



ABA TECHSHOW[®]
2 0 0 9
PRESENTED BY THE **ABA** **LAW PRACTICE MANAGEMENT SECTION**
MARKETING • MANAGEMENT • TECHNOLOGY • FINANCE

Got Apple Envy? Macs in a PC World

Presenters:
David Sparks
Ben Stevens

April 2-4, 2009
www.techshow.com

Table of Contents

COMPUTERS AND THE PRACTICE OF LAW	1
A BRIEF HISTORY OF THE MACINTOSH	1
WHY MACINTOSH?	2
Single Company for Hardware and Operating System	2
Stable Operating System	3
Low Virus Risk	3
Intel Architecture and Multiple Operating Systems	3
Boot Camp	4
Parallels and VMWare	4
Crossover Mac	5
“It Just Works”	5
LEGAL FRIENDLY MAC SOFTWARE	6
Office Suites	6
Microsoft Office 2008	6
Apple iWork 09	6
Open Source Office Suites	6
Email and Calendaring	7
Databases	7
Presentation	7
PDF Management	7
Billing Applications	7
Practicing Law with Macs	
April 4, 2009	



Mac-Only Gems	8
Scrivener	8
Circus Ponies Notebook	9
The Omni Group	10
Timeline3d	10

MAC LAWYERS IN THE WILD

ERROR! BOOKMARK NOT DEFINED.

ADDITIONAL RESOURCES FOR MAC LAWYERS

12



Computers and the Practice of Law

The legal industry is historically slow to adopt new technologies. It is, therefore, no surprise that law firms did not fully embrace computers until after the initial market share skirmishes between Apple and IBM were over. The open PC platform, combined with early PC based legal software, led to the near universal adoption of the IBM and clone PC platform. This trend has remained largely true until very recently with the resurgence of the Apple computing platform.



A Brief History of the Macintosh

The Macintosh project started in the late 1970s by a group of Apple employees who envisioned an easy-to-use, low-cost computer for the average consumer. While embraced by the graphics and creative industries, the Mac was never widely adopted by the legal community. While the “Mac” was a great machine for law students, new lawyers were advised to ditch their Macs for PC’s when it came time to go to work.

Apple Computer, Inc. then lost direction and its market share dwindled as Microsoft developed its competing Windows operating system. By 1997, Dell's founder and chairman, Michael Dell, was asked at a technology conference what might be done to fix Apple, then deeply troubled financially. "What would I do?" Mr. Dell said to an audience of several thousand information technology managers. "I'd shut it down and give the money back to the shareholders."

Oddly, the same year that Michael Dell was predicting Apple’s demise, co-founder Steve Jobs returned to the company for one of the greatest second acts in the history of business starting with the iMac.



Apple has now been on a ten year streak of well received consumer electronic products including the iPod, the iPhone, and the resurrection of the Mac. Mac market share is now at an all time high and shows no signs of slowing. According to PCWorld magazine, 9.6 percent of the computers accessing the internet in December 2008 were Macs.¹ Recent surveys of university students show much larger Mac adoption rates. It appears Macs are here to stay.

Why Macintosh?

While Apple's resurgence is an impressive story, the question is, why should you consider switching to a Mac? There are several good reasons:

Hardware and Operating System from One Company

Computers are complex bits of machinery. The Macintosh platform has a significant advantage over other platforms in that the hardware and operating system are controlled by a single company. The Apple software engineers know exactly what hardware their operating system will operate on and can take full advantage of it.

Hardware

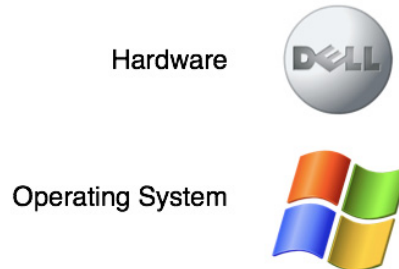


Operating System



¹ PC World Magazine – “Windows market share dives again as Mac nears 10 percent”,
http://www.pcworld.idg.com.au/article/271982/windows_market_share_dives_again_mac_nears_10_percent?fp=2&fpid=1

On the PC side, this is not the case. There are hundreds (if not thousands) of PC manufacturers making systems of nearly infinite configurations. This leaves the Microsoft Windows developers in the unenviable position of designing an operating system to fit any hardware configuration, known and unknown.



