



Attracting top legal talent with modern technology

Baker Botts improves its brand image by upgrading to Dell UltraSharp monitors to help recruit top-notch lawyers, serve sophisticated clients and boost productivity



Legal

United States

Business needs

To attract the best talent and uphold its reputation as a premium provider of legal services to leading enterprises, Baker Botts' lawyers and offices should be equipped with the latest technology. The firm's 1,600 lawyers and staff require high-resolution, widescreen monitors for multitasking to help prevent errors during complex document and patent reviews.

Solutions at a glance

- [Dell UltraSharp 34 Curved Ultrawide Monitor: U3415W](#)
- [Dell UltraSharp 24 USB-C Monitor: U2419HC](#)

Business results

- Helps recruit and retain top legal talent
- Promotes brand image as a prestigious firm
- Improves productivity with simplified multitasking
- Enables workforce mobility
- Declutters workstations
- Reduces eyestrain and fatigue

“So much of what lawyers do is reading documents, and having that crispness to see text in a clear manner is crucial to their job. That’s why we invest in Dell UltraSharp displays.”

Scott Potoczak
Director, IT Support, Baker Botts

Although paperwork is still a staple in the legal world, technology has been integrated into most aspects of proceedings. Legal professionals spend many hours each day reading online and performing document review. They are subjected to eyestrain and fatigue, which can reduce productivity and client responsiveness as well as potentially cause inadvertent errors or oversights. According to Forrester, 53 percent of healthcare experts note eyestrain from monitor use as a significant issue that comes up among patients. The same study provides further insights, showing that a majority of executive respondents believe high-resolution monitors with sharp images help reduce eyestrain (91 percent) and facilitate the high level of detail required to work better (79 percent).

As counsel to titans in tech, energy and other industries, Baker Botts believes in technology as a brand differentiator for its 1,600 employees. With a headquarters in Houston, Texas, Baker Botts equips its staff with leading-edge monitors to ensure they are productive—and happy. “We want to be a showcase firm, and I don’t know how you can say you’re a premier firm when you’ve got a monitor with a one-inch bezel,” says Scott Potoczak, director of IT support at Baker Botts. The law firm has been undergoing IT transformation since the arrival of Rick Boulin, chief information officer, three years ago.

Taking the lead in talent recruitment

Modern workspaces are critical to attracting and retaining the best legal talent. Baker Botts recruits lawyers from elite schools such as Harvard University, and competition for graduates is stiff. “The recruiting wars are really serious,” says Boulin.

According to an IDC report, workspace design is second among the top factors motivating millennials and Generation Z job seekers, behind learning and development. Considering that one-third of organizations surveyed expect these two cohorts to account for more than 30 percent of future hires through 2021, the importance of technology is eminent. “Our philosophy when hosting a recruiting event is to always get interns and new hires the latest and greatest technology. It’s a huge recruiting tool for us,” Potoczak explains.

Ensuring no detail is missed

Baker Botts purchases two Dell UltraSharp 24 USB-C Monitors for each workstation or laptop at all 14 of its global offices. “We are also piloting the UltraSharp 34 Curved Ultrawide Monitors in Washington, D.C., as a selling point for recruits visiting the office,” Potoczak adds. Ultrawide monitors make it easy to compare contracts across two screens, and super-thin edges allow for borderless viewing between monitors.

“A clean, professional workspace is of paramount importance. Dell UltraSharp monitors are a minimal investment that help showcase the sophisticated law firm we are.”

Rick Boulin
Chief Information Officer, Baker Botts



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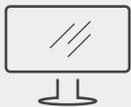
Scott Potoczak
Director, IT Support, Baker Botts

In addition to redlining and drafting, associates often engage in patent reviews where they have to examine detailed technical drawings. UltraSharp displays provide great front-of-screen performance, which is necessary to perform such tasks without causing eyestrain. “Being able to zoom in and see that level of detail is really important to us,” says Potoczak. “So much of what lawyers do is reading documents, and having that crispness to see text in a clear manner is crucial to their job. That’s why we invest in Dell UltraSharp displays.”

Clearing the way for workforce mobility and productivity

The monitors’ sleek design and screen real estate are not their only selling points. The peripheral devices also make these displays attractive. The UltraSharp 24 monitors are equipped with a convenient USB-C connection, a single cable that plugs directly into laptops to charge them as you work. A seamless connection to the firm’s wireless keyboards and mice ensures a clutter-free workspace and more content, productive employees.

A simple connection also enables workforce mobility. “Our machines can go into any of our guest offices and be plugged in with a single cable. Employees can easily work as if they’re at their own desk in another city,” says Boulin. “A clean, professional workspace is of paramount importance. Dell UltraSharp monitors are a minimal investment that help showcase the sophisticated law firm we are.”



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