feel like our voice is heard. Dell Technologies considers our feedback and does whatever it can to deliver the best possible products."

## Easing workloads and elevating the business contribution of IT

The Baker Botts IT organization was overly stretched by supporting users and offices across the world's regions and time zones, and was falling behind on more essential work. Managed Services made it possible for the firm to shift everyday technology operations to Dell Technologies. Olaf Roessner, director of Cloud & Infrastructure Services at Baker Botts, says, "Two years after offloading IT support services to Dell Technologies, I can't imagine living without their team as an extension of our firm. We now have worldwide, responsive, round-the-clock support and incident resolution."



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**Olaf Roessner**

Director, Cloud & Infrastructure Services, Baker Botts



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**Rick Boulin**

CIO, Baker Botts

Similar to ProSupport Plus, Managed Services lightens the task load of Baker Botts IT managers and lets them use their skills to better effect. “We can unleash the creativity and expertise of our IT staff by allowing them to be proactive on value-added initiatives instead of being bogged down in reactive incident response or patching,” Roessner emphasizes.

Following the support transition to Managed Services, Baker Botts was able to reassign one full-time IT team member. “It’s not cost-effective for a professional-services firm to invest in commodity IT processes,” Boulin comments. “By using Dell Technologies Managed Services, we have made this part of our operation close to cost-neutral.”

## An edge in the competition for talent

When Baker Botts recruits new associates, it competes with many other professional-services and law firms. “The recruiting wars are really serious,” says Boulin. “But Dell Technologies has been a fantastic partner by helping us source and deploy the right laptops. That allows us to demonstrate our commitment to enabling attorney and staff productivity. People love the Dell devices, and our attorneys are comfortable taking them to appointments with Silicon Valley clients.”

The success of Baker Botts in updating its technology and support systems has become known in the industry. “We have minimized the number of complaints by providing our employees with powerful, modern Dell laptops,” says Potoczak. “What’s more, other firms are now asking us how we accomplished our technology turnaround.”

## Vaulting to the top of the field

Keeping systems running without unplanned downtime and safeguarding sensitive information regarding clients and company activities are critical aspects of Baker Botts’ technology management. The Dell Technologies services have made a remarkable impact in these areas. “In 2017, we estimated that an hour of system outage potentially cost us \$511,000 in lost productivity after a software bug restarted a firewall,” says Roessner. “Since then we have collaborated with the Dell Technologies Services team to reduce the time it takes to implement the latest patches and strengthen or security in other ways. We’re definitely achieving greater uptime. Those improvements, in turn, help the Firm generate greater revenue and maintain a competitive advantage.”

Boulin makes the connection between business outcomes and technology enhancements explicit. “We had record revenue last year,” he says. “We are number 58 of the American Lawyer (AmLaw) 100 for 2020 — a big deal for a law firm. That achievement directly connects to our use of Dell Technologies services and devices.”

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