



Jeff Goens



James Lim

# Dialawg Credits ABA TechEZ for International Connections

When Dialawg, a secure collaboration platform for attorneys and clients, joined the ABA TechEZ program in November, its Co-Founder and President, Jeff Goens, expected it to attract broad attention. He was surprised, though, when some of the interest came from Singapore.

“In December, we received an e-mail from James Lim, Senior Assistant Director of Information Technology at the Law Society of Singapore, indicating that he wanted to try out Dialawg,” says Goens. “The request immediately raised two questions: how did he hear about us, and are we ready to do business in Singapore?”

## ABA TechEZ listing

The answer to the first question was easy: a member of the IT committee in Singapore had seen the Dialawg listing on ABA TechEZ — the new technology directory and education resource for ABA members — and alerted Lim, who is always looking for best practices to enhance the legal profession in Singapore.

“Our members are busy practicing law, not researching the latest IT products and services,” says Lim. “They look to us for IT recommendations.”

James Lim was very interested to learn more about how Dialawg, developed by and for lawyers in the United States, could advance the practice of law in Singapore. Since Singapore is an export-driven economy, a product developed specifically for lawyers to facilitate secure information transmission could be of great value to the profession nationwide.

An attorney himself, Goens began to prepare Dialawg’s service for business in Singapore.

## Simple advantage

“The simplicity of the platform turned out to be one of our greatest assets,” he says. “Dialawg’s SAAS platform is compatible with commonly used software such as Web browsers and mail clients that are already in use around the world, so we just needed to make some relatively minor adjustments.”

Goens credits his business partner, software developer, and Dialawg’s other Co-Founder and President, Colin Mathews, with creating the extensive code that has made the simple functionality possible.

Simplicity was a selling point for Lim, as well.

“Any technology we introduce to our members can’t be complicated. It must be simple to use if it is going to succeed in the legal field,” he says. “Dialawg is easy, and I haven’t noticed any slowness in communicating since we’ve had the system in place.”

## Quick referral

In fact, James Lim is so pleased with Dialawg that he’s already alerted his counterparts at other national bar associations in the region about the system.

“In Southeast Asia we all share technology insights,” Lim says. “We find it very useful.”

Dialawg attributes the recent international awareness of its service directly to its participation in ABA TechEZ.

“I absolutely believe that ABA TechEZ has made this relationship possible,” Goens says. “I don’t know that we would have been noticed or taken so seriously on an international level if we hadn’t been recognized by the largest bar association in the world — or at least not as quickly.”

