



ELLIOT H. SCHERKER Shareholder
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Elliot Scherker is a shareholder at Greenberg Traurig, a firm of 900 attorneys with 20 offices around the country and Europe. Mr. Scherker is based in Miami and has more than 25 years' experience as an appellate lawyer. He is a member of the American Academy of Appellate Lawyers and is listed in *Best Lawyers in America*.

Do you see knowledge management as a competitive necessity today?

I think it's essential. Clients want the benefit of our knowledge when they hire us. That's the reason for coming to a particular law firm or, even more specifically, to a particular lawyer. Knowledge management, as I see it, allows us to organize, systematize, and most importantly, easily retrieve our knowledge.

What's the impact of West km™ versus other knowledge management tools?

The knowledge management tool I used most frequently before km was my memory. I have used virtually every tool that has been presented to me or that I could come up with on my own. They all have been about as consistently reliable as my memory, which means sometimes they are perfect, sometimes they are good, and sometimes they're not good. I see West km as light years beyond anything that I have used to manage knowledge and information.

What was your reaction when you first heard about the capabilities of West km?

How soon can we start with it?

Can you cite any examples of how West km has made a difference?

There was an issue that I needed to research very specifically and I found what appeared to be a leading case on the issue. I was pleased to see the Greenberg Traurig logo pop up next to it. It was a memo that had been done elsewhere in the firm. It had the blessing of the updating that is included within the documents and I probably shaved a good two hours off of my research time – which would be a boon if I were sitting in my office. It was doubly so because I was working over vacation and able to finish a good chunk of the work in far less time.

How important is the KeyCite® functionality to you and to the product?

Our clients and the judges before whom I practice expect and, quite frankly, have every right to expect that when they see my work it is complete, accurate and up to the minute in its citations in the law. West km and KeyCite together are an appellate lawyer's dream come true.

Do you feel that West km provides a tangible return on investment to the organization?

Absolutely. It provides a tangible benefit to the firm and provides a tangible benefit to our clients who get accurate, complete and up-to-the-minute research as quickly as possible.

What do you think West km will accomplish in terms of knowledge sharing within the organization?

It puts knowledge out there for the entire firm that I don't think would necessarily be retrievable in a usable form in any other way. The ability to access that work through Westlaw®, so that it's targeted and on point, is to me of value beyond measure.

Is the system easy to use?

I don't think it could be any easier. I see the Greenberg Traurig logo pop up next to a case and it's such a delight to know that I can access our own work and seamlessly move between our documents and Westlaw.

Why choose West km versus any other products that are available in the marketplace?

I know that we have spent many hours – many, many hours – researching and experimenting with various knowledge management tools. For a working lawyer, the multiplication of Westlaw's enormous capabilities and enormous power with our own work product makes it unmatched in the knowledge management field.