



# RubyLaw 22

*Our Newest Major Version*

# RubyLaw 22

RubyLaw 22 addresses many of the challenges users have experienced with shifts to remote working environments.

It also does more to support distributed teams, while elevating the already-high security bar, to ensure that users of the RubyLaw Content Lifecycle Management (CLM) platform can outperform their competitors from anywhere, at any time.

## Meet RubyLaw 22

RubyLaw 22 is the newest major version, with the first minor version, 22.1, coming in early 2022. Not only will RubyLaw 22 include exciting new features and benefits, which you can read about below, it will also have a new delivery model.

Specifically, RubyLaw 22 will adopt an approach popularized across the software world, and shift to a continuous upgrade, continuous release, subscription delivery model. This means that moving forward, as new releases are available, your systems will be seamlessly upgraded, reducing ongoing maintenance costs for your firm.

RubyLaw 22 makes it much easier for your team to take advantage of the full power of RubyLaw, including our Documents module for Word/PowerPoint/PDF document generation, Experience for matter management and marketing promotion, Proposals for proposal and pitch/generation, and Integrity for managing content quality and preventing the use of forbidden terms in your content.

RubyLaw 22 will also power marketing tech stacks leveraging RubyLaw Express, our newest offering for smaller, growth-minded firms.

## Upgrades from RubyLaw 12

Users currently on RubyLaw 12 will also enjoy access to the following features:

### Drafts

The new Drafts feature fosters better collaboration within teams, allowing users to manage content throughout all phases of its lifecycle. Specifically, users can create, edit, and internally share content drafts without having to publish and make changes on a live version. This powerful feature turns the RubyLaw console into more of a collaborative workspace, where teams can develop compelling content out of view from external audiences and without the need for third-party tools, e.g., Microsoft Word.

*Drafts is included in all installations of RubyLaw 22.1.*

### **Content Locking**

In RubyLaw 22.1, Content Locking has been rejuvenated to prevent editing conflicts from occurring, specifically instances where multiple parties wish to make changes to the same content object. Instead, the first user is granted access, while subsequent team members are alerted to the fact that the desired content object is being modified by another user. Unintentional conflicts can thus be avoided, preserving content integrity and helping teams to better collaborate to manage content throughout its lifecycle.

*Content Locking is included in all installations of RubyLaw 22.1.*

### **Single Sign-On (SSO)**

This security-forward feature supports RubyLaw user management via a centralized database using the industry-standard user authorization protocol (SAML 2.0). A centralized authentication system is typically managed by firm IT departments with Microsoft Active Directory Federation Services (ADFS) and/or third-party providers, e.g., Google's G Suite, Azure AD, Auth0, Duo, or Okta, and RubyLaw SSO extends this functionality to users in the RubyLaw environment.

*RubyLaw SSO is offered as an optional subscription module. Please contact your RubyLaw representative for additional information.*

### **Data Import**

One of the most-frequently requested features by RubyLaw users is the ability to make updates to content and data en masse. With RubyLaw Data Import, users can import vast amounts of content via Excel spreadsheet. Coupled with enhanced Content Reports capabilities, this functionality allows high volumes of content to be exported via Excel spreadsheet, modified en masse, and then re-imported. Aside from the efficiency and familiarity of working within Excel, firms no longer need to rely on RubyLaw developers to make these types of updates.

*Data Import is included in all installations of RubyLaw 22.1.*

### **Client Information Hub**

Legal marketers constantly grapple with customizing content for their target audiences. With the RubyLaw Client Information Hub, they can now ensure that clients have access to resonant, bespoke thought leadership, delivered on a case-by-case basis through a personalized entry point. This client-centric portal can be tailored to target content down from one-to-many (a la your website), down to one-to-few (a la the entire client account), and down further to one-to-one (an individual at a client account).

*RubyLaw Client Information Hub is offered on an a la carte basis with a one-time setup fee and ongoing, monthly subscription fees for usage.*

### Content Recommendation Engine

Increased engagement with thought leadership leads to more engaged clients and improves business development results. For users that want to deliver a highly personalized experience for website visitors, the RubyLaw Content Recommendation Engine is a great option.

This dynamic module tracks website visitors as they interact with your content on the front-end, while leveraging the 360-degree back-end relationships of content, serving up relevant recommendations for ancillary thought capital. Think of this in a similar vein as Amazon showing what other consumers have purchased or Netflix suggesting shows that you might like—only this feature does not require external CRM system integration to increase visitor engagement.

*The RubyLaw Content Recommendation Engine is offered as an optional subscription module. Please contact your RubyLaw representative for additional information.*

### Integrity

RubyLaw Integrity, formerly known as “Sweeper”, is a reimagined site quality tool that performs integrated error checking scans and reporting on U.S. English content. Users can leverage Integrity to run reports at preferred intervals, e.g., multiple times per week or weekly, and instantly correct spelling errors, broken images and links, flag prohibited/confidential terms (such as client names), and common website errors. Reported issues may be addressed efficiently via a single click thanks to the single integrated RubyLaw interface.

