



The Next-Gen Legal Cloud® to Build, Manage and  
Grow Your Practice

# Are you ready for your “Cloud Transformation”?

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The Only Microsoft Legal Cloud®  
Designed Exclusively for Personal Injury Firms

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# What is Cloud Computing?

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The success of your business may very well depend on how well you understand this business model, as well as how open you are to adopting it.

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More than just another technology paradigm, Cloud Computing is an innovative business model that has radically changed the way businesses are built and managed. The success of your business may very well depend on how well you understand this business model, as well as how open you are to adopting it. The Information Technology (IT) strategies of the mid '80's treated IT as

a business enabler and facilitator, with the underlying value proposition of automation and work-force productivity. Subsequently, the "Dot Com" boom of the '90's brought about a significant shift in business strategies. Specifically, it shifted from inward productivity focused business models to more outward marketing focused business models, emphasizing global market

reach, and rapid accelerated growth. Despite the crash, in some sense, these early “dot com” business models were the precursor to today’s technology “unicorn” business models. Mobility in the early 2000’s pushed the concept of pervasive computing and created what is now called the “always-on” economy.



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## Where does the Cloud fit in?

**W**ell, technology giants such as Microsoft and Amazon invested billions in their supermassive computing infrastructures. All this build-up resulted in an explosive growth in computing capabilities, availability of higher bandwidth, and virtually unlimited storage capacity. These technology giants started utilizing their unused spare capacity by “renting out” their IT infrastructure, computing, and data storage to other businesses. This

trend compelled businesses to re-evaluate owning, managing, and maintaining their own IT infrastructures and operations. This was the beginning of Cloud 1.0. Over the past ten years, what started out as an exercise of utilizing unused capacity by Microsoft and Amazon has evolved, developed and matured, as a compelling value proposition and a robust technology strategy that is fundamentally changing the way

businesses will be built and managed. Cloud value propositions have matured and now come in three flavors:

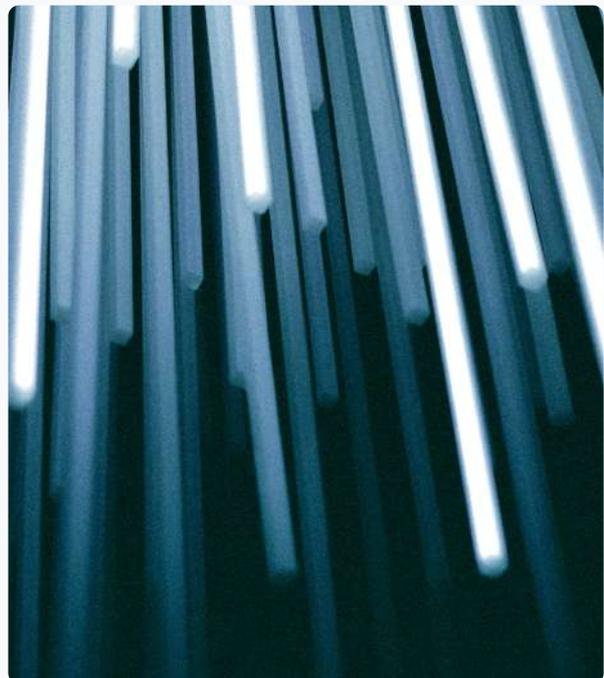
- IaaS – Infrastructure as a Service
- PaaS – Platform as a Service
- SaaS – Software as a Service

This is an irreversible change, one where adopters will thrive, and those on the side-lines will simply perish.

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## How does cloud adoption transform your personal injury practice?

According to Gartner estimates, organizations with an internal IT department and IT infrastructure spend approximately 75% percent of their investments on managing, operating, and maintaining existing IT systems and software infrastructure. Additionally, businesses typically end up spending close to four times the initial software license cost in order to own, operate, and manage applications.



## Forward-looking law firms are simply able to “rent” all these capabilities from cloud service providers such as CloudLex®.

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Simply put, cloud adoption transforms your law firm from an “IT as a capital expenditure” business model to an “IT as an operating expense” business model. Today, it is difficult for any law firm to make a business case owning, managing, and maintaining large scale IT infrastructure, hosting business productivity applications, gaining expertise in data security and compliant storage, etc. Forward-looking law firms are simply able to “rent” all these capabilities from cloud service providers such as CloudLex®.

Most personal injury law firms operate on a contingency fee model. They typically must finance the entire case, associated expenses, and staff overhead for two to three years before they recover their fee. Such a high-risk and high-reward business operating model should do its best to eliminate any huge upfront capital expenditure in order to grow. Furthermore, such law practices should align themselves with a cash-flow focused operating model.

