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**SMART WEBPARTS HIRES P.R. EXPERT CHRISTY BURKE TO ORCHESTRATE
SUCCESSFUL WORLDWIDE LAUNCH OF SMART TIME SOFTWARE**

**California Technology Company Selected Burke for Agility, Social Networking Expertise
and Invaluable Legal Industry Connections and Experience**

October 15, 2009 – New York, NY... [Smart WebParts \(www.smart-webparts.com\)](http://www.smart-webparts.com), a California-based software company, hired [legal technology PR expert Christy Burke](#) of [Burke & Company \(www.burke-company.com\)](http://www.burke-company.com) to launch its new flagship product [Smart Time](#) in September 2009. The results of the launch have been extraordinary. Burke's efforts created enormous worldwide interest in the product, and generated quality leads and momentum that continues to reverberate.

In early 2009, Smart Time, a web-based, on-demand time capture application for professional timekeepers like lawyers and accountants, was in beta and had not yet been officially introduced into the marketplace. Smart WebParts wanted to generate leads for Smart Time and strengthen its industry presence. As veteran business owners, co-founders [Todd Gerstein](#) and [Steve Bronstein](#) knew their first and best investment would be to hire a top-notch public relations resource that could successfully launch Smart Time.

After evaluating proposals from Burke & Company and two other well-respected companies, CEO Gerstein met with Christy Burke and selected her without hesitation. Gerstein explained, "Christy has a great deal of industry knowledge, but what really sets her apart is her agility. A lot of people take a long time to act, and I knew Christy would be agile and have great turn-around, and she would keep things moving."

Gerstein's instinct proved correct—in just over a month, Burke fully organized and implemented the launch of Smart Time, established a steady stream of noteworthy media coverage, generated significant leads, revised Smart WebParts' website, and updated the Smart Time data sheet.

Burke's extensive connections and efforts enabled Smart Time to be reviewed in [PC Magazine](#) online during the [ILTA Conference](#) in August, a critically important venue for promoting Smart Time, and to appear in numerous other media outlets worldwide such as [Law Technology News](#), [Law.com](#), [CPA Technology Advisor](#), [Legal Technology Insider](#) and [TechnoLawyer](#).

When the Smart Time review on [PC Magazine @Work](#) was released during the ILTA conference, Burke responded with characteristic speed and resourcefulness. Working from an internet kiosk to write a press release announcing the review, she then leveraged the release to get additional coverage for Smart Time on a site for legal IT professionals.

Gerstein also credits Burke with the idea of providing prospective customers with extensive webinar choices prior to and throughout the launch. The webinars allowed prospects to see Smart Time in action without the commitment of a formal demonstration. Burke also arranged for ILTA members to see Smart Time in an exclusive product briefing webinar, which led to qualified leads as well.

Gerstein was especially impressed by the masterful social media campaign Burke created online, using [Twitter](#) and [LinkedIn](#). “The LinkedIn strategy is essential, because LinkedIn is practically the first place I go to look someone up,” Gerstein noted. “Christy connected us with approximately 10 groups on LinkedIn. We have posted key press releases on the group sites. It is like having a 50,000-piece mailing for free. She did a tremendous job in finding bloggers and writers who found our story compelling.” With Smart Time successfully launched and still making news throughout the US, Europe, and Asia/Pacific, Gerstein looks forward to continued success collaborating with Burke & Company in the future.

About Burke & Company

Burke & Company LLC is a New York City-based business consulting firm offering a broad scope of public relations, marketing and organizational dynamics expertise. Founded in 2004 by Christy Burke, the firm provides tailored solutions to an international client base with a specialization in [legal technology public relations](#). Burke & Company works with dynamic, entrepreneurial organizations to promote growth and to produce outstanding results. For more information, please e-mail info@burke-company.com or visit www.burke-company.com.

About Smart WebParts

Smart WebParts, LLC (www.smart-webparts.com) was founded in 2009 by Steve Bronstein, owner of [Front Office Team](#), and Todd Gerstein, founder of [Legaltec](#). Each partner has 25+ years of experience providing the legal industry with technical resources for accounting, practice management, and business process improvement. The company’s flagship product, Smart Time, is a web-based, on-demand time capture and entry application that helps firms effectively collect, track and recoup billable time, thereby increasing revenue and profitability. The company is based in Los Gatos, California.

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