

Ey on productivity drives Fab solution



Fablaw Director, Kelly Ey picture by J Bouzianis

Legal innovator, Kelly Ey of Fablaw, notes the Chinese character for 'crisis' has two parts: danger and opportunity.

"We hear a lot about the danger. Now there is welcome news of an opportunity to triumph in adversity with a practical means for managing success," Kelly says.

"I have spoken with many business and community leaders. The challenges they face include maintaining a positive outlook and getting on with productive business. Greater efficiencies are being sought more than ever before."

Kelly says successful organisations are looking inward to find ways to save money and do things better.

"Contracts are a valued asset in many businesses, with contract management critical to operating those businesses successfully," she says.

"Many businesses operate with contracted consultants, other workers or machinery. They manage projects or events, attract sponsorship, lease and manage property, enter into contracts with growers and producers. Some operate a franchised network."

Kelly saw an need to be "sorted, automated and online" and developed Fablaw's fab sao system accordingly. Fab sao is an online contact management system developed for the franchise industry and adaptable to almost any contract management requirement.

The system facilitates proactive contract management and aims to cut operating costs, particularly legal fees. Developing it, Kelly has applied the lessons of 15 years working with major corporate and commercial clients, from the franchise industry to international hotels, manufacturers and mining companies.

"Key contracts are 'sorted' and stored online. Renewals and other routine functions are automated for cost efficiency," she says.

"The system, available online via a secure log-in, enables businesses to anticipate critical dates and actions.

"Fab sao encourages more direct communication, mobility and a transparent business culture."

Being web-based, the system is fully mobile, so users can work anywhere with an internet connection. Reduced paper use and storage space are further benefits.



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