The following are some of the other tangible benefits to consider:

- Replace the obsolete IT organizational model of the ‘90s
- Access to the state-of-the-art technology, talent and expertise
- Evolve with the rapidly evolving technology
- Make your data more secure
- Access to compliant information management practices
- Have a robust disaster recovery and business continuity option

# What is a “True Cloud”?

## I thought I was already “hosted” in the Cloud?

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**B**uzzwords such as “Hosted”, “Hybrid”, and “Online” are often used by vintage technology providers to create the perception of “Cloud”. If you are with a service provider who hasn’t changed in the last 20 years, then what are the odds that they have now transformed into a cutting-edge cloud technology service provider?

A true cloud platform is designed and built from the ground up for today’s cloud environments. They are built using a multitude

of underlying technologies and managed services, a sort of a portfolio of building blocks, which are collectively called the “**Tech Stack**”. Legacy systems designed in the ’90s have a rather monolithic architecture that makes them more vulnerable to malicious code written today. So, how big is the generation gap between the two technologies? Well, the short answer is, the same as that between Pac-Man Arcade and Fortnite Season 11!



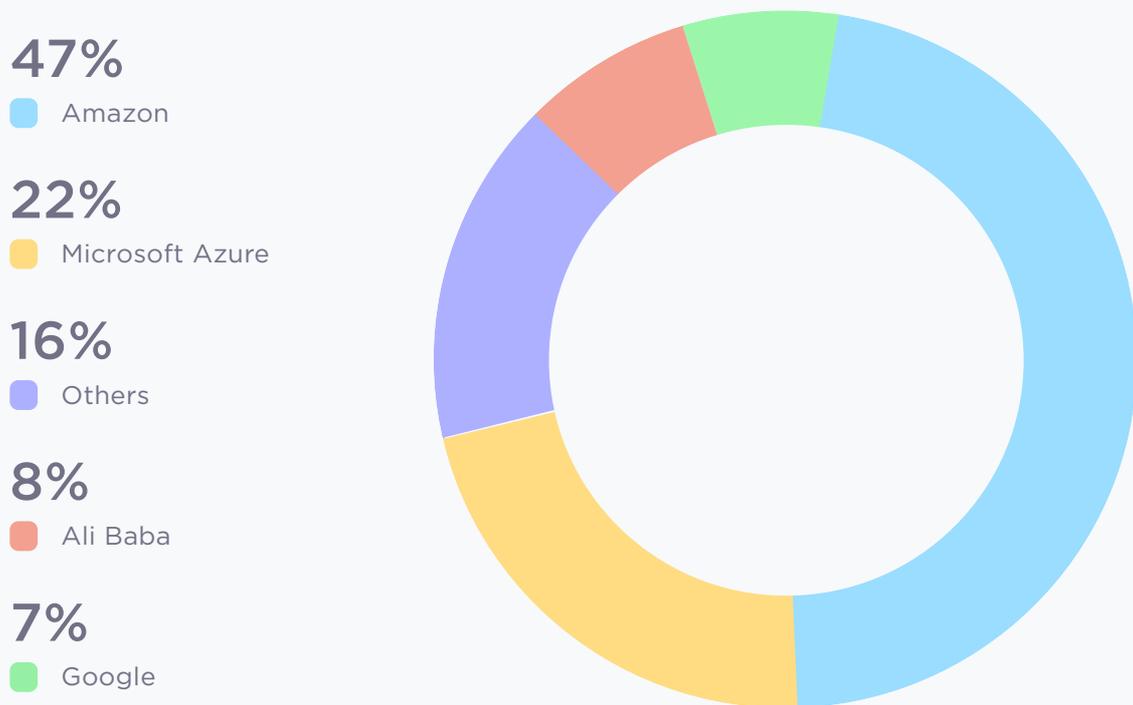
The underlying code (“Codebase”) of a “True Cloud” software uses today’s cutting-edge technologies and best practices. In addition to utilizing the state-of-the-art infrastructure, these platforms ensure that the way their code is written adheres to today’s best practices for data security and privacy. In other words, they are coded to ensure “Application Level Security”.

True Cloud platforms are built on sophisticated cloud backbones such as Microsoft Azure or Amazon Web Services, who collectively own the largest share of the global cloud market. These industry leaders have invested billions in developing expertise, security infrastructure, disaster recovery contingencies, data backup plans, Geo-Redundancy (multiple mirror locations) and hold compliance certificates from around the world, all of which any “regional data center”, “local IT provider”, or a “hosted case management provider” simply cannot match.

## Which Cloud option is best suited for a personal injury law firm?

According to Gartner, the global cloud market is dominated by **Microsoft Azure** and **Amazon Web Services**, collectively accounting for 70% of the market share, these are then followed by Alibaba of China and Google claiming a 15% share between them. The rest of the crowd, including IBM, Dell, Oracle, and Salesforce, are cramped in the remaining 15% of the market slice.

