

Essential Technology Solutions

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Panel Giveaway

Submit a question

Comment

Drawing of a Cat

**Include your
Name/Email**

**Drawing at the
end**

- Cloud Computing Technology Essentials
- How to go Paperless without missing a meal
 - CRM (Customer Relationship Mgmt)

Cloud Computing

Practical and Ethical Essentials

“Oh crap, all my clothes are on fire” Moment 1

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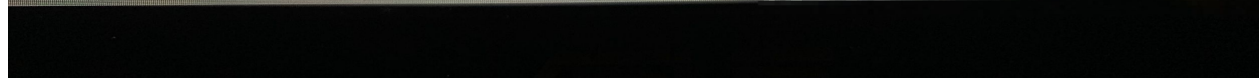
“Oh crap, all my clothes are on fire” Moment 1

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Who has two thumbs and got hit with ransomware?

Windows. Remote Desktop Protocol.

Have a file safety plan.



Pay it or do not. Don't wait.

Text file on the desktop telling you how to contact them via email and they will tell you to pay a certain amount to them in Bitcoin. Wait more than 24 hrs and you may not get it at all. \$3000-\$5000, and if you wait maybe never.

If they find out you are an attorney, the price may go up further. If you have to pay, be quiet about it.

Tools you need:

Not Including Case Mgmt. - That comes tomorrow

Security

Most Apps Follow Security Protocols:

- `Https://`
- 256-bit Encryption

Some apps that are not “secure” – at least yet:

- Facebook Messenger
- SMS, MMS – Text Messaging
- Google Chat (in transit only)

Test a New Password

Enter in a password to see the maximum time it would take to crack that password.
Use the slider under the year to see how much the maximum crack time has increased since 1982.
Also slide up to 2020 to see how quickly a password might be cracked in the future.

Password

ILikeBigButts

Year

2020

37793 : **3** : **8** : **3** : **10** : **2** : **3** : **22** : **54** : **23** : **60** : **0.00**
MILLENNIA : CENTURIES : DECADES : YEARS : MONTHS : WEEKS : DAYS : HOURS : MINUTES : SECONDS : JIFFIES : MILLISECONDS

Word List: **On** **Off**

Keys per second in **2020**: 17042497.3 kps

This interactive is not collecting entered passwords and is for entertainment purposes. Estimates made in the interactive will not always be accurate due to evolving technologies and limitations in technology used to create it.



Password Mgmt.

You have a lot of private stuff to protect.

- 1Password
- LastPass
- Dashlane
- Browser-only (less secure)

Long Secure Passwords

Remember only 1 password

Team Sharing

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Document Storage

Q: Do you have a

A. Yes, a big one. But that's kind of
don't know you very well.



Network Attached Storage (NAS)
Computer with Storage that you plug into
your network.

Document Storage

Cloud-Based

- Your own server or NAS in the office.
(Synology for NAS)
- Dropbox
- Google Drive
- NetDocs
- Box.net
- And there are a lot more.

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NAS Specifications

- Recommend to do your research.
- I like: Synology (multiple models).
- Multiple bays for internal redundancy
- Unique Operating System
- Add "WD RED" drives
- Business Class
- VPN Support
- Firewall features



NAS Specifications

- Factors to consider
 - Number of Drives
 - RAM (Memory)
 - LAN Ports
 - RAID Configuration (data reliability)
 - Native Network Apps
 - Notes
 - Messaging
 - Etc.
 - Ability to sync with cloud services
 - User Account Access



YouTube Guide to buying and configuring your NAS

-James Betzold

<https://youtu.be/Iet8PrD-HHw>

Multi-Faceted Approach

- Local (On Site) Storage
- Local Redundant Backups
- Local Fixed Backup
- Revisioning Backup
- Cloud &/Or Offsite Backup



Recommendation

Use a “Network Attached Storage” (NAS). Configure it to work with Dropbox/Google/etc...