Modern, Stable Operating System

The Macintosh operating system, OS X, was designed from the ground up in 1999. Based on UNIX, one of OS X's primary benefits is the ability to sandbox individual applications. In OS X, every application is assigned its own secluded portion of memory. If an application crashes, OS X simply dumps out that individual sandbox and leaves everything else in tact. The application crashes; the operating system does not.

In contrast, Microsoft Windows is saddled with the near-impossible burden of backwards compatibility. Microsoft has yet to take the "Nuke and Pave" rebuild of Windows that Apple did to OS X in 1999. In effort to remain compatible with very old software, Windows has a unified architecture that can often cause a single application crash mushroom into a complete system failure.

Further Information:

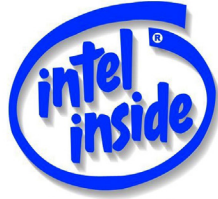
Apple OS X - <http://www.apple.com/macosex/>

Low Virus Risk

A combination of OS X's relatively small market share and Apple's built-in security measures, OS X is an unattractive target to virus developers. As a result, finding OS X viruses in the wild that can penetrate a Mac is extremely rare. This may not be the case forever as Macs become more popular. However, for the time being at least, viruses are not an issue to Mac owners.

Intel Architecture and Multiple Operating Systems

In 2006, Apple moved the entire Macintosh line to Intel processors. For the first time, Apple and PC clones are all using the same microprocessors.



With the release of Intel-based Mac computers, the potential to natively run Windows-based operating systems on Apple hardware without the need for emulation software became reality. Mac owners can run Windows on their computers in a variety of ways:

Boot Camp



Boot Camp is Apple's own virtualization application built into every new Macintosh computer. It allows you to partition your hard drive for both a Windows and OS X install. When you boot up your Mac, you are presented with a choice between which system to start.



If you choose Windows, your installed Windows partition will load no differently than if it were a Dell or Lenovo. This, in essence, gives you two computers in one.

Further Information:

Apple Boot Camp - <http://www.apple.com/macosx/features/bootcamp.html>

Parallels and VMWare

While Boot Camp provides a free and easy solution to run Windows on your Mac, some users prefer to run both Windows and OS X at the same time. Using virtualization applications such as Parallels or VMWare Fusion, you can install Windows (or Linux) to run as its own OS X

application. You can install Windows right into the virtual machine. They can run any version of Windows from Windows 95 up through the recently released Windows 7 beta.



For instance, I use Casesoft's Casemap application in my practice. This application only supports Windows. However, I do my presentation work and word processing in OS X applications. Using virtualization software, I am able to run Casemap in Windows XP right on my OS X desktop.

Further Information:

Parallels Desktop (\$70) – www.parallels.com

VMWare Fusion (\$70) - www.vmware.com/products/fusion

Crossover Mac

Another software product, Crossover Mac, allows you to run certain Windows software natively in OS X without installing Windows. This application installs its own compatibility layer on your Mac and translates the programming calls for Windows resources into their compatible OS X equivalents. This does not work for all Windows software but does work for many of the standard business applications, such as Microsoft Office.

Further Information:

Crossover Mac (\$70) - www.codeweavers.com/products/cxmac/

“It Just Works”

Perhaps the most compelling reason to compute on a Mac is that “it just works.” A combination of one company designing the operating system and hardware, a modern, stable operating system, and proven hardware combine to provide an extremely reliable computer platform. Turn it on and go.

Legal Friendly Mac Software

While OS X is supported by large companies such as Microsoft and Adobe, there are also several talented small and independent developers. Below is a sampling of some of the most commonly used applications for practicing law on your Mac.

Office Suites

Microsoft Office 2008

The Microsoft Macintosh Business Unit has continued to support the Mac since its inception. Microsoft Office for Mac includes Word, Excel, Powerpoint (addressed below), and the calendar application, Entourage (addressed below).

While Microsoft Office for Mac is created by a separate team at Microsoft than its Windows cousin, the teams work together to keep a unified set of features and maximum compatibility. While many attorneys swear by the Microsoft Office suite, others only use it when they absolutely have to and complain of instability and feature bloat.

