

## CLIENT SPOTLIGHT

# Mayora IP: Driving Law firm Growth in Central America with Anaqua as the Engine

Mayora IP is a boutique intellectual property law practice in Central America, providing a full range of IP services across offices in Guatemala, El Salvador and Honduras. The practice grew out of highly renowned corporate law firm Mayora & Mayora, which has been offering legal services in Guatemala and the wider Central America region since 1966.

In this client spotlight, **Santiago Mayora**, Joint Managing Partner at Mayora IP, shares how the firm is using AQX® Law Firm to maximize the efficiency of its IP management, increase competitiveness, and differentiate Mayora IP in the region. He also highlights the important work Mayora IP has been undertaking with the help of AQX Law Firm to improve the quality of the data the firm uses.

### Anaqua (A): Can you tell us about the growth of Mayora IP in Central America and the role that Anaqua has had in that?

**Santiago Mayora (SM):** Our expansion in Central America really began in 2017 - and Anaqua was definitely a catalyst for that growth. We had already acquired the Anaqua license (the first law firm in Latin America to do so) and had been working on the migration process from our legacy system. At the same time, we were developing a firm grasp of the benefits Anaqua provided and how best to use the system. That's when we decided we were ready to expand our business in the Central America region.

Having the Anaqua license gave us an immediate differentiation and competitive advantage in the region. So much so that, when a Japanese company who were looking to change their IP law firm visited our office and learned that we were using Anaqua, they gave us the engagement straightaway. That was very reassuring for us and a powerful endorsement of our decision to select Anaqua.

Of course, selecting the right IP management system is one differentiating factor. How you use it is another. With Anaqua, we were able to build in specific rules and agreements - imposed on all associates - to obtain international jurisprudence. International rulings may belong to a particular country with a specific law; however, the fact is that IP - the treaties, etc. - are very universal. What's important is to be able to compare matters and obtain insights as to why certain decisions were made. Having that enables us to take our legal interpretation to a much higher level.



### A: How else does your team use Anaqua's AQX Law Firm today?

Quite simply, AQX is the engine of the firm. It enables our team to organize their work in the most efficient manner. AQX automates so many of the routine tasks and gives us better visibility into the increasing volume of data we are having to deal with. It helps users understand that they are the architects of their future work.

They pre-configure their workflow, collaborate with each associate or user on setting tasks, and then track tasks that need to be done in two weeks, one month, or in one year. We've found that, once they understand that and start using the AQX functionalities, then their productivity is enhanced by 20 to 40%. It's incredible!

**A: You've been doing a lot of work involving data recently. Can you share some details of that and other ways you're looking to maximize the AQX Law Firm platform?**

**SM:** Enriching data by cleaning or completing missing information is critical. You have to really understand how to ascertain what information you're missing, how to clean it, how to obtain the reports etc. that you need. Otherwise, you're just reinforcing the principle of 'garbage in garbage out'.

It's about discipline and the fundamentals. With AQX Law Firm, our team tracks all our IP documentation, submits all relevant information, marks it as a civil, criminal, or administrative matter, and includes the publication date and the prior art. Then, we can see a clear summary of this activity. We consider all this a fundamental parameter or metric, and you must be disciplined. The rule is that a user must complete an IDS in a manner such that any other user who is not involved in the case may readily understand what the case is about and what are the next steps.

Every user in AQX can see what is due that day, starting from the most critical tasks and then others in order of priority. So, in the view function, you can set up the next seven days' critical tasks, all the follow-up tasks for, say, the following 15 days, and all the tasks due, which were not closed the previous day.

The first thing I do when I get into the office in the morning is open AQX Law Firm. We have everything configured across all three countries where we have offices - Guatemala, El Salvador and Honduras.

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**I tell my team that I want to be able to see what we've not closed, what the most critical tasks are for the next seven days and all the follow-up tasks. AQX helps give me that overview ... and not just me but our document management team too. That's the value of AQX and its paramount.**

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make sure the firm is not exposed to any unnecessary risk.

**A: Are there any other aspects of AQX that you're looking to optimize for the future? Or functionality that you may not be using today but are interested in?**

**SM:** The beauty of AQX Law Firm is that it provides a platform for growth. New features and functionalities can be added as we scale up our business.

We are looking at the conflicts module and thinking of working with the Anaqua team to design some specific reports, tailored to our needs. Reports that will allow us to screen or filter information, clean data, and measure whether users close the task in time.

**A: What would you recommend to other firms just getting started in AQX Law Firm?**

**SM:** My recommendation is not to cut corners. Invest time and energy in the Anaqua training from the outset so everyone who needs to can understand what information and level of detail can be obtained from the system - and how that can be used to their advantage and to make their lives easier. Take advantage of the dynamic dashboards in AQX and encourage your team to configure the views to give them the most effective visibility to best assist them in their work.

Our firm strives to be the best and having cutting edge technology is very important to our clients. AQX Law Firm is like having a car with a high-power engine that can take you to new levels of speed and performance. With our legacy system, we always seemed to be stuck in first gear. It's exciting with AQX to be able to change up through the gears to drive greater efficiency, productivity, and quality of work.

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