

The speaker and bestselling author, Ari Kaplan, recently spoke with Seth Hallem, CEO and co-founder of Mobile Helix, the maker of the LINK secure mobile app for lawyers. This is a transcript of that podcast.

They discussed the genesis of Mobile Helix, how the LINK app empowers lawyers on the go, the crossroads of usability and security in mobile apps, and Mobile Helix's partnerships with iManage®, NetDocuments® and Handshake Software®.

Ari Kaplan: Tell us about your background and the genesis of Mobile Helix.

Seth Hallem: My background is as a software engineer. I started out as a student in computer science at Stanford, learning about different aspects of computer science there. I decided to continue in that vein and go to graduate school, focusing very much on security and how people can write more secure software. So many, many years ago that led me to start my first company, a company called Coverity that was bought in 2014. That company built tools for engineers. Very different space from lawyers, but this where it all started. In that business of building tools for engineers, we got to see a lot of different ways that software is built.

One of the things that became apparent as we went along in our lifetime at Coverity is that mobile was increasingly important. We were speaking with mobile phone makers. We were speaking with mobile operating system makers, and we were speaking with mobile app makers. We got to see from the software developer's side how the trend was changing, and everything was going mobile, or at least mobile had risen up in the priority list of all of our customers who were big software development or device makers.

Starting from that perspective, when I left Coverity, I decided that I needed to look into mobile a little bit more, to at least try to understand this emerging world of mobile, and that's where the early ideas for Mobile Helix came from. One of the first things that we thought about at Mobile Helix was the fact that many, many businesses have applications that they've developed for their employees to use, and there's a tremendous challenge in bringing those applications to mobile devices.

Looking at that challenge of internal applications, we started thinking about how we could build the infrastructure required to bring those applications to mobile devices. As we learned more about the market and evolved a little bit, and I can tell you more about that later, we found that legal was a place where there was a lot of opportunity for innovation and a good starting place in this big picture view of trying to bring the applications that people really need to do their work to a mobile device.

Ari Kaplan: You've developed the LINK secure mobile app. How does it empower lawyers on the go?

Seth Hallem: Well, piggybacking off what I just offered, what LINK does is it gives lawyers the pieces of their firm infrastructure that they need to do the things that they want to on the go, but in a secure way on a mobile device and in a very mobile-friendly way. Starting from something simple, today on mobile devices, everybody has email and that's where most firms and most companies in general stop. They

deliver email to their employees and they have some security policies that support email, and they feel pretty good about their mobility state.

If you're a lawyer, most of your work involves interacting with clients over work product of some sort. Usually that's a document, but it could be things other than documents. That's where we've tried to start. Let's go a step beyond email with our LINK product, and let's bring everything that the lawyer needs in order to complete a simply flow. A client sends you a document. You need to make a small edit. You need to send it to a colleague. You want to turn that back around to the client all in the same day, all in the same hour, while you are on the bus. Let's make sure that with LINK that's easy to do.

That's really our goal with LINK. Think about those simple flows that often involve email and documents, bring them into one mobile app. Connect them securely to your firm infrastructure, and make it really, really accessible for lawyers to work while they're on the go. At the same time, deliver what a CIO or a head of security can feel confident about - that even though we're now putting more information on the mobile device and providing access to much more sensitive information on the mobile device, we haven't done anything wrong in terms of firm security, privacy, discoverability, all those things.

Ari Kaplan: LINK seems to sit at the crossroads of usability and security. How do you reconcile the competing interest of a firm or law department CIO and CISO?

Seth Hallem: I think nowadays every product should sit at that crossroads. Security, usability, and LINK certainly does very explicitly. What I mean by that is there is no room any more, particularly with what we've seen happen in the world of late, to ignore security. There certainly was a time when there was plenty of room to ignore security. LINK must be mindful of security and particularly when you focus on mobile devices that are easy to lose and very easy to steal, we have to be experts in security. At the same time, secure software that nobody wants to use is essentially useless. That's what the crossroads means.

How do we sit there? Well, I think the right way to handle security always is to start by thinking about what your users want to accomplish. Security in a vacuum never turns out well. We could build the most secure system, but if we started from security as our only priority, we would never make is useful for our customers and then it would never be used. Customers are also increasingly clever in finding ways around software that is designed for security but has really no focus on usability. It becomes almost more of a liability to a firm to even try to roll out something that is secure but not particularly usable.

We sit at that crossroads by focusing on usability first, and then we try to prioritize what security should mean in a mobile context. In our case, the first thing that we want to ensure from a security perspective is that the user who is using our mobile software is the user that we think it is. It's question of identity. The second thing what we want to make sure is that when a user accesses our system, the CIO or the CISO and the administrators of our system has complete control and complete knowledge of what those users are accessing. That's a matter of authorization. Make sure that the right user accesses the right thing.

The last piece of the picture for us is about data security. We do a lot to make sure that data that goes to the mobile device and data that sits on the mobile device is protected with best practices. State of the art technology of course, but also it's protected with an eye towards protecting information and only retaining information as long as it really needs to be on the device. The more data you put

on the device, the more opportunity there is to steal it. The more you focus on when that data is needed and how long it is needed, the more you can be mindful of what data lives on the device and for how long. You can make sure that data that doesn't need to be there, simply isn't there. That's how we focus on security. Of course, back to my first point. Always making sure that we deliver a usable experience first.

