



Becoming Innovation Frontrunners

*How Leading Law Firms Leverage
Betty Blocks to Stay on Top*

CLIFFORD
CHANCE

mazars

NORTON ROSE FULBRIGHT



Leading the innovation wave with low-code

The legal industry is experiencing a huge internal motivation and external push to innovate. Globally, law firms and legal departments are increasingly pressured by manual processes slowing down and lowering the quality of services, fee earner burnout rising, and an increasing struggle to retain new and existing clients.

Those at the head of the industry - like Norton Rose Fulbright, Clifford Chance, and Mazars - know that onboarding off-the-shelf solutions isn't the answer. Technology built as a one-size-fits-all solution can't be customized, isn't future-proof, won't grow with your firm, and will eventually restrict the business. Instead, law firms and legal departments need a legal tech stack which supports and empowers them, which grows and adapts with them.

That is why leading law firms and legal departments are custom building innovative digital solutions with low-code.

Empowered by Betty Blocks, firms are creating bespoke internal solutions and customer-facing applications which **combine their digital capabilities and leading industry expertise.** These solutions eliminate time-heavy manual processes, elevate client independence and support, empower lawyers, and enable organizations to stay ahead of competition. Using Betty Blocks, law firms and legal departments can get started immediately, build collaboratively, and scale consistently in a governed and secure environment.

We are constantly impressed by the innovation and creativity coming from firms involving business users in the application development process.

Showcased in this booklet are global industry leaders, using low-code development to become the innovation frontrunners. We trust that these customer success stories will inspire you as they do us.



Chris Odam
CEO
Betty Blocks

Betty Blocks is recognized by



Empowered by Betty Blocks, law firms and legal departments are enabled to:



Start fast

With our user friendly platform, 40+ validated legal use cases, and ready-to-use templates, you can kickstart your building immediately.



Build together

Include business users in the application development process so solutions are built by the best knowledge holders. Empower employees with the tools to solve problems and add value.



Scale big

Scale from simple use cases to enterprise ready solutions. Create a strong low-code foundation and establish reusable components so each app is built faster than the last.

Low-code innovation frontrunners featured in this booklet:

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Let's take a look inside!



Clifford Chance Boosts Efficiency by a Predicted 45-60% With Low-code

C L I F F O R D
C H A N C E

Clifford Chance is part of the Magic Circle - one of the five most prestigious UK-based law firms.

In the last years Clifford Chance's Legal Technology & Innovation Team has developed a low-code development strategy. **Using Betty Blocks, Clifford Chance is able to rapidly build solutions, boost internal efficiency by a predicted 45-60%, and increase customer satisfaction.**

Clifford Chance had two key goals:

1. *Optimizing internal business operations*

Clifford Chance experienced the universal challenge of decreasing human resources combined with increasing workloads. With the right tooling the organization can optimize business operations by digitizing and automating manual workflows.

2. *Increase collaboration and agility*

Clifford Chance found that the longer the development of a solution takes the higher the chances are of functionality not meeting requirements, and adoption being hampered.

The quicker Clifford Chance can build, deploy, and adjust digital solutions the more successful they will be.

Establishing a low-code development pipeline

By leveraging Betty Blocks, Clifford Chance has established a rapid application development pipeline where applications are developed within three months. Various key elements go into this:

- *A team of low-code developers*

Clifford Chance established a team dedicated to rapidly and collaboratively build bespoke low-code solutions. The team can build prototypes within three days, and launch applications in three months.

- *Driven by real business needs*

Problems and ideas are identified, gathered, and validated from the business, ensuring that innovation is driven by the people with the best understanding of the market and client needs.

- *Establishing a scalable system*

Clifford Chance has its own development toolkit complete with bespoke templates, integrations, functionality, and governance. This ensures that new builders are onboarded easily, and every application is built faster than the last.