Have a redundant and “versioning” backup system. (Time-Machine)

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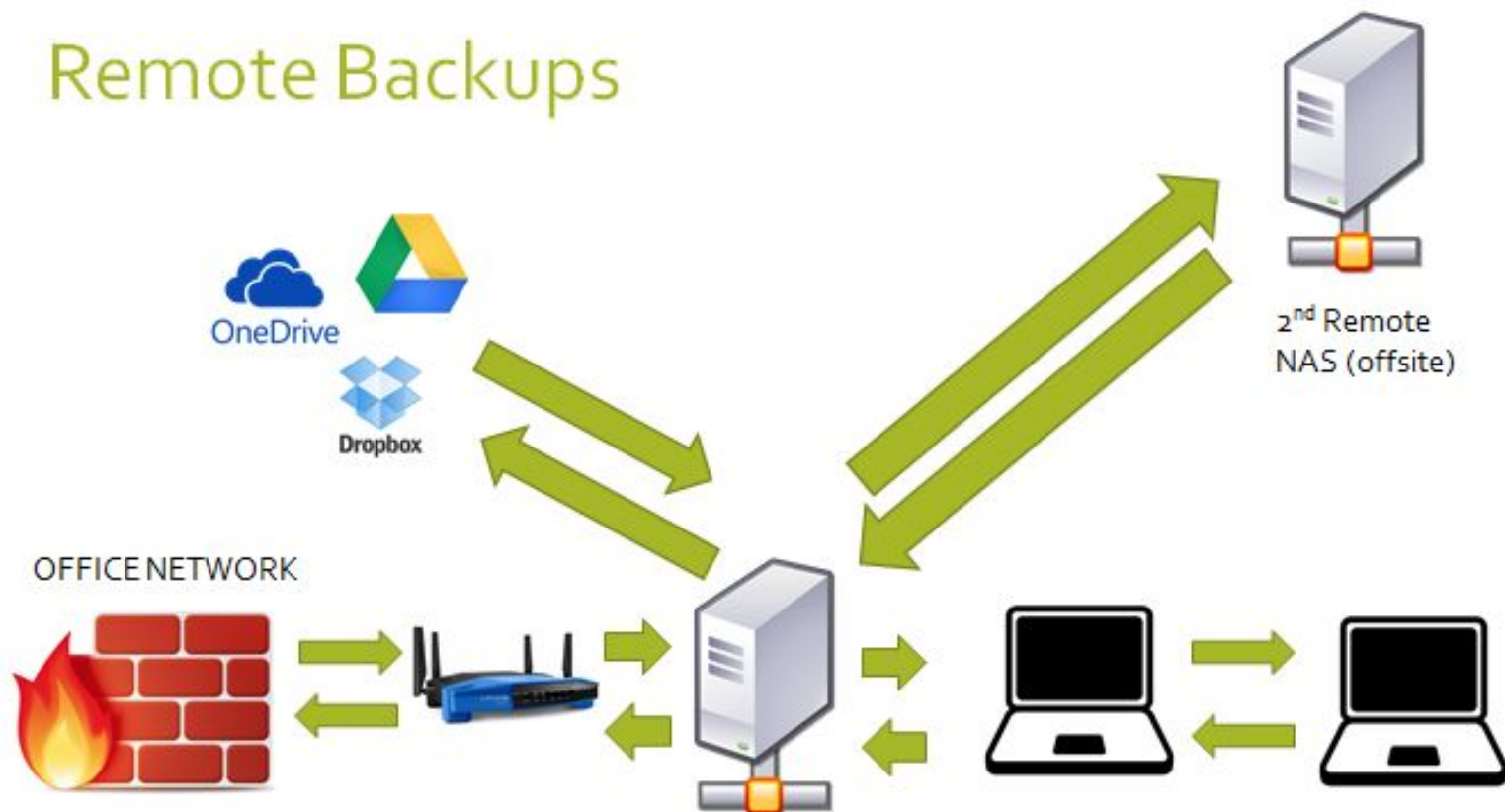
Is Cloud-Only Enough?

Decide: Is it important for you to have a copy on a server in your office?

For me: Yes. I like it. If the internet goes down (disaster etc.), I have a copy right there and do not have to wait to download all 2 TB of data.

If you are not concerned about redundant backups, and do not mind slower upload times and responsiveness... then ok. Go for it. But let me tell you a story.

Remote Backups



**Why do I need so many copies?
How redundant is too redundant?**

“Oh Crap, all my clothes are on fire ” Moment #2.