Further Information:

Microsoft Office 2008 (\$150-\$500) - www.microsoft.com/mac

Apple iWork '09



iWork is Apple's own office suite and includes Pages (word processing), Numbers (spreadsheet), and Keynote (presentations, addressed below). The iWork suite is focused on usability. It includes several, easy to customize, templates designed to get you working quickly. The applications all read and save to Microsoft Word, Excel, and PowerPoint formats although when using complicated formatting, like legal pleadings, the compatibility is not up to the level of Microsoft Office for Mac. iWork presents a streamlined interface but lacks some of the features in Microsoft Office. iWork provides a clean and easy to use interface but for some attorney users, it is not mature enough to support their practice.

Further Information:

iWork '09 (\$79) - www.apple.com/iwork

Open Source Office Suites

There are also some free alternatives. Specifically, NeoOffice and OpenOffice provide open-source alternatives to Microsoft Office.

Further Information:

Open Office (free) - www.openoffice.org

NeoOffice (free) - www.neooffice.org

Email and Calendaring

Again most Mac attorneys are split between Apple's own native calendaring and email applications and Microsoft's enterprise friendly Entourage. Both systems are more or less workable depending on particular needs.

For law offices networked on multiple Macintosh computers, the most commonly used application is Marketcircle's Daylite. This application supports multiple users and allows for a unified calendar and contact database among other shared features. Daylite also has an iPhone application allowing you to view your data when away from the office.

Further Information:

Daylite (\$189 – multiple user discounts available) – www.marketcircle.com/

Databases

Filemaker is the most commonly used database application in OS X. Filemaker recently released a separate consumer based product, Bento, which has limited usefulness in the practice of law.

Further Information:

Filemaker (\$500 for User, Server pricing varies) - www.filemaker.com

Bento (\$50) – www.filemaker.com

Presentation

Apple's Keynote application (part of the \$79 iWork suite) is, in this author's opinion, far superior to PowerPoint. The look of the templates, the way it renders fonts and graphics on the screen, the rich transitions, and powerful animation tools make PowerPoint look dated. This is the same software package used by Al Gore in his "An Inconvenient Truth" presentation. Very few savvy Mac attorneys use PowerPoint.

Further Information:

iWork 09 (\$79) - www.apple.com/iwork

PDF Management

OS X includes a free PDF manipulation application, Preview, that satisfies most PDF viewing and basic annotation requirements. For PDF wizards, OS X supports Adobe Acrobat and the independently developed PDF Pen with larger feature sets. PDF authoring is built into OS X which allows you to save a PDF of any image you can print.

Further Information:

OS X Preview (Free with OS X)

PDF Pen (\$50-100) www.smileonmymac.com/PDFpen

Adobe Acrobat Pro for Mac (\$450) - www.adobe.com/products/acrobat

Billing Applications

When it comes to time and billing applications for Mac-using attorneys, there are several good options from which to choose, both in desktop and web-based (SaaS) applications. With the

trend toward all data migrating to the “cloud”, we will first look at the Software-as-a-Service options.

Rocket Matter is a Web 2.0 application, so it runs online with no software to install, and it is accessible from anywhere with Internet access. It is particularly easy to enter time and expenses, as there are options to enter these virtually everywhere inside this program, and billing is a breeze, whether generating individual bills or batch billing. It also offers full case management capabilities as well. Other viable web-based time and billing applications include Clio and Bill4Time.

The most comprehensive desktop time and billing application is LawStream Pro, from PowerSoft Innovations Corp. This program is a full featured case management, time and billing, and back office accounting program. Other desktop program options worth considering include Billings 3 and Easy Time. Billings 3 from Marketcircle, the creator of Daylite, handles basic time and billing functions and is best suited for solo practitioners or very small firms. EasyTime from Bright Light Software is specifically designed for law firms and is networkable.

