

Practice Management Solutions: XIRA

"In the legal industry, innovation needs to follow a natural path to adoption without losing the core values that are at the heart of the industry," says Reza Ghaffari, CEO of XIRA.

The [2022 Legalweek Leaders in Tech Law Awards](#) looks to honor innovation occurring in legal departments and law firms across the country. The group of honorees this year for the Legalweek Leaders in Tech Law Awards have demonstrated knowledge, skill and compassion, recognized by the peers and clients who nominated them. From innovation in litigation to exploring new research opportunities to transforming the way access to justice is handled, the contenders for these awards have shown that true change is not only coming to the legal industry, it's already here.

Alongside their entries, we asked the winners of these awards a few questions about their work over the past year, their penchant for innovation, and more. Here's what Reza Ghaffari, CEO of XIRA, had to say.

Winner: XIRA for Practice Management Solutions

Reason for Win: XIRA's innovative client portal gave attorneys and clients a collaborative, secure, safe space for video conferencing, document management and more—a must during the pandemic.

Law.com: Looking back at some of your most rewarding projects over the past year, what were the biggest challenges you faced, and how

did you overcome them?



Reza Ghaffari: As a disruptive platform, XIRA provides GAVEL (its practice management software) free of charge. The challenge of offering a free model when it's very feature rich is that skeptics feel that there must be a catch. Our biggest hurdle was to overcome the perception of "it's too good to be true." As a result, we had to launch an extensive media and digital educational campaign to make sure users understood that our platform is "too good, it's free, and it's real." Through creation of educational videos and articles, working with the industry journalists and other legal advocates and bloggers, we were able to overcome the hesitancy.

How does your solution or company demonstrate innovation in how it tackles legal issues?

XIRA views the challenges of the legal system not only from the prism of the legal professional but also from the vantage point of the consumer market. With an unprecedented gap between legal needs of the public and what is served, we have a social responsibility to make a path to connect clients to a legal professional by creating a transparent, simple, and easy to use technology.

XIRA's integrated technology provides the consumer market with a tool

where they can find, book, and meet the legal professional matching their needs and price point. XIRA provides such an environment without bias to any particular client or attorney. Nor do we monetize our platform by giving preference to any attorney. Hence, bringing a real, democratized environment to the legal industry.

Looking at the legal world as a whole, what does “legal innovation” mean to you?

Legal innovation should have an impact in betterment of all lives. As a cutting-edge tech vendor, we need to ensure that we don't innovate purely for the sake of innovation, but instead make available cost-effective technology that improves, simplifies, and makes a positive difference in users' lives. From the client's perspective, legal tech can help democratize legal services and help everyone afford and utilize professional expertise and advice to navigate life better. From the attorney's perspective, legal tech enables them to gain new clients, market themselves more broadly, reduce administrative work, address the never-ending challenge to minimize costs while increasing revenues, and provides an unprecedented level of freedom to how attorneys operate and serve their clients.

In the legal industry, innovation needs to follow a natural path to adoption without losing the core values that are at the heart of the industry. Legal innovation needs to empower and enhance the working environment of legal consultants and not replace them with machines. Furthermore, bringing such enhancements to the industry will insure a broader availability of legal services to the public.