

Service

Industry Legal

Location

Customer story

Customer

From Productivity to Profitability

Allen & Overy

Allen & Overy uses MagnaView Visualist™ services to analyze and visualize information concerning profitability.

Customer profile

Allen & Overy is an international law firm with offices in, amongst others, Amsterdam, Londen, Brussels and Prague. Allen & Overy uses the ELITE practice management system, and additional reporting tools.

"...They were impressed by the results and by the way the strong visual presentation adds to the conviction of these results..."

Representing Allen & Overy

Mr. Maarten van den Akker is the Chief Financial Officer of the Amsterdam office of Allen & Overy.

"Traditionally, boards of law firms like Allen & Overy assess the contribution of individual lawyers and practice groups on the basis of their productivity. There is, however, a clearly visible development towards measuring profitability as such.

What we needed was a tool that could deliver an analysis of profitability. Basic calculations had been carried out using our standard reporting tools on the basis of information from our Practice Management System.

Visualists at MagnaView have analysed our data, looking at various angles such as the customer, the product, the practice group. They came up with a number of important conclusions.

A selection of financial managers of other Allen & Overy offices were presented with this analysis. They were impressed by the results and by the way the strong visual presentation adds to the conviction of these results."

Finding out about MagnaView starts with (visually) inspecting our products.
Download a demo from www.magnaview.nl tab community today, or ask us for a trial version.

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