“Oh Crap, all my clothes are on fire ” Moment #2.

Someone in the office deletes something important.

Dropbox or other service copies that error across all machines.

OR

Cloud Storage is too full and stops working. Like, will not load a single file. No answer from customer service, no help and almost lost everything.

You have an office, you need a firewall.



Firewall

You should have one on your network.

Not a good idea to rely on the one your ISP gives you.

Think Cisco, Barracuda etc.

Synology NAS has this feature as well.

Virtual Private Network (VPN)

Any third-party service is a “Black Hole”

You do not know if they record information or not.

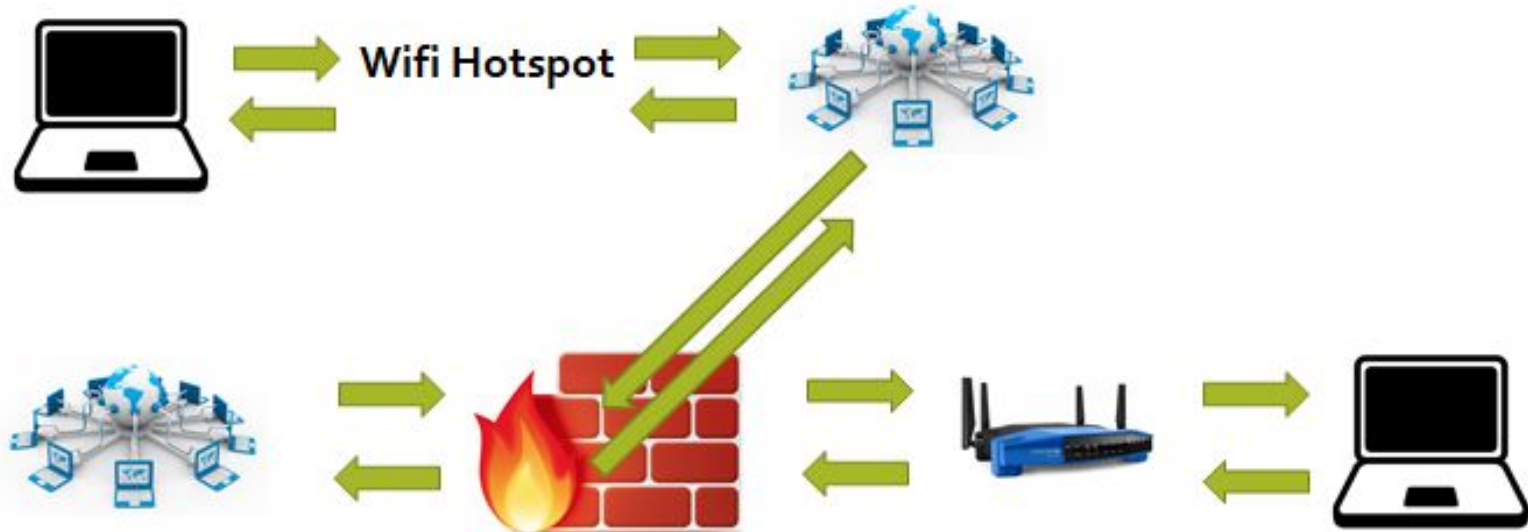
Your own VPN:

Allows you to log into the devices on your office network and work remotely with encryption between your remote device and the office network.

Synology has VPN service on the NAS.

When out of the office, use a VPN. (Virtual Private Network)

- Many commercial firewalls have VPN functionality.



Why is a VPN so important?

Packet Sniffing

Packages are bits of data.

You send this data over the internet.

“Sniffers” can read this data and reassemble it into your actual documents, passwords etc.



Remote Login

Access to local printers, computers, files.

Smartphone App Access to Files

Access on PC/MAC

Configure Multiple Backups

How to go Paperless without missing a meal

Put Everything in the Cloud

Getting your paper
documents into .PDF

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File Format

.PDF has become a standard for archiving documents and providing OCR (Optical Character Recognition) to make them searchable.

Size, Flexibility, Multi-Platform Support makes them the choice for archiving documents.

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Then What?

Where will you store it?
How will you access it?

