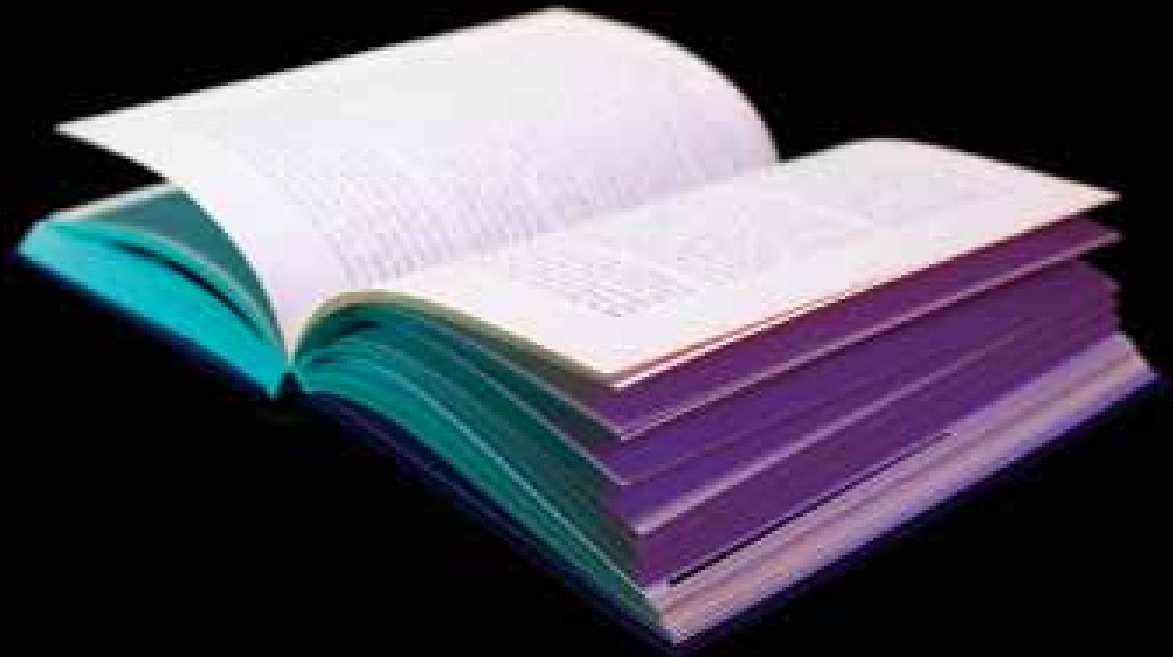


As a leader in the technology and outsourcing field, you can be confident that with our practical, responsive and innovative approach we will get the deal done.



# Serving the technology community is core to our practice. That's why we are one of the largest, best-known technology teams in the field with **acknowledged leading individuals.**