### Public Cloud Market Share



Source : Gartner, Goldman Sachs

The following are some examples of businesses operating on Microsoft Azure and Amazon Web Services:



### Amazon Web Services



### Microsoft Azure

More than 95% of Fortune 500 companies are on Azure



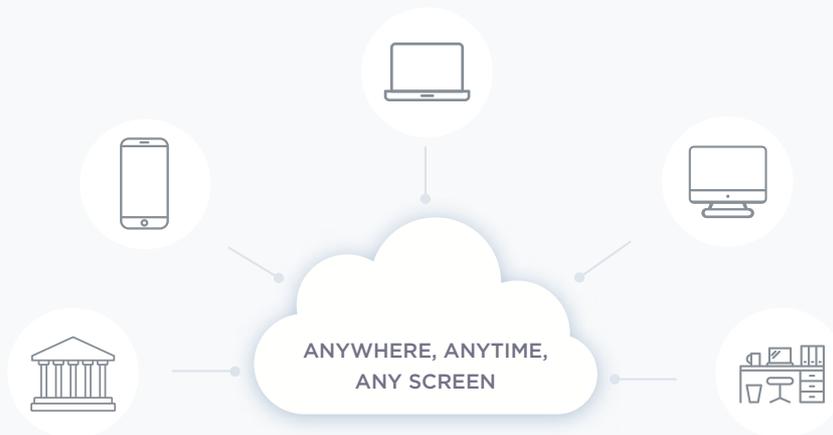
For consumer-driven business models, such as e-commerce platforms, marketplaces, network, and media streaming platforms, we believe Amazon Web Services is a better option. However, for professional services firms, including Personal Injury law firms, we recommend Microsoft Azure. A typical personal injury law firm is driven by document management, word processing, calendar management, email communication, task allocation, and legal workflows. We believe that Microsoft Azure and Microsoft Ecosystem are best suited for such business functions.

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# The CloudLex Advantage

CloudLex is the only Legal Cloud® built on Microsoft Azure designed specifically for plaintiff Personal Injury law firms. Compatible with Microsoft's ecosystem, CloudLex is built on robust, secure, scalable, and configurable building blocks for: Customer Relationship Management (CRM), Project Management, Storage Management, Document Management, Communication Management, Collaboration Management, Task Management, and Event Management. CloudLex is a versatile cloud solution that helps personal injury firms build, manage and grow their practice.