Choose where you will save it all.

- NAS
- Server
- Cloud-Only
 - Google Drive
 - Dropbox
 - Etc...
- Third-Party Service

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Organization

Arrange Folders by:

Year - to enforce
destruction policy

Names - to find quickly

Be sure your solution is
searchable.

High Quality Scanner

Don't even try it with a
wimpy scanner.

- Multi-Function Copier
- Fujitsu ScanSnap

Scan to your NAS or some storage
device

Functionality:

Double sided,

Fast, Large Tray

Scan to pdf

Scan to network destination or USB

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Good Scanners

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Xerox, Ricoh, etc.

Industrial Strength

Multifunction Scanner, Printer,
Copier

Not the \$200 one from Staples

33 ppm or more

Fujitsu ScanSnap

Slower, but you can
mix/match document sizes



Hire a nephew.

Or a temp, or a client, or anyone. Don't try and do it all yourself...unless you want to.

#nomansplaining

Remove staples

Scan

Save

Repeat

— — —

Hiring a company to scan all of our files

Recommendation: Do this
in house. Cost, Security,
Access and Convenience.

Know the terms.

Know about digital storage
and access.

Ease of access.

Storage Cost.

Save Everything?

Check bar requirements.

MI- 5 Years

NV - 7 Years

AZ - 5 Years

Send a letter.

Wait.

Then destroy.

**There is a cost to storing
files longer than needed.**

A cost to saving everything?

- Liability (Malpractice)
- Discovery
- Unprecedented and unexpected changes in the law that clients will question you on.
- Place to store (even digital has a cost)
- Maintain the files (upgrade hardware etc)
- Transfer times still going from cloud-to-cloud can take time if you have terabytes of data.
- If you have the file, you have to give access to client? -check your state bar rules
- Risk of exposure via ransomware, getting hacked.

Opportunity to reach out to former clients.

Source of Leads

Cultivate this referral source. If they hired you, they may have family or friends who need you now.

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Pace yourself

Set a short term goal

Set up the tech.

Then scan it all in.

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CRM: Learning to Make it Rain

What the Heck is a CRM?

Customer Relationship
Management System

- Integrate and Automate Sales, Marketing and Customer Support
- Increase Predictability, Efficiency, and Scalability

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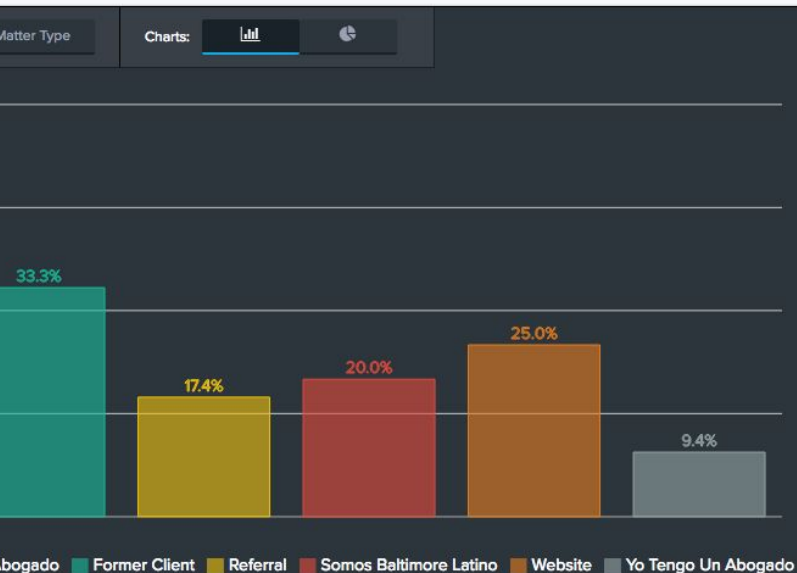
Why Should I get a CRM

Control your Business

- Customer Understanding (Efficiency)
 - Case Type
 - Sales Cycle
- Lead Source Data (Scalability)
 - Conversion Rate
 - Cost
 - Control
- Pipeline (Predictability)
 - Profit Forecasting
 - Labor Needs

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isement, Current Client, Faceboo...



