

CARMICHAEL CONSULTING SOLUTIONS POWERS BERNSTEIN FIRM P.C. WITH UNIFIED COMMUNICATIONS; ON-DEMAND DATA ACCESS IN A MIXED ENVIRONMENT

For Atlanta trial attorney B.J. Bernstein, juggling her busy client and trial load while running between two Atlanta offices isn't easy. Those goals were made more complicated because she lacked the technical support to keep her firm operating at full speed. To resolve her IT woes, Bernstein replaced her former provider with Carmichael Consulting Solutions. Now, she says, "The difference is night and day."

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—B.J. Bernstein

SEEKING CREATIVE SOLUTIONS

Bernstein initially sought a better IT solution when her continual frustration with her previous IT provider reached the breaking point. "I wasn't getting immediate help when I needed it, and I was experiencing the most basic of breakdowns," Bernstein says. "The provider couldn't integrate my Windows and Mac environments, which meant I couldn't access work files at home. They didn't offer me any creative solutions."

When Bernstein was referred to Carmichael Consulting by another attorney, she connected with Carmichael President Tyler Jones. After explaining her concerns, Jones worked up a comprehensive plan for the law firm. Among the solutions Carmichael recommended were to store Bernstein Law's data in a secure cloud environment easily accessible from any location. Carmichael also recommended transitioning to Clio, a cloud-based legal practice software platform for client and document tracking, and implementing a VoIP telephony solution with unified messaging.

MOVING TO THE CLOUD

Carmichael migrated all of Bernstein's files from her previous, unreliable and partial cloud solution to her new, more robust and accessible cloud storage platform. The team then reconfigured Bernstein's network and hardware to bridge any remaining disconnect between her Windows home PC and her mobile and office Apple devices.

They also transitioned Bernstein to Clio and initiated (and now manage) a user access management system for the cloud-based storage. "When personnel join or leave me, there are a lot of things that need to be done to limit their access to my data," Bernstein says. "From what they can see to how they can access it, Carmichael takes care of it, immediately."



Through the cloud solution, Carmichael established a backup protocol for Bernstein's client and trial files that was both secure and accessible. "People call me years after I've served them asking for files, so being able to access my backup storage easily is important," Bernstein says. "I'm not naturally tech savvy, and I can use it."

case study



Shortly after the initial project, Bernstein changed residences and Carmichael was there to help her, as well. "Carmichael actually came to my home office and set everything up," she notes. "I had just returned from knee surgery and they ensured I could operate my practice from home during my recovery."

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Bernstein Firm P.C. and Carmichael have been partners for nearly two years, and Bernstein says she couldn't be happier. "I'm a high maintenance and demanding client, and I want everything done immediately," she says. "They can actually make someone like me happy."

Reflecting back over her time working with Carmichael, Bernstein says one of her favorite new technologies is the VoIP phone system, which incorporates "find me, follow me" services and voice-to-text message processing. "The phone system is huge—I choose where calls are going—to me on my cell phone or to somebody else," says Bernstein. "I can receive faxes and texts on my cell phone, and I receive messages via EM, but I can also listen to them on my phone almost immediately. I have clients who get into trouble at night and on weekends—that is when criminal offenses happen—so I can respond right away rather than belatedly, after I call in to check messages."

Despite her delight with the phone system, Bernstein reserves her greatest praise for the "anytime, anywhere" accessibility of her entire solution—and the manner in which Carmichael supports her needs. "I can access anything and talk to anybody on any device—smart phone, laptop, iPad or office computers. I've done live national remotes, Skyped with CNN and chatted in Google Hangouts with Huff Post, and Carmichael made sure my technology was ready."

"The best story I have about Tyler comes from a plane trip I took," Bernstein concludes. "I was on the plane and couldn't access a file I wanted, but I could get an email to my office. My office staff emailed Tyler and suddenly a viewer pops up on my screen—at 30,000 feet—and I can see that he is fixing my machine so I could work. They are that responsive."

ABOUT BERNSTEIN FIRM P.C.

Bernstein Firm P.C. is a one-attorney practice with offices in Atlanta and Newnan. Its attorney, Brenda Joy (B.J.) Bernstein has worked for 26 years as a trial attorney handling criminal and civil litigation and appeal work. B.J. has been recognized by *Atlanta Magazine* as one of the Top 100 Lawyers and Top 50 Women Lawyers in Georgia. The Bernstein Firm is one of 11 recommended Georgia firms and B.J. Bernstein is listed as an Appellate Litigation Star in the publication *Benchmark Appellate Litigation*. *Georgia Trend* magazine has named her to its Legal Elite list for the past four years and profiled her as one of six Georgia "Power Women" in 2008. For more information, visit www.bernsteinfirm.com.