

My Law

Powered by Alexandre Dinamarco



In recent years, large Law Firms have ceased to be semi-family organizations that take care of the interests of a closed group of clients for years or highly specialized boutiques, with low competitiveness in their services. Currently, these companies exist in a highly competitive market, where they need to structure themselves in order to consolidate their market share and maintain their profit margins. Due to the sector's history, many firms still feel that their financial area is not professionalized and, therefore, find themselves in conditions of unequal competition.

The transition to an essentially corporate model made managers of firms and other professional service companies become aware of the urgency to, without detriment to the quality of the legal work, equalize overhead costs by having a strong alignment - the technology.

My Law is a complete and customized technology solution that offers support, training and technical consulting, in addition to having implementation accelerators that stand out for the sector-specific activity dictionary, with all the processes and reports that are essential for a granular analysis of the business's costs and profitability.

What is it for?

A cost-per-activity solution that identifies the drivers of these costs, which represents a deepening of analysis that is impossible to obtain

in the management systems available in this sector's market, which are limited to distributing overhead costs between different cells or cost center without considering the intensity of use of administrative structures by certain practices and clients.

Who is it intended for?

My Law is a solution that can be quickly customized and adapted for professional service companies, such as Law and Consulting Firms, and, in particular, for those who wish to ascertain their information at the following levels:

- Detailing of overhead costs and comparison with budgeted values;
- Cost per cell and practice;
- Profitability per client;
- Employee/associate efficiency calculation;
- Impacts of idleness (or low utilization rate).

*"I have worked with **MyABCM** professionals since 1996 on more than 20 projects with 100% satisfied customers. I can say that it is the best and most serious professional relationship I have had in the last 19 years dedicated to consulting. I consider **MyABCM** as my best business partner"*

Freddy Araque
Ebitda Group
Ecuador

Some Benefits

- Diagnoses areas of cost inefficiency, whether in administration or in the provision of services, so that adjustments are made in a targeted way and reach the areas in which they can be material and have a real positive impact on profitability, without losing efficiency and quality of service;
- Directs the firm's strategies based on objective indicators, identifying the segment of customers who provide the best margins, and what investment is needed – and if it makes sense – to provide services in segments with lower profitability.

Process

My Law isolates and highlights the most relevant costs, demonstrates how they are distributed among office practices, prices idleness and other costs hidden in inefficiencies and allows a much more accurate calculation of the actual contribution of each client, segment, activity, cell, and even of each employee/associate. It increases the efficiency and productivity of the service provision, automates administrative tasks, and provides managers with the information and intelligence needed to shape and adjust their strategies.

Challenges

In order to have an efficient cost analysis system through the **My Law** model, professional service firms and companies must first prepare themselves to be able to: a) generate information at the necessary levels of detail, which are generally extracted from an accounting and timesheet system already implemented and used by the company, and b) adapt processes and structures, such as cost center and expense allocation, to ensure the quality and detail of the data kept in the system.

However, the biggest challenge is to prepare the user to understand the importance of the indicators, generate them consistently for the creation of historical series and align them to use them in decision-making.

Name	Calculated Cost	User Output Quantity	Unit Cost	Driver Name	Driver Quantity
Cost Objects	\$1,512,617.01				
Services	\$1,075,762.94				
Dispute Resolution	\$405,994.30				
Litigation	\$154,392.38	25,718.00	\$6.00		
Open and maintain clients processes	\$17,576.88		\$0.68	# of hours	358.00
Corrective Maintenance	\$17,395.45		\$0.68	# of requests	94.00
Packaging Material	\$16,736.70		\$0.65	# of Pads	1.00
Bill hours	\$10,984.88		\$0.45	# of hours	194.00
Service customers	\$9,943.10		\$0.39	# of hours	145.00
Quality Assurance	\$7,253.97		\$0.28	# of hours	128.00
Report generation	\$6,551.44		\$0.25	# of request	85.00
Prepare quality reports	\$6,481.68		\$0.25	# of preparing sample hours	247.00
Preventive Maintenance	\$6,421.61		\$0.25	# of hours	251.00
Scan Material	\$6,419.21		\$0.25	kg of raw material	0.16
Services control	\$6,353.36		\$0.25	# of hours	3,652.00
Prepare Proposals	\$5,940.22		\$0.23	# of hours	198.00
Deliver Materials	\$5,846.69		\$0.23	Cubic Volume	358.00
Store Materials	\$4,844.32		\$0.19	Square Meters	263.00
Analyze quality of services	\$4,242.85		\$0.17	# of hours	168.00
Facilities management	\$3,854.53		\$0.15	Square Meters	120.00
Promotional Marketing	\$3,654.68		\$0.14	# of advertisement hours	108.00
Manage Inventory	\$3,578.19		\$0.14	Cubic Volume	184.00
Classifying Materials	\$2,552.00		\$0.10	# of hours	140.00
Institutional Marketing	\$2,351.07				
Purchase products and services	\$2,108.77				
Prepare communication plan	\$1,779.65				

