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## HOW DAVID BEATS GOLIATH IN 2011

BY JANET KYLE ALTMAN

In the story of David and Goliath, the underdog beats a bigger, more experienced and better-armed opponent with five smooth stones. David is nimble, and his tactics are unconventional. And though it's tempting to call him an outlier, according to political scientist Ivan Arreguín-Toft,<sup>1</sup> smaller and nimbler forces win all the time—when they use unconventional

and unexpected strategies.

The iPad provides a growing arsenal to the Davids of the legal profession. Its portability, ease of use and innovative apps help solo practitioners and small to mid-sized firms beat larger and more powerful opponents all the time.

It's rare to walk into a courthouse these days without seeing an attorney scrolling through email or doing some quick research on his iPad. Many professionals have been drawn to the iPad's convenience for document sharing, email monitoring

and more. For lawyers whose practices span several counties or states, the iPad's portability is a tremendous advantage. And now apps are available that take the iPad beyond convenience to deliver tangible benefits. Here are a few examples.

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### IMPROVE EFFECTIVENESS IN COURT, AND CUT COSTS

If it seems like jurors are less focused on your case than they used to be, it's not your imagination. Technology (first

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the Internet, now smartphones and tweets) has changed the way messages are delivered and absorbed. Your spellbinding oral argument about the breach of contract that damaged your client's widget distribution empire just doesn't deliver the volume of stimulation our brains have come to expect. Presenting evidence electronically has become virtually essential.

If you thought digital presentation technology was available only for the big budget matters, the news is excellent: The power of technology is now at the fingertips of any attorney, for any matter, using **TrialPad for iPad** for just \$89.99.

TrialPad lets you organize documents in case folders and annotate, highlight and redact them for presentation to judge or jury. You can annotate the same document in different ways for different witnesses and save them as "HotDocs" for easy access. And if you need to redact or highlight something on the fly, it's not projected to the courtroom until you're ready. If you've ever wrestled presentation boards into a courtroom during a rainstorm, faced the exclusion of an important exhibit because one small section was inadmissible, or hauled towers of boxes to court in case you needed an additional document, this app is a game-changer.

## 2 ACCESS FILES FROM ANYWHERE, AND

**IMPROVE EFFICIENCY**  
**Dropbox** is a must-have. It gives you instant access to your documents from your iPad, or pretty much any other device. Put case files, transcripts or exhibits in your little piece of the cloud and they're at your fingertips. Files and transmission are encrypted. 2GB are free, and

subscriptions up to 100GB are available for just \$19.99 a month, with a discount for annual subscriptions. You can even create shared folders, so your colleagues, clients and experts can add documents or see your annotations.


## 3 GET LEGAL RESEARCH ON THE FLY, COST EFFECTIVELY

Legal research apps abound, from familiar providers like Westlaw and Lexis Nexis to newer players focused on mobile access and powerful search tools. Your needs will drive your choices here, but check out **Fastcase**. The iPad app is free and includes many of the benefits of their highly regarded web-based application, including cases and statutes from all 50 states and the federal government, and

excellent search functions. Fastcase cites the fact that it was voted number one in customer satisfaction by *Law Technology News*.<sup>2</sup>

## 4 STREAMLINE PRACTICE MANAGEMENT AND CLIENT DEVELOPMENT

If you think practice management is just about keeping track of time and billing for existing clients, you're missing the boat. The lean and nimble law firm recognizes that tactics used in other industries can make the difference in business development. **My Real Practice** gets it: This app gives mobile access to contacts, matters, tasks and billing tools. You get templates to create a website and tools to monitor incoming prospective client leads. The basics are free, and premium membership starts at \$29 setup plus \$19 per month.

Advances in technology have always helped innovative small to mid-sized firms leapfrog larger firms that can be weighed down by bureaucracy and politics. The iPad is the best example yet, helping agile players improve productivity, cut costs, and deliver better results for clients. 

*A number of blogs discuss and review iPad apps for lawyers. Check out:*

- Tablet Legal by Josh Barrett ..... <http://www.tabletlegal.com/>
- Legal iPad by Nicole Black ..... <http://legal-ipad.com/>
- WalkingOffice by Rob Dean ..... <http://www.walkingoffice.com/>
- TechnoEsq by Finis Price ..... <http://www.technoesq.com/>
- iPad 4 Lawyers by Tom Mighell .... <http://ipad4lawyers.squarespace.com/>
- iPhone J.D. by Jeff Richardson ..... <http://www.iphonejd.com/>
- The Mac Lawyer by Ben Stevens ..... <http://www.themaclawyer.com/>
- MacLitigator by Peter Summerill ..... <http://www.maclitigator.com>
- Court Technology and Trial Presentation  
by Ted Brooks ..... <http://trial-technology.blogspot.com>
- Macs in Law by Brett Burney ..... <http://www.macsinlaw.com/>
- The Hytech Lawyer by Bill Latham ..... <http://hytechlawyer.com/>



### endnotes

1. Malcolm Gladwell, *How David Beats Goliath*, NEW YORKER, May 11, 2009, available at [www.newyorker.com/reporting/2009/05/11/090511fa\\_fact\\_gladwell](http://www.newyorker.com/reporting/2009/05/11/090511fa_fact_gladwell)
2. [www.fastcase.com/law-technology-news-ranks-fastcase-number-1-in-customer-satisfaction/](http://www.fastcase.com/law-technology-news-ranks-fastcase-number-1-in-customer-satisfaction/). Read the complete survey story here: [www.law.com/jsp/lawtechnologynews/PubArticleLTN.jsp?id=1202462901220&Vendor\\_Satisfaction\\_Survey\\_Help\\_Please&sreturn=1&hblogin=1](http://www.law.com/jsp/lawtechnologynews/PubArticleLTN.jsp?id=1202462901220&Vendor_Satisfaction_Survey_Help_Please&sreturn=1&hblogin=1)