Top Lead Sources

1. Current Client	55.6%
2. Former Client	33.3%
3. Advertisement	28.6%
4. Website	25%
5. Somos Baltimore Latino	20%
6. Referral	17.4%
7. Yo Tengo Un Abogado	9.4%
8. Facebook: Jaskot.Abogado	8.8%

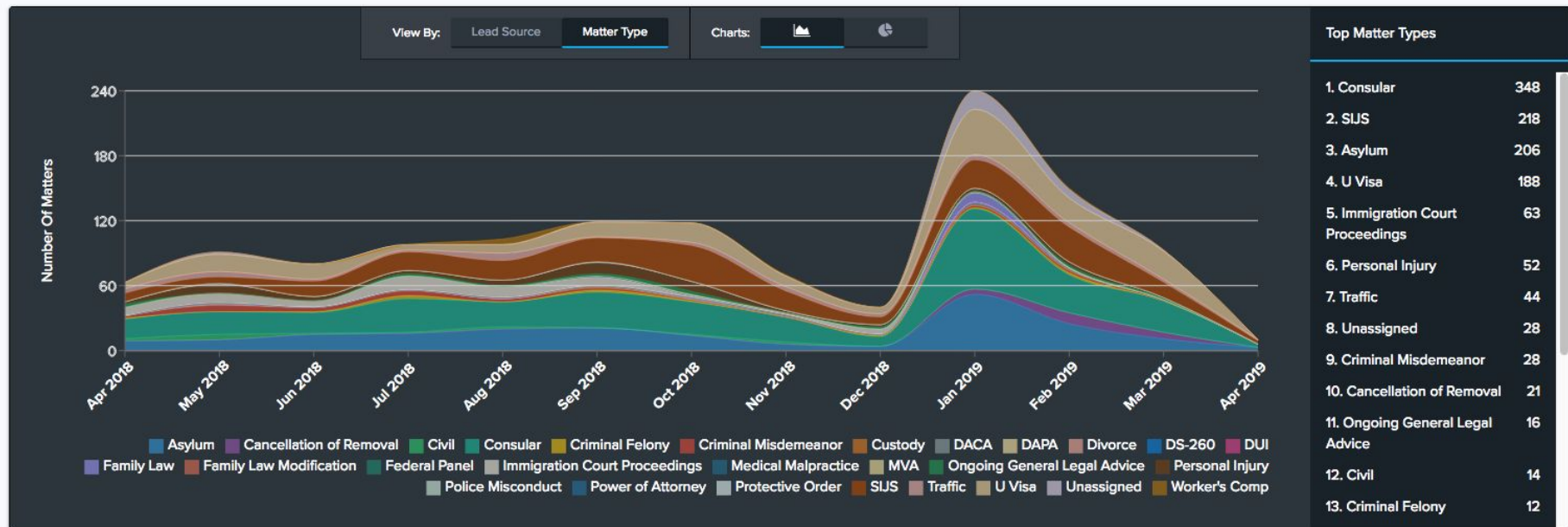
MATTERS ADDED

Date Range: 2018-04-03 to 2019-04-03

Lead Source (19): Advertisement, Avvo, Casa de MD, Cur...

Assigned Users (8): Jared Jaskot, Eva Cockerham, Elizab...

Matter Type (28): Asylum, Cancellation of Removal, Civil,...



Matters Added

2018-04-03 to 2019-04-03

1276

138 hired 813 intake 325 did not hire

Conversion Rate

2018-04-03 to 2019-04-03

10.82%

Pipeline Value

2018-04-03 to 2019-04-03

\$751,100

\$265,700 hired \$266,150 intake \$219,250 did not hire

Even More Reasons to Get a CRM

- Don't Let Gold Slip through your Fingers
- Integrate CRM with Answering Service
- Enter Information Once
- Keep leads out of your Practice Management
- Tag Clients for Future Work (DAPA, Natz Calendar)

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Where do I get a CRM?

- General Examples:
SalesForce*, MS
Dynamics*, Sugar*,
Pipedrive*
- Law Specific Examples:
LawMatics,
Lexicata/Clio Grow*,
Law Ruler, Make your
Own CRM
- Considerations
 - Integrations
 - What kind of Law Firm do
you want?