Ari Kaplan: You have a number of partnerships with law firms. How do they enhance what Mobile Helix offers?

Seth Hallem: Mobile Helix is really a window into your firm infrastructure. In order to access the firm infrastructure on the backend, in order to understand that firm infrastructure, we need to work with the companies who are delivering it. Obviously, document management, since I spoke about documents earlier, is very important to us. To that end, we have struck partnerships with NetDocuments® and with iManage® so that we have a good footprint with leaders in that industry. Those partnerships allow us to not only from a technology perspective access the data that's stored in those system, but also to experience how lawyers are using those systems without us.

When we try to bring our extensions to mobile device or our access to those systems to a mobile device, we want to make sure that we're doing it with familiar idioms, familiar flows and familiar ideas. Being able to work with iManage and work with NetDocuments to understand how those technologies are already used at law firms and to understand what they have in their road maps and where they're headed, allows us to make sure that as that experience goes mobile it makes sense to lawyers.

The other partnership that I'd like to feature is the partnership we have with Handshake Software®. This is very a different focus for us. Our product at its core is a very generic window into the assets that sit behind a firm's corporate firewall. As it stands today when you're sitting at your desk, there are many, many things you can access. Obviously, document management is one, but others are portals like Handshake or internal third party applications that are deployed on the firm intranet that you access through a browser when you sit at your desk.

All of those types of applications can be made available through LINK. When we build a partnership with someone like Handshake, who is a portal provider that attorneys are used to seeing in their browser when they're sitting at their desk, what we're doing is we're working with Handshake to make sure that the mobile experience is excellent. That's what we bring with that partnership. We provide the technology to take Handshake's portal securely to the mobile device, and then with the partnership, we make sure that the experience users get at the end is excellent.

Ari Kaplan: How do you see the pace of mobile adoption changing, and what's driving that change?

Seth Hallem: I think mobile adoption is a trend that has clearly taken off. Everybody has mobile devices of all sorts. What I think is changing is how people inside of corporate IT both in legal and elsewhere are responding to that trend. It's because corporations often move very slowly. It's an evolutionary thing. When people first got mobile devices, and brought them to work, they were BlackBerries. Then, when they switched from BlackBerries to Android devices and iPhones, they wanted what they had on their BlackBerry which was email, contacts, calendars.

That's where the pinpoint has been for IT for the last few years. As time wears on, people experience more and more of the applications they use in their personal lives or in other contexts on their mobile devices. They want that same experience at work. I think the main pressure that we see, and we see it every day, is law firm IT being pushed to put more and more on the mobile device, and we see visceral frustration from users when they can't get what they want on a mobile device. That just shows that the expectations have changed.

There's no longer a question of whether or not people are going to bring multiple devices to work. There's no longer a question of whether or not people are going to expect that those mobile devices can be used at work. The only question is, what is the next thing that they're going to want access to? Firms need to try to stay ahead of that, and corporate IT in general needs to try to stay ahead of that. I think that puts IT in a different position than they were in a few years ago where they felt like if they could secure these devices, get email security to be comfortable enough, that they could migrate everybody off of BlackBerries, then they would be in good shape. I don't think that's the case anymore.

Ari Kaplan: This is Ari Kaplan speaking with Seth Hallem, the co-founder and CEO of Mobile Helix, the maker of the LINK secure mobile app for lawyers. Seth, thank you so much.

Seth Hallem: Thank you, Ari. I appreciate the time.

About Ari Kaplan

Ari Kaplan, a leading legal industry analyst, is an inaugural Fastcase 50 honoree and a finalist for ILTA's 2015 Thought Leader of the Year award. His most recent book, *Reinventing Professional Services: Building Your Business in the Digital Marketplace*, was released in Japanese, and Thomson Reuters is publishing the second edition of *The Opportunity Maker: Strategies for Inspiring Your Legal Career Through Creative Networking and Business Development* in 2016.

He is the principal researcher for a variety of widely distributed benchmarking reports and has been the keynote speaker for events in Australia, Canada, the United Kingdom, and throughout the U.S. Kaplan is also the founder of the Lawcountability® business development platform and iPhone app, a finalist for ILTA's 2015 Innovative Solution Provider of the Year award, and a two-time Ironman triathlon finisher.

About Seth Hallem

Seth Hallem is the CEO and co-founder of Mobile Helix. Seth sets the company's overall direction and product strategy. Seth's mission for Mobile Helix is two-fold: to provide our customers with solutions that enhance productivity and that they love to use; and to nurture an environment of community and respect in which employees find their work experience rewarding.

Seth's academic and professional experience is in software architecture, development, and security. While at Stanford, Seth became a co-founder and the CEO of Coverity, Inc., the leader in advanced software development testing. Seth served as Coverity's CEO from 2002 to 2010, during which time the company grew to over 150 employees and 1,000 customers worldwide. Coverity was acquired by Synopsys for \$375 million in February 2014.

The original podcast on August 29, 2016, can be found here:

<http://www.reinventingprofessionals.com/iltacon-2016-mobility-best-practices-for-cios/>