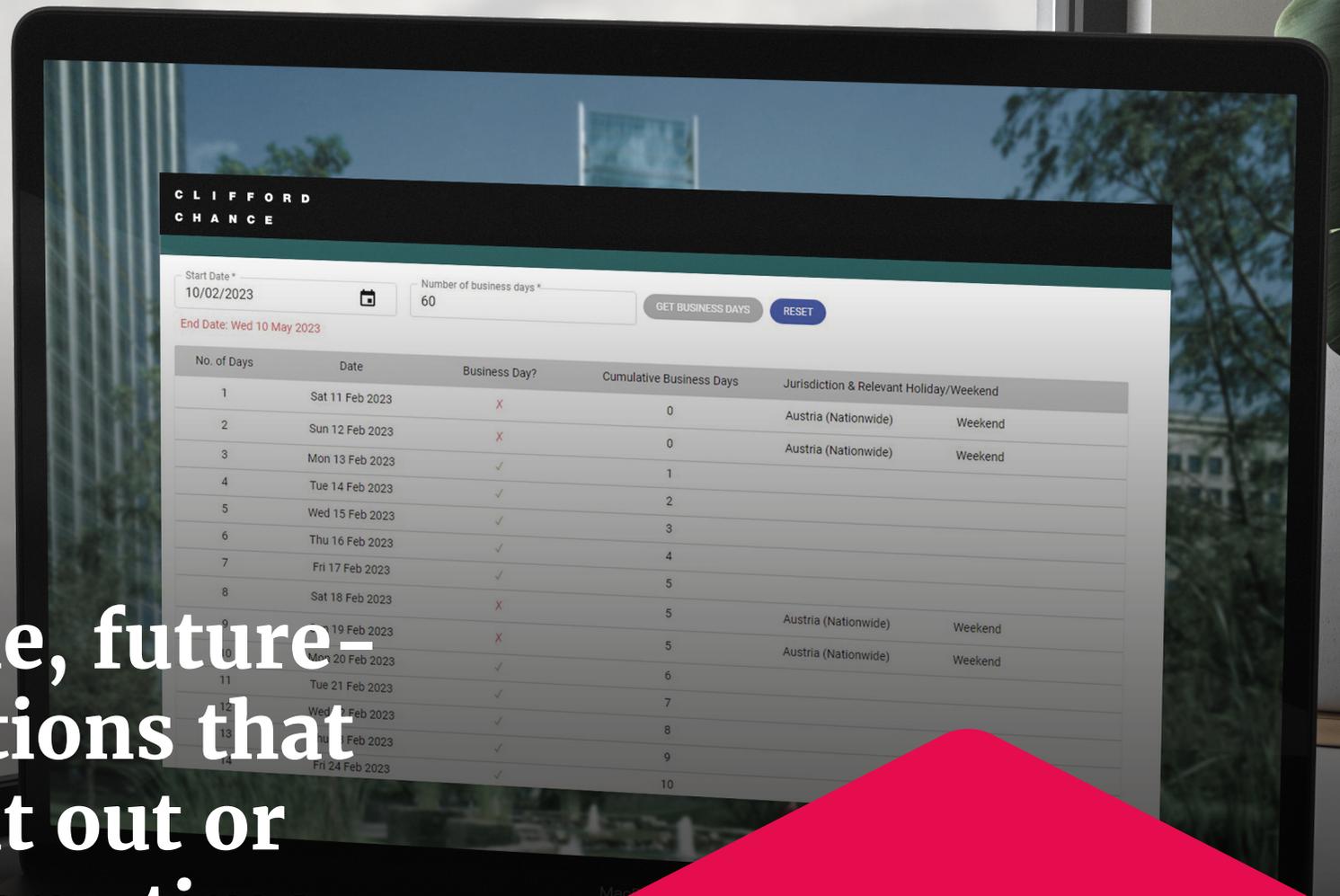
As a result, Clifford Chance has an efficient, agile, and scalable system for rapid application development.

“For scalable, future-proof solutions that can be built out or enhanced any time, Betty Blocks is the right choice”



Peter van Eijk

Head of the Legal Technology Services and Innovation Team
Clifford Chance



Quick Overview

- ✓ Boosted efficiency by a predicted 45-60%.
- ✓ Solutions developed from idea to launch within three months.
- ✓ Optimized internal operations and elevated client service.

Norton Rose Fulbright's Fusion Team Delivers 27+ Digital Solutions and Becomes a Leader in Legaltech



Leading international law firm Norton Rose Fulbright (NRF) has built an empire around disruption. With over 4000 employees worldwide, NRF provides legal and technical services across multiple global industries.

NRF has met increasing technical demands, improved their client offer, and become an innovation leader in the industry through fusion team empowered low-code / no-code (LCNC) development.

NRF was experiencing the following challenges:

- Increasing client requests for technology workflows and portals.
- Too much reliance on manual communication processes.
- Slow development cycles and lack of innovation.
- Dispersed request tracking and ticketing tools.

A new way of developing innovative solutions that solved exact business problems was necessary.

