WBD Advance brings together all of the key technology and business services that are becoming increasingly essential to our clients alongside traditional legal advice.

Our clients’ needs are changing: as well as advice on the law, they often also want our help to design high quality, cost effective processes to deliver legal work and resolve wider, complex business issues. The services we have brought together under WBD Advance meet that need.

We believe innovation comes from the ability to see things from a different perspective. WBD Advance is built around a multi-disciplinary team who do just that. Our team of more than 100 lawyers, project managers, technologists, data analysts, knowledge managers and operations professionals work together to develop and deliver new ways of working for our clients.

With WBD Advance we can help clients with large volume projects, process design, project and risk management, using data and knowledge, raising capability and with flexible resource. After careful diagnosis of the issues, we deliver targeted, cost-effective solutions to the challenges our clients are facing.

How have we been able to help?

Challenge: A client had an urgent need for additional and flexible resource to manage data protection helpline requests. They also wanted to build an understanding of how the helpline was being used so as to streamline its operation.

Solution: We designed and agreed a process for managing the work-flow with them, our LSC took on operation of the helpline and are compiling usage data by applying appropriate technology to receive, track and allocate requests.

Challenge: A key client was finding that the production and agreement of non-disclosure agreements was causing a serious operational bottleneck.

Solution: Workshops with the client led to us standardising and then automating the production of higher volume and lower risk agreements. The project was executed by a specially established unit of paralegals in the Legal Solutions Centre, supported by the commercial insurance team. Automating the production of NDAs saved around 80 per cent of the time previously taken to produce NDAs manually, and is still providing benefit to the client.

Identifying client priorities

Clients have complex issues to deal with – and doing the right work to find solutions is critical. We can provide a lot of help with WBD Advance but want to be sure that we are targeting the areas that are of most significance to our clients. We have developed a diagnostic tool – the Legal Heat Map – which allows us to identify client priorities.
Our clients’ needs are changing. As well as legal advice, they often also want our help to design high quality, cost-effective processes to resolve wider, complex business issues. We believe innovation comes from the ability to see things from a different perspective and that’s how WBD Advance was born.

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