



Marks & Clerk

A SUCCESS STORY IN IT ASSESSMENT
AUDIT AND IMPLEMENTATION

When the leading patent and trademark

legal services company in the UK needed to consolidate, standardize
and optimize 13 offices, Perot Systems delivered.

Marks & Clerk is the leading patent and trademark services company in the United Kingdom, providing legal services to protect its clients' intellectual property, such as patent, trademark, and copyright registration and renewal. As one of the leading professional services companies in the UK, Marks & Clerk and Cruikshank & Fairweather employ over 400 people based in 13 offices around the United Kingdom.

The Challenge

Marks & Clerk needed to consolidate, standardize and align its IT technology with its business processes and operations. Management had identified key areas for improvement within the company's IT services across the UK, particularly the consistency of service. There were clear disparities between regions of the UK, and even between offices in the same region. A comprehensive IT strategy was needed to help unify the company's business operations and provide timely access to information.

Envision. Design. Deliver. **Lead.**

A SUCCESS STORY IN IT ASSESSMENT AUDIT AND IMPLEMENTATION

The Solution

IT performance ratings improve 36%, firm saves \$250,000.

Perot Systems was selected to conduct an IT audit, review the current IT challenges and make recommendations regarding the IT strategy – both short and long term. Following the successful completion of the audit, Marks & Clerk teamed with Perot Systems to oversee the implementation of the major objectives identified in the audit. Results of the audit produced a significantly improved and standardized IT service for Marks & Clerk.

IT functions were standardized across the offices achieving integration, efficiency, and effectiveness for both operating and administrative processes. Tightening system reliability and efficiency helped heighten the effectiveness of administrative, operational and client-facing business processes. As a result of standardizing these functions, the overall performance rating of the IT group has improved from 59% to 95%. Overall performance measurements include financial control, service response, helpdesk availability and key service availability. This improvement is 10% over and above the target set at the beginning of August 2001.

Consistent hardware and software was installed throughout the organization. Utilizing Perot Systems' procurement rates, hardware upgrades were cost effective. By leveraging the Perot Systems purchasing capabilities and developing a shared services model, Marks & Clerk eliminated approximately \$250,000 of expenses over the life of the program.

A secure system for data storage and back up was implemented for the entire organization. In addition, a corporate security policy and an electronic document storage system was installed. These key additions led to increased productivity. Documents can now be viewed simultaneously across offices.

A new network infrastructure was installed to improve the speed of network connections and data communication. Subsequently, Perot Systems has kept the Marks & Clerk IT budget below \$8,500 per employee/partner, or approximately \$3.6M total per year.

Martin Horner, partner, Cruikshank & Fairweather (associated with Marks & Clerk), comments: "There were several major benefits of the IT implementation strategy. Firstly, we now have a coordinated, measurable service supplied by a centralized IT team. Secondly, it provides us with a standardized platform on which to move forward, as our business imperatives dictate. The group will undoubtedly embrace further new technologies if they are of benefit to our business, and these can easily be integrated into the systems we now have in place."

Marks & Clerk continues to benefit from the integration and installation of the audit recommendations through the continued alignment and optimization of its operational and business processes.

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