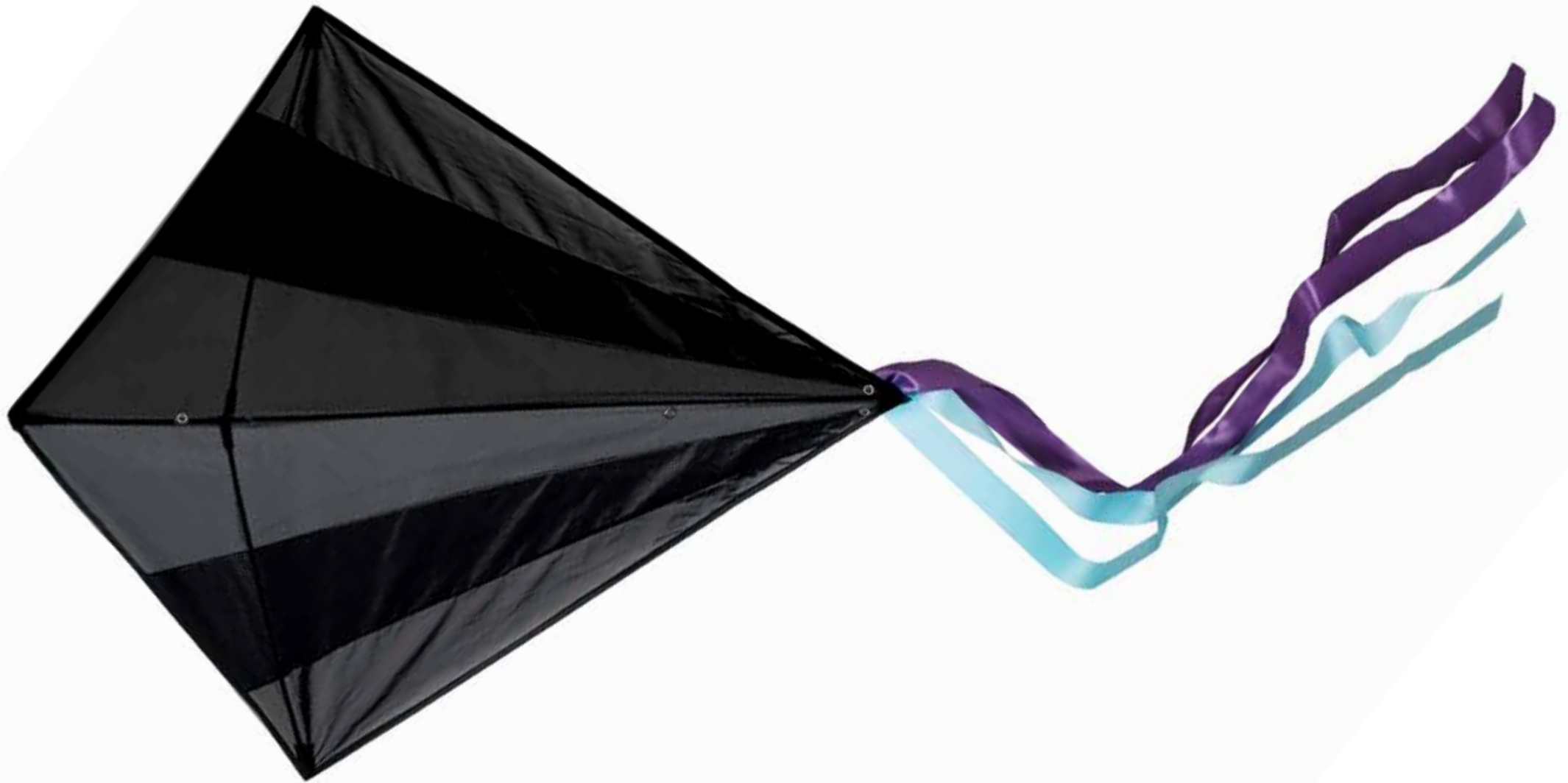
We pride ourselves on having top-class lawyers who are legally astute, with firmly established commercially-minded reputations. Many of our lawyers have worked in the industry or have gained invaluable experience through secondments to clients, so we appreciate first-hand the challenges you face.

We work on some of the most significant and highest-profile technology projects for entities ranging from the largest UK government departments to Europe's fastest growing and most exciting businesses. Our integrated approach means that we work as one team with colleagues across our practice

such as in employment, corporate and dispute resolution across our European offices. We have also established Ecomlex (an association of leading IT and e-commerce lawyers) to meet the needs of businesses throughout Europe, so we are able to provide a specialist range of technology law services in eighteen jurisdictions throughout Europe, via a single point of contact.



Field Fisher Waterhouse



With its agile dips and dives a kite in flight is graceful and beautifully orchestrated but it's not as simple to fly as it looks. With true talent you can make something that requires hard work and co-ordination look absolutely effortless.

The nut and bolt has innumerable uses in countless industries, providing fundamental structure and strength. It's amazing how just one simple connection can be the basis for a successful relationship.



# Our practical expertise and understanding of the industry provides invaluable support to our clients.

Every organisation faces the twin challenges of managing its IT efficiently and cost-effectively while being in tune with changes in technology that impact their business. We support traditional procurement and sales cycle, which dominates IT budgets, with effective processes and risk management. At the same time we work at the forefront of innovation in areas such as cloud computing, digital media, information security and clean technology.

Procurement of new systems, IT and business process outsourcing often require a commercial and disciplined approach. This approach is important for all players in developing a long-lasting relationship based around sustainable, commercial solutions.

During the procurement cycle we work across the team with all parties involved to find innovative solutions when deals do not develop according to script – and they almost never do. Our tried and tested approach and collaborative development of solutions distinguishes us from our competitors.

From our work on cloud computing, product development, data protection and risk analysis we have developed innovative and cutting-edge solutions, which has contributed to forming robust and commercial approaches for suppliers and customers alike.

In digital media, our pioneering work includes digital television, streaming and online issues for broadcasters and online content providers. We have a highly praised digital security practice which is at the forefront of developments in this area. In almost every field of technology our highly expert lawyers have insight and experience of the issues which are changing the shape of the market.