## Building blocks of CloudLex:



## CONFIGURABLE LAW FIRM SOLUTION

  
FILE STORAGE  
DOCUMENT MANAGEMENT

  
WORKFLOWS  
TASK MANAGEMENT

  
COMMUNICATION  
MANAGEMENT

  
EVENTS & CALENDAR  
MANAGEMENT

  
COLLABORATION  
MANAGEMENT

SECURITY

SCALABILITY

ELASTICITY

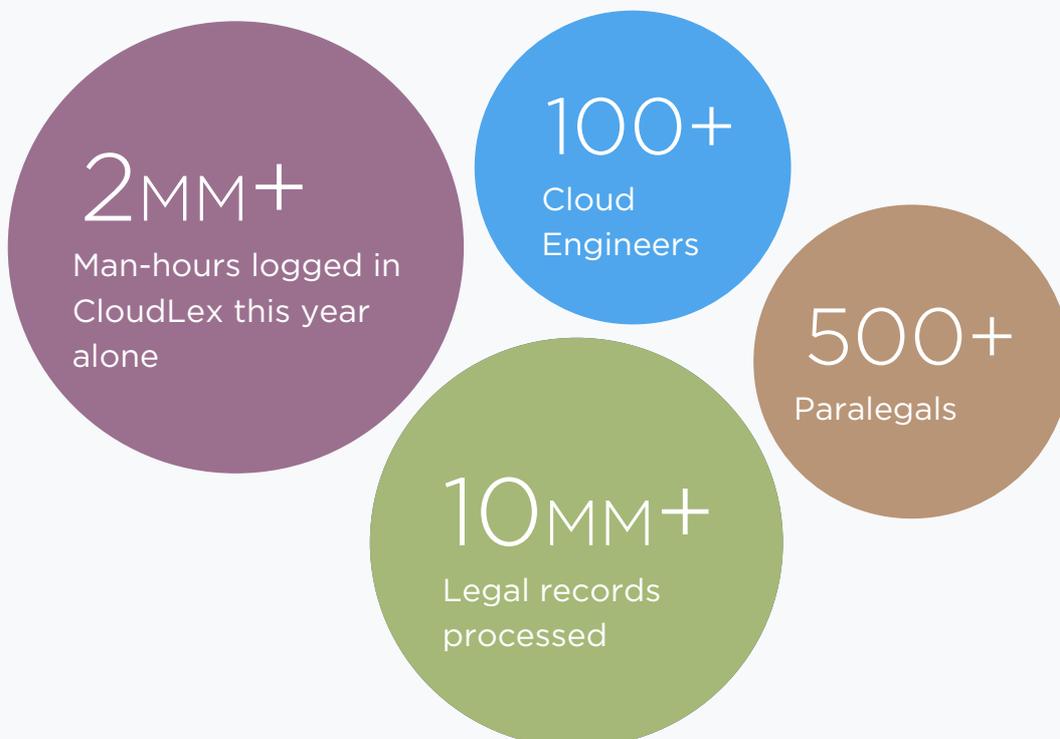
AVAILABILITY



## Our Expertise

We are the largest and the most comprehensive litigation support and cloud services provider serving plaintiff personal injury firms across the nation. Singularly focused on plaintiff personal injury, mass tort, med mal and class action, our expert litigation technology, and industrial business processes are built to enable significant cost savings and operational efficiency.

For the past 10 years, with the help of a team of 500+, we have served hundreds of firms, ranging from solo practitioners to national-level law firms, processed hundreds of thousands of cases, hosted millions of records, and handled millions of pleadings and legal documents.



2010

### Lexvia Inc. New York

Starts **Litigation Support Services** serving Plaintiff Personal Injury Firms in New York Metro

- Remote Paralegal Support
- Case Management Using Needles/TrialWorks/Time Matters etc.
- Medical Chronologies
- Data Entry/Daily Mail
- Call Center
- Pleadings/Document Drafting

2016

### Largest litigation support service provider

Serving prominent national-level law firms. Over 1 Million Transactions annually. **500+ PI paralegals. 50+ Medical Doctors. Identified Limitations of Legacy Technology and Generic Solutions**

- Spins off CloudLex
- Allocates 100+ Engineers
- Raises Series A Venture Capital from Aligned Partners, CA

CloudLex Inc. **Raises \$3.7 Million** for Revolutionary Legal Cloud®

2017

### Expands personal injury focused features

Serving firms of all sizes, from Solos to National-Level Super Lawyers

- Raises Series B Venture Capital from Aligned Partners, CA

CloudLex Inc. **Raises \$4 Million** in Next Round Funding to Fuel National Expansion of Their Revolutionary Legal Cloud®

2019

### Expands national foot print

Adds sales team in Raleigh NC and Orlando FL.

- Most Robust and Scalable PI Cloud offering in the marketplace
- Serving PI firms nation-wide

## Prominent Growth Driven Firms Endorse CloudLex



**Nick E.** Managing Partner



After seeing the demo, I knew CloudLex would revolutionize the legal profession



**Angelicque M.** Partner



Very Intuitive and Easy to Use



**Patrick O'Hara** Partner



CloudLex is intuitive, easy to use, and requires very little training



**David K.** Partner



By far the best case management software out there!!

- Alyce W., Senior Partner: "CloudLex Has Helped My Law Practice"
- Azzam E., Partner: "Excellent Choice"
- Barry A., Managing Attorney: "Best Cloud Base Software for Personal Injury Attorneys"
- Brian P., Managing Partner: "CloudLex has transformed how we practice law"
- Michael S., Owner: "Easy to use. Accessible. Versatile."
- Steven P., Attorney: "CloudLex is a Game Changer"
- Travis M., Owner, Partner: "Even closer to perfect"

## CloudLex in the News

### Office 365

“We are excited to have CloudLex’s participation in the Cloud Storage Partner Program to further extend the availability of Microsoft Office Online to CloudLex’s users. It’s a unique integration that connects CloudLex’s technology directly to Office Online, so that customers have a great experience for reading and editing Office documents stored within their environment.”

**Rob Howard, Director, Office 365 Ecosystem**

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### **DISRUPTOR** DAILY

#### 10 Litigation Support Services Companies to watch in 2018

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#### CloudLex Inc. Raises \$3.7 Million To Bring The US Civil Litigation Industry Onto Its Revolutionary Legal Cloud

After years working in the under-served civil litigation vertical, CloudLex™ creates innovative and user-friendly Legal Cloud solution exclusively for plaintiff trial lawyers.

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#### CloudLex Inc. Raises \$4M In Next Round Funding To Fuel National Expansion Of Their Revolutionary Legal Cloud®

CloudLex plans to use this investment to further develop groundbreaking personal injury products and bring those offerings to plaintiff law firms across the country through its national sales and marketing strategy.



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