

## Raising the Bar: AVer Video Conferencing Helps a UK Law Firm Improve Productivity

– Newcastle Upon Tyne, England, UK –



One of the North East of England's leading law firms, Gordon Brown Law Firm LLP has been providing legal advice to businesses and private clients across the region for over 30 years. The firm has grown significantly in recent years, currently employing over 80 professionals specializing in commercial and residential property, employment, dispute resolution, family and matrimonial matters, child protection and wealth management. The firm's teams are now consolidated into two main offices, a new commercial center in the middle of Newcastle Upon Tyne, and an office in Chester-le-Street in County Durham.

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### Better Way of Communicating

Law firms are not immune from the commercial pressures that affect other service businesses today. To stay ahead in an increasingly competitive profession, Gordon Brown Law Firm LLP needs to maximize efficiency and productivity while delivering the best possible client service – and its AVer H300 video conferencing system is playing an important role in helping them achieve this difficult balance.

“As our teams are split across the two offices, we were wasting time and money commuting between the two locations for internal and client meetings,” explains Wendy Peffers, marketing manager for Gordon Brown Law Firm LLP. “It’s a 40-mile round trip between the two sites, using the busy, traffic-laden A1 road and could take up to 2 hours. We needed a better way of communicating, and the AVer H300 video conferencing system was the answer.”

***“The AVer H300 system is as easy as using a phone – you just switch on the TV, dial the number and off you go!” – Wendy Peffers, Marketing Manager, Gordon Brown Law Firm LLP***

### Designed for Small Businesses

The AVer H300 video conferencing system is the perfect choice for organizations of the size of Gordon Brown Law Firm LLP. It allows for communication with up to four sites at once and is compatible with other industry standard telephony and video conferencing systems, working on a typical office bandwidth. As a



result, the system seamlessly links the firm's two offices and provides the potential for simultaneously connecting with external client sites or counsel chambers.

The system is used widely across all parts of the firm, from the HR and marketing departments to the dispute resolution team. "At the moment we're mainly using it for internal departmental meetings, helping us all work more efficiently and freeing up more time for billable work," says Wendy. "As well as saving us a lot of time, the system is also saving us a lot of money in fuel costs, running costs and car parking fees."

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## **Quick and Easy Operation**

The main reason for the system's popularity with Gordon Brown Law Firm LLP's staff is that the IP-based AVer H300 is remarkably easy to use. Everything you need to get up and running is included in one light and compact kit, with no need for any additional cables or speakers. There are no hidden extras, no management fee, no additional warranties to pay for – and minimal training requirements. "We wanted a simple plug and go system that was simple to operate and didn't require any particular expertise or expensive IT equipment or support," confirms Wendy. "The AVer H300 system is as easy as using a phone – you just switch on the TV, dial the number and off you go!"

Looking forward, one untapped area of potential for Gordon Brown Law Firm LLP is the system's excellent recording facilities. Simply plug a USB flash drive into the AVer H300, and the meeting and video recordings can be saved, shared and archived for reviewing at any time – an essential requirement for keeping accurate records in legal cases.

## **Conclusion**

All in all, the AVer H300 video conferencing system has proved an excellent investment for Gordon Brown Law Firm LLP. "The quality and reliability has been excellent, and it's really easy to use," Wendy concludes. "Even though it's early days, the system has already saved us a lot of time and money, and I'm sure it will soon pay for itself several times over."

***AVer would like to thank Wendy Peffers, Gordon Brown Law Firm LLP, and AVer's UK partners for providing this case study.***

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