Further Information:

Rocket Matter (\$39 to \$59 per month) www.rocketmatter.com

Clio (\$45 per month) www.goclio.com

Bill 4 Time (\$0 to \$39.99 per month) www.bill4time.com

LawStream Pro (\$800 to \$5,000) www.lawstream.com

Billings 3 (\$39.99) www.billingsapp.com

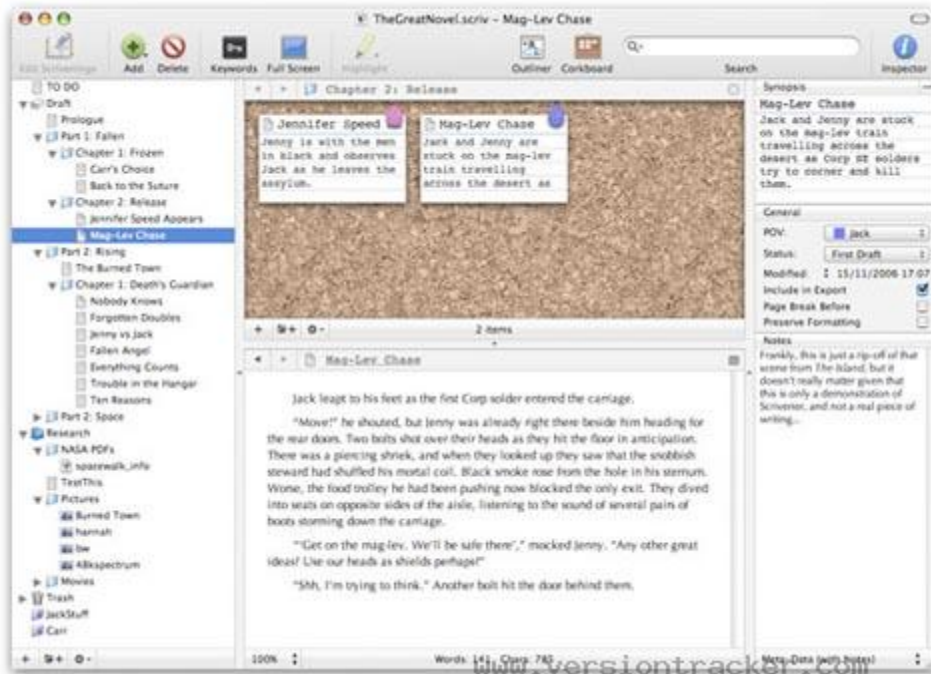
Easy Time (\$99 - \$299) www.brightlightsoftware.com

Mac-Only Gems

There are several independently developed OS X only gems extremely useful for the practice of law:

Scrivener

This writing (not word processing) application was originally developed for novelists but lends itself extremely well to any research based writing. It does not include extensive formatting options but instead provides a distraction free environment to produce excellent research and writing.

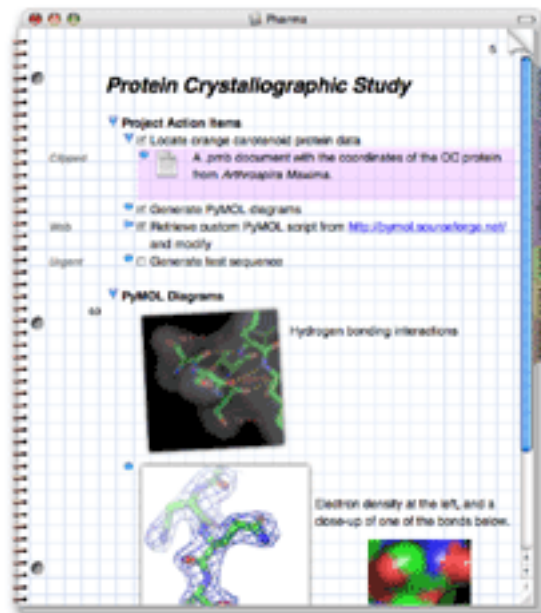


Further Information:

Scrivener (\$40) - www.literatureandlatte.com/scrivener.html

Circus Ponies Notebook

This application creates a virtual notebook on you Mac in which you can place tabs, notes, outlines, PDF files, and more, all fully indexable.



Further Information:

Circus Ponies Notebook (\$50) - www.circusponies.com/

The Omni Group

The Omni Group is a small Seattle based developer that produces some fantastic Mac Software. **OmniFocus** is a powerful task management application that allows you to sort your tasks by project, context, and several other variable. It also syncs wirelessly with the OmniFocus iPhone client.

OmniOutliner is a flexible outlining tool that allows you to link to files, pictures, and web sites.

OmniGraffle is an easy to use diagramming tool useful for presentations, exhibits, and mind maps.

