

CURRENT AWARENESS CASE STUDY

"Many information challenges; one innovative solution"

ReedSmith

Case Study:

Library Services Reed Smith

Website:

www.reedsmith.com

Industry:

Legal

Facts:

Founded: 1877 Attorneys: 1300+

Offices: 20

An award winning innovative law firm

Reed Smith has an impressive track record in the legal innovation space, having launched an Innovation Hub in October 2016. The firm's initiatives include innovation seats for trainees and an innovation-focused placement year in collaboration with the University of Exeter.

The library team is highly respected within the legal information world; Loyita Worley was awarded Wildy's/BIALL Law Librarian of the Year in 2018. Their EMEA Library Manager, Fiona Fogden, has extensive experience providing information to professional services firms, whilst using Vable and the Linex platform for current awareness provision.

"Our journey with Linex has been an extensive one"

Creating and maintaining an effective current awareness service requires investment from both vendor and library service, in terms of time and other resources. As a vendor, Vable is happy to commit to long-standing, trusting relationships with library and information departments.

Given her expertise and technical understanding of both Vable and Linex, Fiona's feedback on how she saw Vable developing was important. She was keen to explore the next generation of news aggregation services and evaluate how the technology had developed.

"I love that the Vable platform enables you to pull in third party subscription alerts and organise these alongside your sources of news... Being able to track official and government sources is also a boon"



Aggregate • Curate • Deliver

"We currently have Linex across the EMEA offices. The multi-source capabilities of Vable has enabled us to take advantage of the multiple language capabilities to set up alerts in both English and German"

"Alerts are branded and sent out from the library, so we regularly appear in the lawyers' inboxes"

"Emily and Matthew have worked closely with us to get [newsletter] templates just right. Whilst the Linex version of the alerts are valued and recognised, we wanted just the right balance between being familiar but also having a fresher look and feel to them, and with Vable's help we've got just the right balance"

Fiona Fogden, Reed Smith



For more information, contact: matthew@vable.com

Results and Goals



Enriched Aggregated Content:

The team's familiarity with the platform resulted in a bolder, more inclusive approach to newsletter construction.



Next Generation Functionality:

Vable's curation functionality means that Reed Smith Subject Specialists will be able to add insight and extra value to current awareness alerts.



Investment in Resources Reaps Rewards:

Implementing a current awareness service might take time but in the long term, time savings ensure that the initial investment is worth it.



Bespoke Templates and Branding:

The new newsletter and alert templates are designed to be both readable and eye-catching. It is important that library communications look professional.



Building Long Term Relationships:

Long lasting and positive vendor/client relationships are essential. Vable has proven to be flexible, agile, and responsive.

