

BOUTIQUE LAW FIRM • MELBOURNE'S NORTH

Six hours of manual busywork a week. Automated in a one-week project.

A boutique law firm was hand-collecting intellectual property data from two government registries. Now it arrives on its own, clean, every time. (Name withheld at the firm's request.)


6 hrs

of skilled staff time back, every week

~\$37k

a year at the firm's \$120/hr staffing rate

1 week

to build, test and train

≈0

errors in the collected data

THE CLIENT

A **boutique law firm** in Melbourne's north. Part of their work depends on current intellectual property data from IP Australia and IPONZ.

THE JOB

Replace the weekly manual collection, cleaning and tabling of registry data with something staff never have to babysit.

THE RESULT

The data arrives on its own, clean and ready to work from. About **\$37,000 a year** of staff time back.

THE CHALLENGE

Part of this firm's work depends on current intellectual property data from two government registries: IP Australia and its New Zealand counterpart, IPONZ.

Getting it was nobody's favourite job. Every week, a staff member logged into each website, ran the searches, filtered the results, downloaded the files, then cleaned and tabled the data by hand so the rest of the team could use it.

That added up to about six hours of skilled staff time a week, at \$120 an hour. It was repetitive, easy to get wrong, and the whole process lived in one person's head: every time someone left, the firm had to train it into somebody new.

WHAT WE DID

We built an automation that does the entire run without a human in the loop:

- **It collects the right records itself**, talking directly to the registries through their official interfaces rather than clicking through websites
- **It cleans and conditions the data automatically**, applying the firm's rules so results come out consistent every time
- **It delivers everything into dedicated SharePoint lists**, where staff manage the matters directly from the list itself: no downloads, no copy-paste, no re-tabling
- **Delivered as a one-week project**, including testing and staff training

THE RESULTS

- ✓ **About six hours of staff time back every week:** roughly \$720 a week, about \$37,000 a year at their \$120/hr rate
- ✓ **Errors essentially eliminated:** the automation runs the same way every time
- ✓ No mistyped filters, no missed rows, no copy-paste slips
- ✓ **Minimal manual handling:** staff work from the lists; collection and cleaning just happens
- ✓ **Staff turnover no longer hurts:** the process lives in the automation, not one person's head
- ✓ Far less to train when people change roles or leave
- ✓ Reclaimed hours now go into work that's valuable to clients
- ✓ Built, tested and trained inside one week

THE TAKEAWAY

Most businesses have a job like this: manual, repetitive, done every week by someone skilled enough to be doing something better. It rarely gets fixed because it's 'only a few hours'. Those few hours were costing this firm about \$37,000 a year. The fix took one week. What's your six hours? Book a free assessment.