*RubyLaw Integrity is offered as an optional subscription module. Please contact your RubyLaw representative for additional information.*

### Super Template (Pictured, right)

The RubyLaw Super Template helps marketers and business developers accelerate content publication, while also providing greater flexibility than a “normal” custom template. Developed as a completely modular page, Super Template utilizes a series of page-parts, or zones, that enable users to display a wide range of content in an open-ended format. With a modular back-end, users can stack and combine zones to form the complete content page. These “zones” support an infinite combination of layouts for the



display of common media elements (images, video, audio files, and podcasts), pull quotes, and professional (lawyer) highlights.

*The RubyLaw Super Template is offered on an a la carte basis with a one-time setup fee. Please contact your RubyLaw representative for additional information.*

**C.P.R. Kit**

The RubyLaw Connect/Prepare/React (“C.P.R.”) Kit is an emergency response package designed to help organizations quickly mobilize and leverage RubyLaw to act during emergencies. With the RubyLaw C.P.R. Kit, organizations of all sizes can have a public-facing resource and response presence in less than 4 hours. The bundle includes an emergency response checklist, best practices for RubyLaw users, the RubyLaw Super Template, a launch video, and RubyShield Red Alert, a flexible bundle that provides for 40 additional hours of support to supplement existing RubyShield plans.

*The RubyLaw C.P.R. Kit is offered on an a la carte basis with a one-time setup fee and ongoing, monthly subscription fees for usage of RubyLaw Notifications. Please contact your RubyLaw representative for additional information.*

**If you are currently using RubyLaw 10 or 11...**

Users of RubyLaw 10 or 11 will enjoy added benefits for upgrading to RubyLaw 22. Along with all of the features of RubyLaw 22, those on previous versions will receive all of the functionality of major and minor intervaling versions.

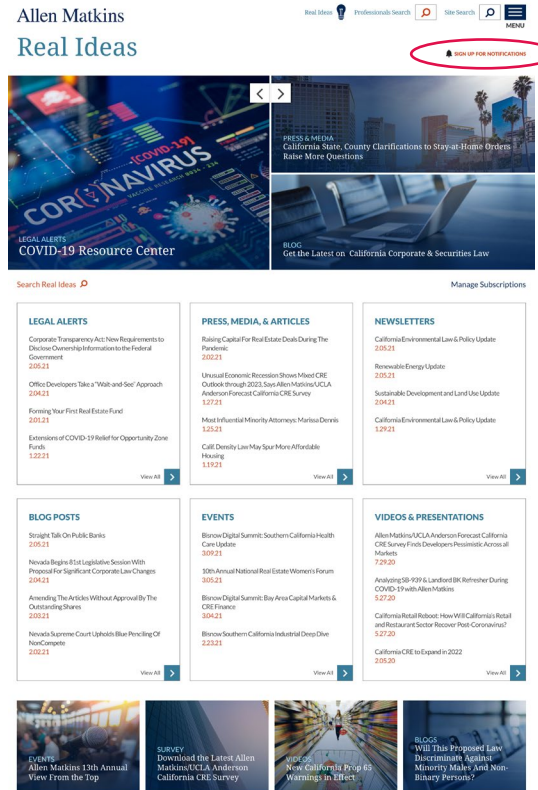
**Upgrades from RubyLaw 11**

Users currently on RubyLaw 11 will also enjoy access to the features available in RubyLaw 12. These include:

**Notifications** *(Pictured, right)*

RubyLaw Notifications allow website visitors to opt-in to notifications for a website, providing marketing teams with a simple mechanism to deliver timely and relevant updates directly to a subscriber’s desktop. Rather than further clogging a recipient’s email inbox, organizations can deliver targeted, GDPR-compliant updates via the operating system’s Notifications feature—outside of the browser.

*RubyLaw Notifications are offered on an a la carte basis with a one-time setup fee and ongoing, monthly subscription fees for usage. Please contact your RubyLaw representative for additional information.*



### **Video optimization and large file uploads**

With multimedia file usage now more prevalent than ever, particularly video content from webinars and virtual conversations, teams need to balance the capacity to store and manage large files with requirements around output quality. This is especially challenging when it comes to the web, where the experience of viewing online videos is impacted by various factors—file size being one. RubyLaw allows users to upload videos (and other media) files over 1TB in size, and automatically optimizes videos for the best possible user experience.

*Video optimization and large file uploads are included in all installations of RubyLaw 22.1, as this functionality is part of RubyLaw 12.*

### **Media Manager**

The new RubyLaw Media Manager boasts a faster, more modern interface. It provides enhanced support for new image render types, including scaling, cropping, and resizing, as well as optimized video render types for webinars and other purposes. Media Manager also includes additional support for newer image and video formats, support for large file uploads, more robust media previews, and other features.

*Media Manager is included in all installations of RubyLaw 22.1, as part of RubyLaw 12.*

### **Customizable Data Export**

Users can now export data in custom formats, with selectable columns as well as new options, to enable field details to be exported for machine processing.

