# SECURE AND REMOTE END-TO-END



Q SEARCH

LAW.COM | CORPORATEC@UNSEL

SIGN IN REGISTER

Red Ayuditas · Soluciones Asesores, Abogados y Financieros especiali

By Rhys Dipshan | May 29, 2020 at 04:00



If you ask most people what the first touchscreen phone was, chances are a good portion will say either the iPhone or the Blüscherry. They werent—IBMS simon won that title in 1979. But given both the popularity of the iPhone and Blacherry, and the import they've had. It's not hard to see what those are go-to answers. It's also not hard to see what this says about technology products: without wide adoption, it's like they don't exist. But getting users to adopt a tech product is a lot like designing it—success can largely depend on certain stars

Technology is deceiving because great technology or great products seem to make everything so easy. ... [But] pushing it out to the right people at the right time in the right way, communicating to them in a way that they hear and understand the value proposition and why they should take a risk and a pamble, that's hard to of, explains jeff Marple, director of innovation for the legal department at insurance company Liberty Mutual.

### Law Firms Mention

ore Craig

### Trending Stories

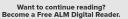
State Bar Group Calls for 'Mandatory' COVID-19 Vaccinations, Regardless of Objections

Dozens of Big Law Firms
 Received Millions in PPP Loan
 Funds

Justice Melton Threatens
Discipline for Judges Violating
COVID-19 Orders

'I Don't Blame You, Man': South Florida Lawyer Turns Heads by Wearing Full Hazmat Suit to Federal Court

Texas Supreme Court Reminds Cities There Is No Pandemic Exception to the Constitution



BENEFITS OF A DIGITAL MEMBERSHIP: Free access to 3 articles\* every 30 days Access to the entire ALM network of website

Access to the entire star network of newsletters
Unlimited access to the ALM suite of newsletters
Id custom alerts on any search topic of your choo
Search by a wide range of topics

REGISTER NOW



CT-born, New York-based legal tech reporter covering everything from in-house technolog-disruption to privacy trends, blockchain, Al, cybersecunity, and ghosts-in-the-machine. Continually waiting for law to catch up with bech. (If's like waiting for Goods but without the

More from this author →



Global Briefing

## General Counsel Conference 2020

Four Strategies to Navigate Data Privacy Obligations for Compliance, Litigation, and E-Discovery Professionals

Professionals
Modern business are caught in a perfect storm. Data prival
laws are proliferating at the state, federal, and international
levels, requiring companies to know where they are storing
personally identifiable information [10] and personal health
information (PHI) and wrap tight controls around the process
use, and transfer of such PHI and PHI.

Law Offices of Gary Martin Hays & Associates P.C.

Law Offices of Mark E. Salomone

**More from ALM** 

Resources CLE Center Legal Compass Events Webcasts

Tan 40 Missansontians

F. Opention pute Met....

I. or nationally deapproach and finite resources, this white paper outlines strategies that in-house counsel can deploy to start operating more effectively and make better decisions.

# Sign Up Today and Never Miss Another Story.

Outdy difference of a minimized number of a wide range of sletters. Visit your My Account page to make your selections. Get the timely let you cannot afford to miss. Tailored just for you. In your inbox. Every day.