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## Avvo Aims to 'Ignite' Legal Marketing and More Legal Tech News

*Legal technology industry developments from November 1 to 15, 2012.*By [Michael Roach](#) [All Articles](#)  
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### TOP NEWS

Avvo, a lawyer rating and directory service and forum for legal questions and answers, [has launched Avvo Ignite](#), a new website service for lawyers designed to market legal services and retain new clients. The Seattle-based company claims it has 125,000 attorneys in its community and that 200,000 contacts are delivered to its members each month. Avvo's Q&A forum supports 40,000 questions per month and the company says that 97 percent of them get answered by community lawyers.

### NEWS TICKER

Business file sharing specialist Accellion Inc. [is preparing mobile software](#) that will provide access to the Microsoft SharePoint

and EMC Documentum content management systems, along with access to local file servers, the company announced. Accellion's product is called Kitepoint and is scheduled to ship in December.

Aderant, a provider of business management software for law and professional services firms, announced on Wednesday that [Clifford Chance will deploy Aderant's new Time Management product](#) to all its timekeepers throughout the world. Clifford Chance has 34 offices in 24 countries and 3,400 legal advisors.

Bellefield Systems has announced that iTimeKeep, its mobile time-entry software, [now integrates](#) with Aderant Total Office Financial (formerly Client Profiles), an accounting and billing suite for midsize to large law firms. Lawyers can now capture time and enter billing information on their iPads, iPhones or Android devices and the data entries are automatically submitted to Total Office. Users can install iTimeKeep is free and [can be downloaded](#) and installed from Apple's App Store.

SourceOne, a division of information management giant EMC Corp., this week [updated](#) the scalability and networking aspects of its Kazeon e-discovery software. The new version,

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H5, a provider of e-discovery and case preparation support, [has patented a process](#) for "high recall and high precision relevancy searching." The U.S. Patent and Trademark Office granted to H5 on October 23 U.S. Patent No. 8,296,309, which covers aspects of H5's "deterministic" technology-assisted review. The business process patent covers H5's method for generating and refining relevance rules based on search queries to find relevant documents.

Relativity, the widely used document review platform from kCura Corp., [is gaining a processing engine](#) in the latest release shipping Nov. 30. The processing is part of Relativity 7.5. In the new version, kCura developers simplified the previously cluttered user interface by adding messaging, expanding help files and reorganizing menus, said kCura CEO Andrew Sieja, in Chicago.

LexisNexis said its early case assessment product [now provides an audit trail](#), which was a feature requested by customers, and is a necessary foundation for next year's web-enabled version. Early Data Analyzer 1.2, available now, lets administrators maintain a log that shows all user actions taken on every file in a document set.

LexisNexis Canada, a provider of content, software and workflow tools for Canadian legal professionals, [launched Quicklaw for Microsoft Office](#). Like Lexis for Microsoft Office in the U.S., Quicklaw for Microsoft Office integrates Office tools, the internet and Quicklaw, Canada's online legal research collection of case law and legislation with commentaries and current awareness services.

Rocket Matter will soon help lawyers integrate their email into its online practice management service. As of Nov. 19, the namesake system [will have a built-in email application](#), using the popular IMAP protocol. That helps users read, sort, and reply to messages without disturbing their ability to access the same data from other desktop, mobile, and web interfaces.

Law firms using Yammer for enterprise social networking [have a new archiving tool](#) available to help meet e-discovery and compliance obligations for the enterprise social network. Smarsh, a Portland, Ore.-based archiving software-as-a-service provider, has announced Archiving & Compliance for Yammer, a hosted service to preserve, search, administer and produce Yammer communications.

Thomson Reuters, a provider of information for businesses and legal professionals, is [launching](#) the mobile application of WestlawNext's reporting tool, Case Evaluator. The new mobile format will allow users to research information about similar cases from any internet-enabled location, be it in court, in a meeting, or commuting across town or country.

Vizibility launched their Online Identity Manager (OIM), an online identity management and tracking tool in June. The tool has a dashboard that allows marketing and business development teams to monitor the online identity status for legal professionals. Recently, [they have been adding](#) some name-brand law firms to their clientele. Most recently, [Edwards Wildman Palmer](#) (Am Law 100) and Goldberg Segalla now have their attorneys "Vizable" using Vizibility's identity management tools.

San Jose, Calif.-based ZL Technologies Inc., a provider of archiving, records management, compliance and e-discovery software for large enterprises, [expanded its data capture offerings](#) for ZL's Unified Archive with optical character recognition technology. ZL's UA software is designed to enable large enterprises to manage all unstructured content such as email and files and satisfy corporate archiving needs for e-discovery, records management, regulatory compliance, corporate governance and storage management.

*Michael Roach is LTN's associate editor. [Send email.](#)*

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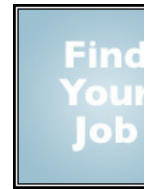
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