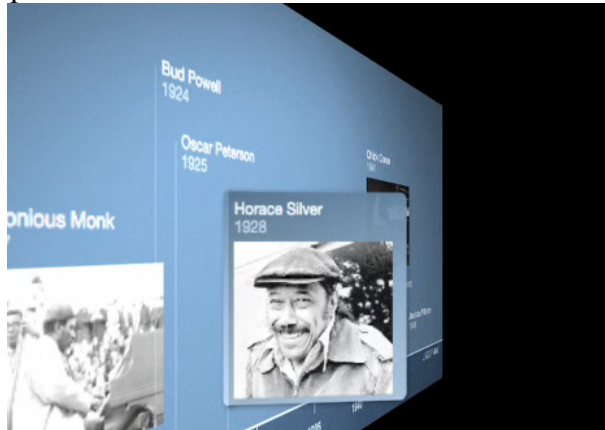
OmniPlan provides team based project management.

Further Information:

www.omnigroup.com

Timeline3d

This application, developed by an individual developer, allows preparation of outstanding timelines that can be rendered in three dimensions and even animated in the application or exported into movies for presentations.



Further Information:

Timeline 3d (\$65) - www.beedocs.com

Using a Mac in a PC Office

With Windows virtualization, remote VNC connections, and the increasing use of Web applications, using a Mac in a Windows office has never been easier. Many Mac attorneys work in offices that rely on Windows or Linux based networks with little difficulty. There are several ways to work with a Mac in a “PC Firm.”

Local Area Networking (LAN)

Perhaps the easiest way to connect your Mac to your PC Network is to simply plug in. OS X fully supports most network protocols used on wired and wireless PC networks. Once you are a “user” on the network you will have all of the file, printer, and sharing privileges the network affords you.

Virtual Network Computing (VNC)

Establishing a secure VNC tunnel from your Mac to your office allows you to log into your office PC network from your Mac. In essence, your VNC window becomes a dummy terminal and the actual computing is done from your Office PC. This allows you to operate any software on your office PC and access any network attached storage or printers all from your Mac. There are a variety of VNC applications available for the Macintosh. When accessing a Windows network you will also need Microsoft's free Mac application, Remote Desktop Connection.



Further Information:

Microsoft Remote Desktop Connection (*free*) – www.microsoft.com/mac/

Windows on Your Mac

You can also, as explained above, simply run Windows on your Mac. This way you can install any required office PC software and have the additional benefits of OS X.

Remote Access Online Service

If you don't want to bother with VNC or virtualization, you can also access a PC from a Mac with any number of remote access applications. The most popular such service is "Go to My PC." This service allows you to access any PC (or Mac) from any internet connection. Just like VNC, you can control the remotely operated computer as if you were sitting at it.

This service provides the added benefit of allowing you to host remote access on your Mac from outside connections. This allows you to give your local Keynote presentations to others (even PC users) via the internet.

Further Information:

Go To My PC (Fee varies) – www.gotomypc.com

File Sharing in a PC Office

The OS X disc format is different from that of Windows. As a result an external drive formatted for OS X is unreadable on a Windows machine and an external Windows drive can be read on a Mac but the Mac can't write to it. The easiest solution for file sharing is a thumb drive. These inexpensive devices are all formatted in the FAT32 format which is fully supported by both OS X and Windows allowing you to share files via the USB port.



File sharing is also easily accomplished when the Mac is connected to the network as discussed above. Small files can also be transferred easily through email attachments or other Internet sharing services such as Dropbox or SugarSync.

Further Information:

DropBox (*\$99/year*) – www.getdropbox.com

SugarSync (*price varies*) – www.sugarsync.com

Conclusion

The legal industry always has been, and shall remain for the foreseeable future, based in Windows. Nevertheless, the OS X platform offers several distinct advantages to the practice of law and, as internet applications become more entrenched in the practice of law, more attorneys are going to elect to do their computing on a Mac.

Additional Resources for Mac Lawyers

- The Mac Lawyer - www.TheMacLawyer.com (Speaker Ben Stevens' site)
- MacSparky - www.MacSparky.com (Speaker David Sparks' site)
- MILO – Macs in the Law Office Google Group (Mac legal technology forum) - groups.google.com/group/milogroup