

CASE STUDY

MADAN ASSOCIATES

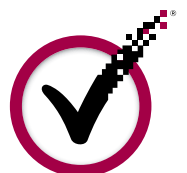
A LEGAL FIRM LEVERAGES .COM
WEB PRESENCE TO SHOWCASE ITS
EXPERTISE TO A GLOBAL AUDIENCE





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CASE STUDY

A LEGAL FIRM LEVERAGES .COM WEB PRESENCE TO SHOWCASE ITS EXPERTISE TO A GLOBAL AUDIENCE

For Madan Associates, a corporate law firm, an announcement in May 2008 by the Bar Council of India (BCI) that allows law firms to have an Internet presence has been a welcome change. Prior to this, BCI prohibited law firms from proactively soliciting business which limited their avenues for self-promotion. The only way law firms could acquire more business was through word-of-mouth recognition and client referrals.

Madan Associates offers legal counsel to global and domestic companies in the financial sector. Rohit Madan, Partner at Madan Associates, states: "In today's context we need to build global publicity for our services and having an Internet presence is an important first step. For any law firm, an Internet presence will only assist in enhancing their business prospects."

A PRESENCE ON THE INTERNET HELPS TO ENGAGE CUSTOMERS

An Internet presence has enabled Madan Associates, a 13-member firm to effectively connect with audiences to showcase its service and expertise across geographies.

Madan Associates established its online presence www.madanassociates.com soon after BCI's announcement. By being available on line where the whole world searches for information and services, they have seen a rise in the Company's awareness levels and increased inquiries for its services. Madan Associates also leverages its Web site to offer information on 'frequently asked questions' and has posted research of relevance to its clients and prospects in the financial sector.

Quoting a recent Dealogic survey¹ that indicates an 18.1% market share for Indian law firms in project finance deals globally, Rohit underlines the growth opportunities that exist for firms like his on a global level. "We are extremely confident about our competence in the global market, especially with the recent influx of international legal work in the financial industry, both in India and abroad. Having an online presence helps us position ourselves in an effective and credible manner to an international audience," avers Rohit.

He further adds, "Though a company Web site can never replace face-to-face meetings, information-oriented company Web sites can put customers in the driver's seat, educating them about their options without having to invest a lot of time in preliminary evaluation for a well-suited partner."

SOLUTION SUMMARY

A legal firm wanted to establish an Internet presence that would have its Company name as the domain name and would help it reach out to a global audience.

INDUSTRY

Legal Services Industry

CHALLENGES

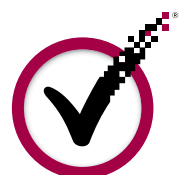
- A domain name that appeals to a global audience
- A domain name that can be easily searched
- Needed their Company name as the domain name for long-term brand building
- Cost-effective Web presence solution

SOLUTION

VeriSign .com and .net Domain Name Registry Services

RESULTS

- Established its brand identity on line in order to cater to customers from different parts of the world
- .com Web site helps showcase areas of expertise and thought leadership in the industry it operates in
- Generated inquiries from prospective customers who specifically referenced their Web presence





CASE STUDY

CREATING A GLOBAL CONNECT THROUGH A .COM PRESENCE

While the objectives of creating an Internet presence were clear for Madan Associates from the start, they were equally focused on registering for a .com domain name. Rohit explains their domain name strategy as an important part of the Company's online presence, ".com is one of the most recognized domain name extensions and it was an obvious choice for us, keeping in mind that we wish to reach out to a global audience. Another deciding factor was that not only is it easier to search online but it is also easy to recall."

A .com domain name allows for the Madan Associates Web site to be easily found on the Internet. The law firm finds itself directing basic inquiries from prospects to its Web site. This has enabled associates to free up time that was earlier spent on answering queries that constitute the category of 'frequently asked questions'.

Rohit registered the Company's .com domain name through a simple registration process involving only a few steps, complete with an online payment process.

VeriSign .com and .net Domain Name Registry is the authoritative registry for .com and .net domain names. VeriSign manages relationships with more than 150 ICANN-accredited registrars who submit over 100 million domain name transactions daily.

To learn more about how a .com domain name can help grow your business, visit us at www.BeALeaderWith.com



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Rohit Madan, Partner,
Madan Associates

1 From a news report in The Economic Times, titled "Big deals help Indian law firms enter the global league", dated 18 August 2009, available at <http://economictimes.indiatimes.com/News/News-By-Industry/Services/Consultancy/-/Audit/Big-deals-help-Indian-law-firms-enter-the-global-league/articleshow/4904738.cms>