*Customizable Data Export is included in all installations of RubyLaw 22.1, as part of RubyLaw 12.*

### **Documents**

The newest version of RubyLaw Documents has expanded capabilities for the generation of Microsoft Word, Microsoft PowerPoint, and modern PDF files containing content from any RubyLaw content templates. PDF generation capabilities have been most enhanced from prior versions, and include support for extensive customization and advanced page layouts.

*RubyLaw Documents is offered on an a la carte basis with a one-time setup fee and ongoing, monthly subscription fees for usage.*

### **RubyLaw Binder**

The RubyLaw Binder is a virtual “shopping cart” for digital content, allowing website visitors to quickly curate a document containing information from key website pages about a firm, its services, and its thought leadership, and generate a dynamic PDF of the selected content.

*RubyLaw Binder is offered on an a la carte basis with a one-time setup fee and ongoing, monthly subscription fees for usage.*

### Interactive Map Components *(Pictured, right)*

RubyLaw offers Interactive Map Components that enable information graphics for map-based data to be displayed as interactive experiences for geographically-oriented content.

*Interactive Map Components can be added to existing or new content templates on an a la carte basis with a one-time setup fee.*

### RubyLaw Media API Compatibility Layer

The RubyLaw Media API Compatibility Layer ensures that clients with older integrations, e.g., those predating RubyLaw 12, can still access systems and data previously integrated with for media.

*The RubyLaw Media API Compatibility Layer is included in all installations of RubyLaw 22.1, as part of RubyLaw 12.*

### Upgrades from RubyLaw 10

Users currently on RubyLaw 10 will also enjoy access to the features available in RubyLaw 11. These include:

#### RubyLaw Spaces

With RubyLaw Spaces, users can segment content, including media assets, by “space” to designate where it can be published, viewed, and accessed. Support for Spaces applies to an organization’s primary website, sub-sites, microsities, and private (unpublished) Spaces.

*The Spaces capability, and a main website Space, is included in all installations of RubyLaw 22.1, as part of RubyLaw 11. Additional Spaces are offered on an a la carte basis with a one-time setup fee and may incur ongoing, monthly subscription fees for usage.*

#### Microsite Builder

The Microsite Builder module enables the creation of web-based microsities at designated URLs, all managed centrally via RubyLaw and the Spaces functionality.

*Microsite Builder is offered on an a la carte basis with a one-time setup fee and ongoing, monthly subscription fees for usage.*

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Home » News & Insight » Security Breach Notification Chart

### Security Breach Notification Chart

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Perkins & Cole's Privacy & Security practice maintains a comprehensive chart that summarizes state laws regarding security breach notification. The chart is for informational purposes only and is intended as an aid in understanding each state's sometimes-unique security breach notification requirements. Lawyers, compliance professionals, and business owners have told us that the chart has been helpful when preparing for and responding to data breaches. To view the requirements for a specific state, click on the state name below.

Click here to download a fully searchable PDF document containing information on the current breach notification laws in each of the 50 states, D.C. and Puerto Rico.

Alabama	Louisiana	Oklahoma
Alaska	Maine	Oregon
Arizona	Maryland	Pennsylvania
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California	Michigan	South Carolina
Colorado	Minnesota	South Dakota
Connecticut	Mississippi	Tennessee
Delaware	Missouri	Texas
District of Columbia	Montana	Utah
Florida	Nebraska	Vermont
Georgia	Nevada	Virginia
Hawaii	New Hampshire	Washington
Idaho	New Jersey	West Virginia
Illinois	New Mexico	Wisconsin
Indiana	New York	Wyoming
Iowa	North Carolina	
Kansas	North Dakota	
Kentucky	Ohio	

To view the requirements for a specific state, click on the state below.

This chart is for informational purposes only. It provides general information and not legal advice or opinions regarding specific facts. For more information about security breach notification laws or other data security matters, please contact the Perkins & Cole attorney with whom you work or:

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### **Personalization**

Personalize content based on visitor demographic information via an integration with your Content Relationship Management (CRM) system (explicit personalization), or deliver dynamic sessions that display content based on user paths (implicit personalization).

*Personalization is offered on an a la carte basis with a one-time setup fee and ongoing, monthly subscription fees for usage.*

### **Smart Content**

Smart Content provides the technology infrastructure to deliver dynamic, personalized user experiences for website visitors. Going a step beyond base personalization, this option enables key content areas to be personalized for site visitors based on their demographics, geolocation, and more.

*Smart Content is offered on an a la carte basis with a one-time setup fee and ongoing, monthly subscription fees for usage.*

### **Template Builder**

Template Builder allows advanced RubyLaw users to view and modify the data templates that define Structured Data and Content templates. This applies to the creation, updating, and removal of data fields from template definitions, as well as to adding new template definitions. Updates to templates made within Template Builder are then reflected in the documentation of RubyLaw Connect, our REST-based API, enabling users and integration partners to self-manage template-related data.

*Template Builder is included in all installations of RubyLaw 22.1, as part of RubyLaw 11.*



