



American Legal Publishing

Revenue Growth Through Enhanced Accessibility



American Legal Publishing, an employee-owned organization since 2006, specializes in creating and publishing codified ordinances. With more attorneys on staff than any other codification publisher, American Legal Publishing handles a robust client list of local governments ranging from large cities with cutting-edge legislation to small towns with fewer than 1,000 citizens. American Legal Publishing has supplemented, published, and distributed the ordinance codes of over 2,000 municipalities and organizations of all sizes.

Challenge

For over 40 years, American Legal Publishing has worked to enhance the accessibility and speed of ordinance retrieval for its clients. State, county, city, and municipal codes are complex and frequently updated. City builders, developers, and inspectors rely on the ability to search thousands of administrative codes (e.g., police, fire, and zoning) to quickly understand provisions and permit needs to streamline operations and development. The breadth and complexities of ordinance codes can make it difficult for individuals to locate and leverage the correct information.

To make codes more widely available for its clients on an on-demand basis, American Legal Publishing needed a way to create and deploy cost-effective, easy-to-use reference libraries. To succeed, the company would need a solution to assemble and deploy publications for many clients while segmenting the information into customized views for each user. In addition to being secure, the right solution must also allow for the customization of formats, fonts, styles, and other functionality.

The challenge

American Legal Publishing needed an intuitive and flexible content publishing platform to enhance coding ordinance accessibility for its clients.



Rocket Folio has helped us become one of the national competitors in legal publishing and one of the top local code publishers in the country.”

TODD MYERS

Vice President of Major Client Services, American Legal Publishing

Solution

After thorough research and evaluating multiple solutions, American Legal Publishing selected Rocket® Folio and Rocket® NXT. With Rocket Software’s Folio application-based platform, American Legal Publishing could deliver clients an integrated process for assembling, storing, and delivering content from the desktop. Its technology enables users to simultaneously edit and annotate content for publication, which is critical given the ever-evolving provisions and requirements within ordinance codification.

On the other hand, Rocket NXT server-based search and publishing gave American Legal Publishing’s IT team the ability to develop customized, easy-to-digest searchability. The Rocket NXT server publishes content that is accessible by any standard web browser. By implementing NXT, American Legal Publishing made its clients’ Folio Infobases publicly available online from any device, anywhere, at any time—while keeping the content secure.

Additionally, clients can now dictate the look, feel, and functionality of their Infobases to suit specific organizational needs. For example, when codifying Cary, North Carolina ordinances, American Legal Publishing took advantage of NXT support for indexing graphics, which uses external metadata to supplement textual information with images and tables. In San Francisco, the organization created an Infobase for each primary volume of municipal code, including inter-Infobase links to other primary volumes.

The solution

Thanks to Rocket Folio and NXT, American Legal Publishing gives clients an intuitive platform to quickly and securely access coding ordinance anywhere, anytime.

Results

Delivering searchable, accessible, and updated digital information has been a critical factor in American Legal Publishing's success. Sophisticated NXT search capabilities enable users to search for keywords, phrases, and section numbers in hundreds of online Infobases. Additionally, users can simultaneously search the codes of multiple cities or look for specific updates to legislation across all states at no additional cost. And, citizens can access their municipalities' latest laws and officials, writing new legislation can quickly reference existing code from other municipalities as a baseline.

Folio has simplified updating content enabling users to edit or add information directly within a client's Infobase. Folio supports source files in various formats, so no conversion is required to insert and index native documents such as PDF files of meeting minutes. With this feature, American Legal Publishing has created a searchable document archive to keep everyone informed of the latest developments. "The on-demand benefit is huge," says Todd Myers, Vice President of Major Client Services, American Legal Publishing. When American Legal Publishing deployed updated files to the online server, users could immediately access the new data. This feature enabled the company to offer a supplemental revenue service to independently track, update, and host legislation, making it available on the same day it goes into effect.

"NXT allows us to focus our expertise on our core competency in local code publishing rather than on web hosting and software development," Myers noted. As more users began to access content online and on mobile devices, the company's competitors were forced to expend significant resources on developing a mobile platform for their sites. Thanks to NXT mobile templates, mobile deployment was much easier for American Legal Publishing. "Adding mobile access from smartphones and tablets keeps us competitive in the marketplace," concluded Myers.

Rocket Software's impact on American Legal Publishing

Accessibility

Thanks to Rocket NXT, American Legal Publishing set a new market standard in code ordinance accessibility, enabling web and mobile access to users.

Customization

Rocket Folio streamlines search and coding updates by allowing users to adjust content directly within their Infobase.

Revenue Growth

Rocket Folio's on-demand searchability has created a new supplemental revenue service for the company to track, update, and host legislation for clients.

The future won't wait—modernize today.

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