

Bird & Bird Knowledge Management Team wins top international award

International law firm Bird & Bird won the International KM/Information Team of the Year Award at the Legal Technology Awards announced on 31 January 2008.

Over the past year, the Knowledge Management (KM) team has implemented its strategy, which has contained a number of firsts in Europe including:

- first bespoke know-how system, designed in house, to incorporate the innovative search tool concept Searching;
- first implementation of a combination of enterprise and brokered search across both internal and external know-how repositories; and
- first to build a bespoke know-who system (experience locator) that integrates the know-how system, carpe diem and people directory.

The KM team has designed and implemented quality control and risk management processes into these new tools, cutting to a minimum the need for central administration, resources and maintenance. The KM team has also harnessed the power of web 2.0 and applied it to traditionally time and resource intensive tasks, such as the creation and maintenance of up to date taxonomies and appropriate information architecture. This innovative process has, again, significantly minimised the need for central administration and maintenance resource.

Finally, the win recognised the KM team's contribution to the field of legal knowledge management. The team's willingness to share lessons learned and its public promotion of technology as a means of enabling its KM strategy has meant that many of its innovations have become industry best practice.

Head of Knowledge Management at Bird & Bird, Catherine Flutsch, said, "Our win is a very welcome acknowledgement of Bird & Bird's commitment to innovation and investment in ensuring our lawyers deliver the highest quality, most efficient services to our clients."

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Notes to Editors

About Bird & Bird

Bird & Bird is a full service international commercial law firm with offices in Beijing, Brussels, Düsseldorf, Frankfurt, The Hague, Hong Kong, London, Lyon, Madrid, Milan, Munich, Paris, Rome and Stockholm.

For more information on Bird & Bird please go to www.twobirds.com