

# WBD Advance



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WBD Advance brings together all of the key technology and business services that are becoming increasingly essential to our clients alongside traditional legal advice.

Our clients' needs are changing: as well as advice on the law, they often also want our help to design high quality, cost effective processes to deliver legal work and resolve wider, complex business issues. The services we have brought together under WBD Advance meet that need.

We believe innovation comes from the ability to see things from a different perspective. WBD Advance is built around a multi-disciplinary team who do just that. Our team of more than 100 lawyers, project managers, technologists, data analysts, knowledge managers and operations professionals work together to develop and deliver new ways of working for our clients.

With WBD Advance we can help clients with large volume projects, process design, project and risk management, using data and knowledge, raising capability and with flexible resource. After careful diagnosis of the issues, we deliver targeted, cost-effective solutions to the challenges our clients are facing.

## How have we been able to help?

**Challenge:** A client had an urgent need for additional and flexible resource to manage data protection helpline requests. They also wanted to build an understanding of how the helpline was being used so as to streamline its operation.

**Solution:** We designed and agreed a process for managing the work-flow with them, our LSC took on operation of the helpline and are compiling usage data by applying appropriate technology to receive, track and allocate requests.

**Challenge:** A key client was finding that the production and agreement of non-disclosure agreements was causing a serious operational bottleneck.

**Solution:** Workshops with the client led to us standardising and then automating the production of higher volume and lower risk agreements. The project was executed by a specially established unit of paralegals in the Legal Solutions Centre, supported by the commercial insurance team. Automating the production of NDAs saved around 80 per cent of the time previously taken to produce NDAs manually, and is still providing benefit to the client.

## Identifying client priorities

Clients have complex issues to deal with – and doing the right work to find solutions is critical. We can provide a lot of help with WBD Advance but want to be sure that we are targeting the areas that are of most significance to our clients. We have developed a diagnostic tool – the Legal Heat Map – which allows us to identify client priorities.

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## Legal Solutions Centre

Our team of over 70 paralegals and legal executives, project managers, data analysts and client co-ordinators uses **flexible resourcing** and **time-saving technology** to deliver a high-quality, cost-effective service for large scale volume projects.

For example: **e-disclosure, commercial or real estate due diligence contract review, remediation and production**, lower risk **employment tribunal work, helpline operation** and the legal work needed to facilitate **other large transformation or restructuring** projects.

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## Process Flow

Our clients often run big operations with complex work and data flows needed to complete projects. Looking closely at these process flows is central to **reducing waste, increasing value** and **managing risk**.

Using the insight gained through working with different client organisations and knowledge of our own working practices, we are able to design **optimised processes**, ensuring that work is done at **the right level**, leveraging the **right technology**.

Skilled business and data analysts can work alongside in-house teams, or can be deployed when there is no specialist in-house resource to **optimise work flows** and help clients **streamline their operations**.

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## Project Management

Good **project planning and management** is an essential component of delivering **complex work on time, to budget** and at **the right quality**. We recognise that many of our clients routinely use project management methodologies at a commercial level and need their legal teams and advisers to do the same.

We use tried and tested **best practice project and risk management approaches** and **tools** to make sure that the work we deliver dovetails with our clients' own project organisation. When our clients don't have extensive capability themselves we deploy our **qualified project managers** and **analysts** to help with **planning** and **risk mapping**.

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## Advanced Insight

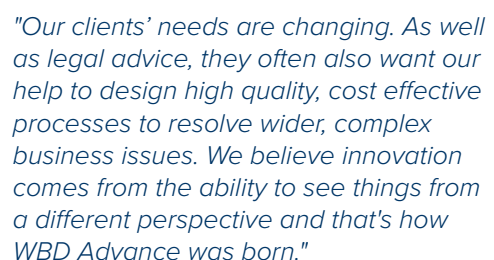
Staying up to date and compliant with the **law** is key to business survival – get it wrong and the impact can be catastrophic. We partner with our clients to **devise, manage and deliver bespoke knowledge management products and research** to **advance** and **protect** their business.

We deliver **expert, strategic** and **commercial insight** into **legal, market** and **regulatory developments** and **trends**, and, from the data we hold, we provide useful, actionable insights - through channels and formats to suit the client. Increasingly, this goes towards using data to **predict outcomes** and to help determine the **right commercial approach** to business problems. Through partnering with **AI technologists** we are driving real **value for our clients**.

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## GCSolutions

Our clients often have a need for **seconded lawyers** to increase their in-house capacity or to cover gaps. They also need to have access to secondees at reasonable cost. GCSolutions offers **affordable, scalable services** staffed by **highly qualified lawyers**.



*"Our clients' needs are changing. As well as legal advice, they often also want our help to design high quality, cost effective processes to resolve wider, complex business issues. We believe innovation comes from the ability to see things from a different perspective and that's how WBD Advance was born."*

Nick Barwood – UK Board Member

**For more information  
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