Examples of our work include:

- Advising the UK Government on the implementation of the UK National Identity Scheme and ID Cards.
- Advising one of the world's largest corporations on the distressed exit from an Indian offshoring.
- Advising on YouView, the IPTV platform, to bring TV streaming for all the major broadcasters via a set-top box.
- Advising a global corporation on its telecoms convergence programme and mobile, data and voice provision resulting in savings of several hundred million dollars.
- Advising a major South-East Asian telecoms company on its entry into the UK market, its infrastructure contracts and regulatory requirements.

# We provide clear, user-friendly advice and endeavour to make the most complex transactions run smoothly.

We act for both users and suppliers, including government departments, multi-nationals, foreign-owned businesses and start-ups to create the best commercial solutions for our clients. Our areas of focus and specific technical expertise are:

## **Outsourcing**

Our outsourcing specialists advise on all kinds of outsourcings - IT, BPOs, financial services, Government, offshore, supply chain, desktop, HR, telecommunications, real estate services, warehousing and logistics.

## **Procurements**

Our group is highly experienced in all aspects of software, hardware and systems procurement. We advise on systems development, support services, escrow and the entire range of procurement related requirements.

## **Privacy & information**

Our market-leading Privacy and Information Law Group has specialist knowledge of privacy, data protection, freedom of information, confidentiality and information management law, advising on all types of private and public sector projects. We have a unique team with the right depth and breadth to handle global projects. Our experience embraces all aspects of privacy-related law, including working with regulators across the world and contributing to the policy-making process.

## **Digital media and e-commerce**

We support clients in this market by bringing together the necessary skills in a combined team. Our specialist broadcasting, telecoms, IT, production, intellectual property, data protection and competition lawyers regularly work together on convergence projects as well as advising and working on specific projects in each area.

## **Communications**

We advise communications organisations at all levels of the industry on regulation, strategic regulatory projects and litigation. We have a leading commercial telecoms and broadcasting practice advising industry players and customers on all types of commercial arrangements from infrastructure procurement and network services agreements to MVNOs to customer terms and content agreements.

## **Public sector**


We provide strategic direction and input throughout the lifecycle of a project, from supplier management, through to contract and performance management and dispute resolution. We pride ourselves on having experienced technology lawyers with extensive knowledge of the public sector to provide our clients with much more than just technical legal advice.

## **Technology disputes**

We have lawyers dedicated to IT dispute resolution. Unlike many firms, IT disputes are not handled by general commercial litigators but IT experts, experienced in all forms of dispute resolution, from mediation to expert determination and, where necessary, litigation.



Since the Romans' amazing discovery, magnifying glasses have been used in countless endeavours, from studying cells to gazing at stars. Sometimes, it's only by scrutinising details that you can search out the most appropriate solution.



It took three inventors and 66 years to get from the first iteration of the zip to the one we know today. There are times when commercial success depends on perseverance and dedication to bring things together.



# Market-leading. Cutting-edge. Trusted. Commercial.

We have one of the largest teams of technology and outsourcing lawyers in Europe. This enables us to support the largest and most complex of transactions. Equally importantly it has allowed us to develop a high degree of specialism within the team which significantly differentiates us in our knowledge and approach.

Feedback from our clients has shown that they perceive us to be professional and approachable and appreciate our enthusiasm and willingness to develop collaborative and clear relationships. This close relationship, along with our innovative and commercially-minded approach means we work closely with our clients to achieve their desired outcomes in a cost-effective manner. Our expertise and reputation is trusted which is further supported by client recommendations and repeat work.

We pride ourselves in developing our understanding of our clients' issues due to our backgrounds in the industry as well as through our secondments to clients where we work for both users and suppliers. We have the experience to advise on commercial issues as well as provide cutting-edge legal advice.

We are committed to staying apace with new developments by identifying new issues facing the technology industry and host numerous events throughout the year to provide a forum for clients to network with both peers and potential partners.

# About us.

Field Fisher Waterhouse is more than just a full-service European law firm specialising in providing commercial solutions for all industries and sectors. It's our ability to embrace change and to navigate and capitalise on the changing market that makes us different.

Clients choose to work with us because we can provide exceptional lawyers with industry expertise and strong commercial knowledge of their businesses. They value our flexible approach to teamwork and that we will shape our structures and way of working to meet their specific needs.

This commercial attitude, combined with our empowering and down-to-earth style, means you can trust us to provide you with the best possible legal solutions.

Binding printed pages together seems such an obvious thing to do but the creation of the bound book took generations to perfect. Finding the right solution needs perseverance but it can lead to a clear, inspired solution.