A fusion-team empowered solution

Under the guidance of Al Hounsell, Senior Innovation Lawyer at NRF's headquarters in Canada, NRF left traditional application development methods behind. Instead NRF:

- Formed a **fusion team** for LCNC development, empowering those at the forefront of the industry to take charge of developing applications.
- Adopted **agile development** processes: conceptualizing, building, and launching applications rapidly as Minimum Viable Products (MVPs) to increase experimentation, decrease risk, and ensure a proper product-market fit.
- Built a library of reusable application components and back-ends which can be deployed into various solutions.
- Delivered 27+ proven business applications.

There's a lot under the hood which makes our work much easier and faster. A standardized back-end across the entire business, maintenance is 5-10x faster compared to our other existing systems, and we're not reliant on designers to polish our user interfaces.



Application Spotlight

30 hours to 30 minutes

NRF's latest project was a client-facing application built for a large financial institution. Centered around a loan portfolio program, the client handled hundreds of loan profiles at any given time. Without an available automation software, lawyers spent an average of 30 hours generating legal documents for each borrower profile.

In collaboration with the client, NRF's fusion team built an application which automates the document drafting process. The application:

- Reduced the process from 30 hours to 30 minutes.
- Was prototyped in one day, launched in two weeks.
- Allows maintenance and updates to be deployed 5-10x faster.



Al Hounsell

Senior Innovation Lawyer

Norton Rose Fulbright



Quick Overview

- ✓ Created a fusion team that built 27+ proven business applications.
- ✓ Customer facing application reduced process from 30 hours to 30 minutes.
- ✓ Sped-up time to market and maintenance by 5-10x.

Mazars' Citizen Development Journey: 20+ Citizen Developers and Nine Business Applications



Mazars is an internationally integrated partnership, specializing in audit, accountancy, advisory, tax and legal services[1].

In just three months, led by the Digital Solutions team and partnered with Betty Blocks, **Mazars structurally and successfully implemented citizen development, producing 20+ developers and nine applications.**

A universal challenge: doing more with less

In an uncertain, complex, and constantly changing business landscape, Mazars is facing the universal challenge of finding or creating digital solutions which:

- Securely and efficiently counter complex and short-term problems.
- And can be delivered at accelerating speeds with less available resources.

Citizen Development: the right solution

The Digital Solutions team at Mazars in Germany sought a solution and found citizen development. By including business users, the application development process is **IT-sanctioned** and done in collaboration with or led by the relevant **subject matter experts**. Thus, those experiencing the problems are quickly building and implementing their solutions. This offers a huge competitive advantage.

With each application developed on the platform, the next is created faster and easier. The onboarding process is quick and simple, and users are truly empowered in unlimited application development.



Yilun Liu

Business Engineer and Product Owner
Mazars

More than a platform



A new way of working

Supported by the Betty Blocks consultancy team, the Mazars' Digital Solutions Team formed and created:

A center of excellence (CoE): A collective of the first users and knowledge-holders of the platform, equipped with the skills and documentation to independently support citizen developers

A bespoke no-code environment for Mazars' citizen developers. This environment is complete with the right templates and styling, has specific roles and permissions, and allows finished applications to be shared as templates

Inspiration workshops: The CoE designed and ran a three-week workshop program inspiring the first generation of citizen developers.

No-code Hackathon: A Hackathon themed around 'Painkillers for Everyday Life', in which nine teams developed tools to optimize the business.

As a result of their structured approach, Mazars now has a scalable and self-sustaining citizen development program, over 20 citizen developers, and nine business applications.



Quick Overview

- ✓ A bespoke no-code environment and implementation program.
- ✓ 20+ citizen developers and nine business applications.
- ✓ A scalable and self-sustaining foundation for rapid application development.

Leveraging low-code for success

Low-code platforms empower business users with no programming experience to participate in application development. This empowers legal innovation and technology to rapidly build customer-facing and internal applications.



Tackling various challenges with low-code

Enabling legal professionals independently build applications solves various major business issues:

- Overloaded IT departments have their own priorities, resulting in slow development cycles and business requests ending up on a backlog.
- Low levels of digital maturity hinder automation and innovation, and block organizations from responding quickly to changing clients needs and market fluctuations.
- A big gap between the business and IT obstructs proper communication and collaboration.
- Legal firms and departments are losing clients and talent to their innovative competitors.

By empowering business users to build solutions, low-code involves end-users and key knowledge holders in the application development process. This enables legal firms and departments to **combine their technological capabilities with their industry expertise to build competitive applications.**

Additionally, the ease-of-use enables users to conceptualize and build Minimal Viable Products (MVPs) in days, while validating and launching applications in just **four weeks**. This establishes a foundation for rapid, scalable, and limitless application development.

