



case study

Cuatrecasas Drives Global Innovation and Business Continuity with Zoom

Established in 1917, Cuatrecasas is a leading law firm with 29 offices across 14 countries and a strong focus on Spain, Portugal and Latin America. With a multidisciplinary and diverse team of over 1,000 lawyers and 25 nationalities, the organization advises on all areas of business law, including corporate and tax law. What sets Cuatrecasas apart from other law firms is the innovative and disruptive thinking at the core of the organization's business. That dedication to innovation means that Cuatrecasas is always looking to apply cutting-edge technology and project management methods to foster collaboration across disciplines and with clients.

Challenge

Cuatrecasas has always been on the front foot in implementing unified communications. In fact, they were the second company in Spain to have a multipoint control unit (MCU) for conferencing with three or more endpoints. Since then, they have been heavy video communications users with the goal of cementing a culture of open communication where colleagues and clients can easily connect. The organization trialed and implemented a range of products to foster open communication, but these tools were difficult to use and couldn't provide the communications experience Cuatrecasas wanted for its employees.

"We saw some ongoing challenges so last year we decided to go to the board to present a evolution of communications for Cuatrecasas. This vision was a global video-first approach that encompassed meeting rooms, users and phone systems whereby everyone's laptop essentially became their office," said Francesc Muñoz, CIO for Cuatrecasas.

Solution

Cuatrecasas knew Zoom was the best partner to enable this vision because the solution was easy to use, integrated with existing



CUATRECASAS

About Cuatrecasas

Founded: 1917

Headquarters: Barcelona, Spain

Industry: Law

Challenges: Disparate solutions, lack of user interaction, not easy to use

Solution: Zoom Meetings, Zoom Rooms, Zoom Webinars, Zoom mobile app

Business benefits:

Enhanced connections and communications and successful business continuity

infrastructure and other tools easily, and supported high-quality audio and video.

“The quality for voice is critical for our business as for lawyers, that is how we deliver business advice”, Muñoz added.

Cuatrecasas created a change management plan to implement Zoom with defined deployment stages including training and communications. However, 15 days before many countries implemented lockdown because of the pandemic, all plans were canceled and the Zoom rollout took place within a week.

“The challenge was to keep everyone connected and easily available while rolling out a new platform, and that is not an easy task,” said Pere Solé, Systems Architecture Director at Cuatrecasas, “But we achieved that in a week and that is because Zoom is so easy to use. Employees needed little to no training and just started using the platform straight away.”

Cuatrecasas currently has over 1.500 Zoom licenses and uses Zoom Rooms and Zoom Video Webinars with over 40.000 meetings per month taking place on the platform.

The organization is also testing Zoom’s [Hardware as a Service](#) with the intention to install purpose-built hardware solutions that will make it easier than ever to scale and manage meeting rooms. In addition, the organization has already deployed the Zoom app onto all 1,400 corporate smartphones across the workforce to provide the perfect alternative to a traditional phone system.

Result

“Implementing Zoom has transformed the way we do things and changed the mindset of all our teams,” Muñoz said. “Without it, we wouldn’t have been able to navigate our business through the pandemic. It has allowed us to continue to connect with colleagues, clients and family. The user satisfaction with Zoom is extremely high and it has shown us that we can sustain our business without being in the office. Ultimately face-to-face meetings

will always be necessary in our business, but this has proven that we won’t have to travel as much to maintain relationships with clients.”

The reliability and ease of use of Zoom’s platform has improved how colleagues collaborate internally and with clients as well as the general day-to-day operations and running of the business. It has also allowed Board meetings to continue during the pandemic and most importantly, Zoom has supported the organization’s global communications. Several all hands staff meetings have been hosted on Zoom webinars where all 1,800 staff joined to hear updates on the business.

“One surprising benefit has been that Zoom is becoming the new phone system without officially being one. While we have other platforms we use, if someone sees a green light against a colleague on the Zoom app, many just simply then call them straight on there.” Solé added.

Zoom helps businesses and organizations bring their teams together in a frictionless cloud environment to get more done. Our easy, reliable, video- first unified communications platform for video, voice, content sharing, and chat runs across mobile devices, desktops, telephones, and room systems. Founded in 2011, Zoom is a publicly traded company on Nasdaq (ticker: ZM) and headquartered in San Jose, California.

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