



## Publications

### JOHN JABLONSKI AND LES PAGE QUOTED IN "THE BIG DATA OPPORTUNITY AND CHALLENGE FOR LAW FIRMS," BIZTECH

John J. Jablonski, Co-Chair of Goldberg Segalla's Cyber Risk and Social Media Practice Group, was interviewed by *Biztech* magazine for an article examining how law firms are looking at business intelligence and analytics to help both themselves and their clients.

"If you don't have a handle on your own metrics and understand your own Big Data, you are at risk of not being able to deliver services within an acceptable margin to be profitable," John told *Biztech*, noting that ideally, a firm should be able to analyze its data across types of engagements and industry segments. "You can do so much if you have the right capabilities," he continued. "You can market your efficiencies to your clients, and you can identify the attorneys who are most efficient in servicing a specific client with specific needs."

Goldberg Segalla's Chief Information Officer, Les M. Page, also was interviewed for the article. Les noted the first step involves moving away from siloed systems for case management, marketing, financial information, and email and toward a more integrated system. "We want to be able to take all of the data pertaining to a client regardless of its source and be able to massage it and analyze it. Then, we want to be able to get a 10,000-foot view of a client and easily drill down to whatever piece of information we have," Les said.

#### [Read the article here:](#)

"The Big Data Opportunity and Challenge for Law Firms," *Biztech*, April 23, 2013

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