Betty Blocks: the right fit for your legal innovation

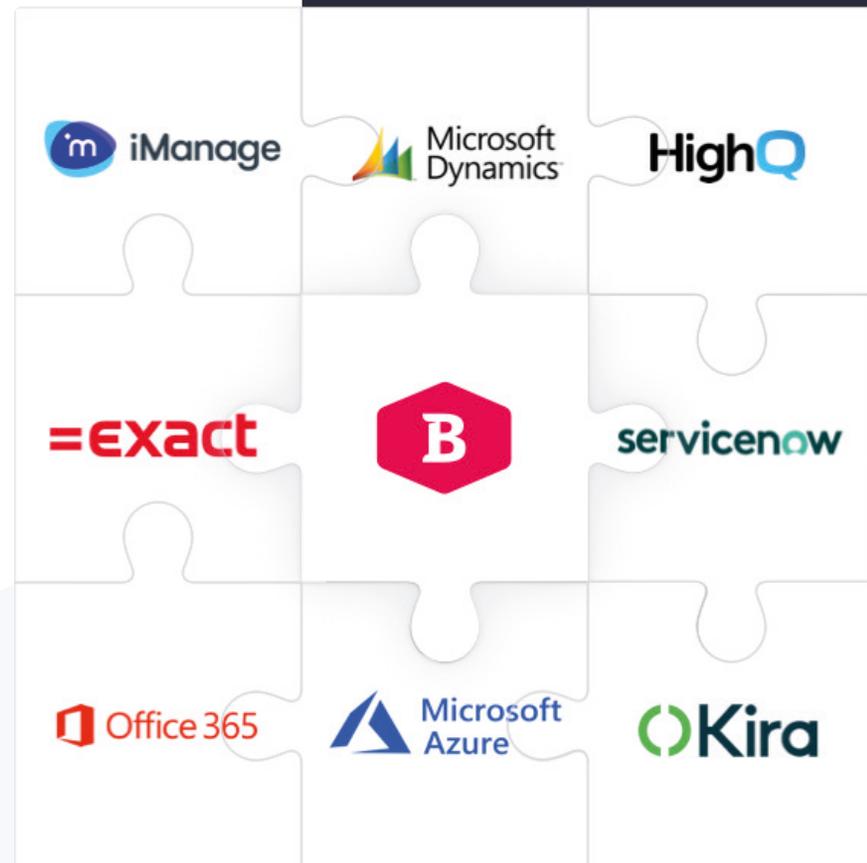
Betty Blocks is a low-code platform for business technologists. The platform strikes the perfect balance between ease-of-use and functionality, making it the right platform for rapid application development.

With the platform, business technologists can start building immediately using drag-and-drop components. Meanwhile, low code developers can add functionality and extend capabilities. These components can then be turned into building blocks and shared with the rest of the organization. The result? Limitless application development.

With Betty Blocks you:

- Build at accelerating rates by adding every component built to your Block Store
- Maintain full IT governance and security
- Support various types of developers to build collaboratively throughout your organization
- Establish an innovation layer around your existing system by integrating seamlessly with your tools and infrastructure.
- Are provided not just with a platform, but a partner in innovation

Seamless integrations with your existing systems



About Betty Blocks

Betty Blocks is the number one low-code platform for business technologists. By empowering new types of developers, Betty Blocks enables organizations to generate exponential growth and drive consistent innovation. With the platform, business technologists are able to start with standardized templates and build using a visual drag-and-drop interface. Meanwhile, low-code developers can extend capabilities with custom components, and turn these back into building blocks for the business..

Cloud-based and easy to use, with Betty Blocks you can start building in minutes. Leading organizations use Betty Blocks to build a modern layer around existing legacy systems, speed up application delivery, and reduce costs. We have helped customers in almost every industry to accelerate their digital transformation.



Global
presence



Founded
in **2016**



250+
employees

*Download our legal
whitepaper to learn more*



Betty Blocks is named a Leader in The Forrester Wave™: Low-Code Development Platforms For Business Developers, Q4 2021.



According to the report:

- ✓ Betty Blocks is a key thought leader of the enterprise citizen developer movement.
- ✓ Features for UI development are superior, with componentry based on modern frameworks; beautiful apps are a Betty Blocks strength.
- ✓ Betty Blocks has contributed substantially to the industry's emerging practices for scaled citizen development and closely partners with practitioner-strategists in the space.