Costs by Processes and Customers and their Origin

Dynamic Tables that Optimize Management

Family	Markets	Areas	Scenario	Budget	Period	Item												
01 - Gross Revenue	224,918.00	764,799.00	197,241.00	144,629.00	197,151.00		1,538,928.00	242,310.00	293,302.00	233,140.00	215,970.00	259,807.00	1,244,529.00	2,783,457.00				
02 - Discounts	-9,650.74	-9,759.28	-21,148.82	-20,781.02	-21,694.98		-109,740.45	-30,549.00	-34,670.00	-29,208.64	-25,115.90	-30,772.35	-149,843.17	-258,959.62				
03 - Net Revenue	215,267.26	745,039.71	176,092.18	123,847.98	175,456.02		1,429,187.55	211,760.99	258,631.81	203,931.36	190,854.10	229,034.65	1,094,685.83	2,524,497.38				
04 - Direct Costs	-8,920.75	-1,546.09	-50,551.06	-49,997.02	-53,535.82		-264,339.76	-55,632.87	-61,745.84	-52,149.39	-45,946.41	-54,813.84	-270,348.35	-534,679.11				
05 - Margin I	151,265.51	691,461.62	125,541.12	73,850.95	121,920.59		1,164,847.79	156,027.04	197,485.97	151,691.97	144,907.69	174,220.81	824,337.48	1,989,818.27				
06 - Indirect Costs	-49,528.81	-3,759.81	-35,081.41	-33,348.99	-37,120.60		-186,978.51	-50,646.66	-58,323.82	-50,493.36	-50,771.18	-50,154.20	-274,599.16	-394,577.67				
07 - Margin II	110,736.70	655,703.71	90,459.71	40,501.96	84,799.99		977,869.28	105,380.38	139,162.15	101,198.60	94,136.51	123,866.62	549,738.32	1,595,240.60				
08 - Administrative Expenses	-8,551.23	-23,942.78	-24,724.38	-33,536.71	-36,078.28		-136,833.38	-38,381.86	-41,400.94	-37,852.32	-38,493.22	-38,944.81	-155,233.15	-282,066.53				
09 - Commercial Expenses	-36,754.57	-22,046.62	-26,626.60	-27,730.71	-29,130.35		-293,548.86	-37,989.60	-40,794.34	-41,053.36	-43,318.86	-43,229.71	-296,381.87	-497,058.73				
10 - Net Margin	\$1,449.10	609,714.50	36,410.73	-\$1,175.46	29,072.35		644,471.04	\$1,008.97	85,894.87	49,298.91	49,298.91	49,298.91	200,119.31	844,590.35				

Alexandre Dinamarco - Currently leading Financial Transformation projects at Ashurst's British office, he provides consulting services related to management systems for large offices in the UK and Europe. He worked for 10 years at Linklaters, 7 of which as the manager of financial processes at the head office in London, where he led several projects related to the group's financial policies, reporting and systems. Upon his return to Brazil, he was responsible for restructuring the system and compliance areas at Lefosse Advogados. He was an auditor and consultant at Arthur Andersen between 1995 and 2000. Graduated in Business Administration at the Getulio Vargas Foundation in 1996. Executive MBA in International Business at Business School São Paulo (BSP), with specialization in Strategy at Rotman Business School (University of Toronto, Canada) in 2004. E-mail: aadinamarco@gmail.com

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