



Time Tracking and Cost Recovery Software Provider Releases Top Revenue Increasing Time Capture Tips

Advanced Productivity Software Releases Top Time Capture Tips.

Advanced Productivity Software (APS), a leading provider of time tracking and cost recovery software, today released top tips aimed at enabling law firms to capture more time to increase productivity and revenue.

"The legal landscape continues to undergo dramatic changes, and in today's economy, reliable time tracking is essential for a firm to ensure client satisfaction and profitability," said Matt McNerny, chief technology officer of APS. "We work with nearly half of the AmLaw 200, and time capture best practices have helped these firms earn more than \$40 billion in revenue last year."

Based on APS' experience in working with more than 100,000 users worldwide, the company offers the following tips to time keepers to enhance time capture and increase revenue:

1. Manage time globally – With the increasing number of global law firms and international clients, time keepers need time capture technology that offers multilingual functionality, including automated translation support and native language billing/invoicing tools.
2. Enable on-the-go time capture – Today's ubiquitous smartphones have presented opportunities for time keepers to seamlessly record and bill time outside of the office, offering increased flexibility for a healthier work-life balance.
3. Leverage compliance and regulation features – Managing risk is still a top priority for law firms today. As such, firms are turning to advanced technology such as building ethical walls and e-billing to mitigate risk, ensuring compliance and preventing duplicate time entries.
4. Identify time capture trends – Increased visibility into billable hours allows for enhanced transparency, both internally and externally, individual accountability and the ability to spot billable and non-billable time gap trends.

"Today, more applications are being designed for legal time keepers to capture time on-the-go and manage time globally," adds McNerny. "We anticipate that mobile time management will significantly increase as more international offices become 'regional profit centers.'" According to a recent article in [Law Technology News](#), there are reportedly more than 70 mobile applications designed specifically for law firms.

About Advanced Productivity Software

Since 1990, Atlanta-based Advanced Productivity Software has provided scalable, reliable time tracking and cost recovery software that makes it easier to capture more time accurately, enabling law firms to quickly track and access activity that improves the firm's bottom line. Used by more than 50 percent of the AmLaw 100 firms worldwide.