

Case Study:

How Afinety Became an Extension of Hersh FamilyLaw Practice's Team

In family law, trust and responsiveness are everything. So, when Hersh FamilyLaw Practice's initial transition to a cloud-based platform proved more challenging than expected, it wasn't just a technical issue – it impacted every part of the firm's work. Firm Administrator Javier Morelos, who has spent more than 21 years at the firm, had to steer through the situation and find a better way forward.

After starting at the front desk and working nearly every role except lawyer, Javier knows what makes a law firm function and what happens when the tools behind it stop working.

When Cloud Migration Tested the Firm

Javier inherited a cloud migration from a departing leader. The plan was to move the firm's data over the weekend, but the timing and execution created challenges during business hours.

“I logged in that afternoon and started watching files disappear from the network,” Javier recalls. “Attorneys and staff couldn’t access documents, and it created a lot of confusion in the moment.”



Client Snapshot

Firm: Hersh FamilyLaw Practice, P.C.

Location: San Francisco, California

Size: 19 employees – 9 attorneys, 10 support staff

Challenge:

Finding an IT provider they could trust – one that understood how law firms operate and could deliver the reliability, responsiveness and partnership needed to serve clients without disruption.

Solution:

Afinety Cloud Platform (ACP 2.0) gives Hersh FamilyLaw Practice a secure, high-performing cloud environment where everything the firm relies on works together. Attorneys and staff can access documents, billing systems and research tools in one protected space, whether they're in the office or working remotely. Afinety manages performance and security behind the scenes so the firm doesn't lose time to outages or IT issues.

Results:

Reliable performance, faster response times and peace of mind. Attorneys can work from anywhere without worrying about connectivity or security. Javier and his team have a trusted partner who understands their business and feels like an extension of their own staff.

With files vanishing and communication breaking down, the firm's productivity ground to a halt. The experience left Javier and his team cautious about finding an IT partner that truly aligned with how the firm operates.

"That day was one of the most challenging professional experiences of my career," he says. "I knew we couldn't go through that again."

Rediscovering a Trusted Name

When the contract with that provider ended, Javier searched for a partner who would act like part of the team, not an outsider. While reviewing files from his predecessor, he found a folder labeled Afinety. He remembered attending an Afinety-sponsored event years earlier that left a strong impression.

"It was well run, the people were nice and it stuck with me," he says. "That familiarity made me feel comfortable picking up the phone."

A Different Kind of Partnership

The transition to Afinety was a very different experience: clear, coordinated and fully supported.

"There was handholding, responsiveness, training – everything we didn't get before," Javier says. **"And I know the team by name. They know our firm, too. That's how you keep clients happy."**

He calls it "the best transition I could have imagined."

The Outcome

A Reliable System and a Real Relationship

Today, Hersh FamilyLaw Practice operates confidently on Afinety Cloud Platform (ACP 2.0). Attorneys stay focused on clients instead of tech issues, downtime is gone and Javier knows he has partners who care about the firm's success.

"I've done pretty much every role at this firm except lawyer," he says. "I know what works and what doesn't. Afinety isn't just IT support – they're part of our team."



Hersh FamilyLaw Practice

A Professional Corporation

"Bringing on Afinety was the best decision I've ever made at the firm."