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### **Burke & Company Legal Technology PR and Marketing Experts** **Successfully Launch Clio Software-as-a-Service for Small Law Firms**

**December 3, 2008 – New York, NY and Vancouver, BC** – In their early stages of development, legal software company [Themis Solutions](#) had not seriously considered using a public relations specialist to help market their signature offering [Clio](#), a web-based [Software-as-a-Service](#) product designed specifically for solo and small law practices. However, the company’s founders were new to the legal market and Themis President Jack Newton realized he needed expert help to bring Clio to market.

Based on an enthusiastic recommendation from Robert Gray of [WorthMORE Software](#), makers of [CaseWORTH](#), Newton hired [Burke & Company](#), a leading New York-based public relations and marketing firm founded by [Christy Burke](#) that specializes in the legal and technology industries.

“We knew software, but we didn’t know the legal market terrain,” Newton said. “By leveraging the services of Burke & Company, we were really able to gain a lifetime of experience in navigating and understanding the legal industry to help make Clio a success.”

Over the next five months, Burke & Company crafted a customized campaign that not only raised awareness of Clio in the legal space, but genuinely generated excitement and buzz among the solo-and small-firm market. During this time, Clio received placements in 14 publications and blogs, including *Law.com*, *Law Technology News*, *Legal Assistant Today* and *Technolawyer.com*. In addition, Christy Burke, set up web demos and media appointments with key editors and legal technology experts at LegalTech West in Los Angeles.

“Christy really knows who’s who in [legal technology](#),” Newton said, “That was really important to us because we wanted to reach key leaders that our audience listens to and respects.”

Relying on her extensive [legal technology marketing](#) expertise, Christy worked with Themis to pinpoint the optimal timing and venue for Clio’s full-scale launch. On

October 1<sup>st</sup>, fueled by industry publicity, Clio was unveiled at the ABA Solo/ Small Firm Fall Meeting in New Mexico.

“Christy helped us exceed our wildest expectations with Clio’s launch,” Newton said. “She even came down to the conference, serving as an integral part of our team. That really helped make our launch an even bigger success.”

Several months later, Christy continues to be a key member of the Clio team, executing a communications strategy that is sustaining the momentum of the launch. To date, Clio’s paid subscribership has exceeded projected figures, and Themis’ leadership expects the numbers to keep growing.

Newton says, “I feel like Christy is a full-time employee of Clio because she works as hard as anyone else at the company to make us succeed,” Newton said. “I highly recommend anyone building a company in the legal space to use Burke & Company’s services.”

### **About Burke & Company**

Burke & Company LLC is a New York City-based business consulting firm offering a broad scope of public relations, marketing and professional training expertise. Founded in 2004 by Christy Burke, the firm provides tailored solutions to a national client base with a concentration on the legal and legal technology industries. Call 917-338-7034 or visit [www.burke-company.com](http://www.burke-company.com).

### **About Themis Solutions/Clio**

Themis Solutions Inc. markets Clio, a web-based SaaS (Software-as-a-Service) practice management system for solo and small firm attorneys. Themis is based in Vancouver, British Columbia. [www.goclio.com](http://www.goclio.com).

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