Dispute Resolution. Redefined.

Simple, impartial and fast. Access to justice, online.
Created for Ombudsmen.
### What is Immediation?

Immediation is the world’s first comprehensive online dispute resolution platform. Accessed by business and individuals, it is impartial and non-aggressive, focussed on resolving disputes, avoiding escalation and maintaining business relationships.

*Immediation* is a unique service providing an end-to-end solution for the online resolution of disputes that can be accessed from the internet, without having to download software.

*Immediation’s* service is fast, with transparent, up-front fees for dispute resolution services.

*Immediation* provides a platform to directly access a select-entry Expert Panel of highly qualified mediators, arbitrators and experts to resolve appropriate disputes online.

### The Immediation Advantage

Immediation provides everything that’s needed to resolve your dispute in one place online without having to go to court.

If proceedings have been issued, *Immediation’s* streamlined process can be quickly accessed for pre-trial mediation.

#### Speed

We can help you solve your dispute in weeks, with our standard timeframe being 30 days.

#### Cost

We charge a fee that is fixed and proportional to dispute value for dispute resolution services. Using *Immediation* is likely to reduce legal fees and expenses such as travel costs.

#### Efficiency

Our process is efficient and fast, without procedural hurdles.

#### More Amicable

Our process is not adversarial, helping you preserve your important business relationships.

#### Transparency

Our fees are certain and payable at commencement. There are no extra costs or hidden surprises.

#### Ease of Use

Perfect for regional, interstate or international matters, you don’t have to leave your desk to use Immediation.

#### Easy to Understand

Our process is simple and easy to follow, even for those who are not legally trained.

#### Immediation’s Panel

We use a panel of highly experienced, leading experts that we have vetted and handpicked for their skills in settling or determining disputes.

#### Increased Choice

We can suggest the best neutral for your dispute, who will be available within the timeframe and who might be in a different city.

#### Risk and Outcome

We charge proportional costs and offer commercial solutions that are much wider than you can get in court.

#### Impartiality

Our experts are independent and won’t take sides.
Not all lawyers are alike and Immediation Founder, Laura Keily, definitely breaks the mould. Backed by a team of experts, she is the innovator that is transforming the way disputes are resolved.

It is well documented that access to the legal system is out of reach for many people and businesses. As a barrister, I live and breathe the daily struggle of people and businesses to obtain legal remedies at a reasonable price.

The current court process is complex, lengthy and very expensive, with many judges and courts being overburdened. Typically, it can cost $10,000 just to open a solicitor’s file and the minimum legal fees for a small contested matter are likely to be around $50,000.

According to the Law Society of NSW Commission of Inquiry 2017 Report ‘Future of Law and Innovation in the Profession’, delays in court proceedings can cause serious societal problems. The inquiry also found that there is a greater role for technology and innovation to aid access to justice.

Businesses and consumers are increasingly demanding greater value, more competitive pricing and other reforms. The regulatory landscape has changed significantly, requiring businesses to resolve a greater number of disputes with customers than ever before. The community also is expressing a preference for important issues to be resolved in a more sophisticated manner than adversarial and acrimonious debate.

This is why I created Immediation.

Laura Keily
Founder

Immediation
Immediation is a highly efficient platform, provisional patent application pending, designed by Immediation’s team with over 150 years’ combined experience in the legal industry. With easy-to-follow steps, the platform was built by former Google engineers and leading UX designers under the guidance of Immediation’s Chief Technology Officer, Martin Wells, who is a Silicon Valley VP of Product and Engineering.

The platform includes streamlined workflows for dispute notification and document exchange. It also includes a new online resolution conference facility, provisional patent application pending, for fast, efficient and amicable negotiation, mediation and hearings.

The Immediation platform enables disputing parties to submit their side of a dispute online and to upload material evidence to support or defend their claim. It uses bespoke workflows to work through disputes in a sensible, logical format without legalese. After the online exchange of information, disputing parties can negotiate on the platform or are matched with an experienced neutral party for facilitated mediation, early-neutral evaluation, binding expert determination or binding international or domestic arbitration.

A customised video-conference tool is used to mimic a physical mediation centre. The mediator controls proceedings, enabling parties to convene in plenary session or in caucus with their lawyer. During the online conference, parties can text-chat privately or publicly and view information uploaded to the platform. On screen, the parties can work together on their settlement terms, which are instantly converted into a settlement agreement for e-signing via DocuSign.

In determinative dispute resolution, the online conference facility can be used for a hearing, with functionality to accommodate witnesses.

---

**What is Immediation?**

**The Innovative Platform**

Immediation is a highly efficient platform, provisional patent application pending, designed by Immediation’s team with over 150 years’ combined experience in the legal industry. With easy-to-follow steps, the platform was built by former Google engineers and leading UX designers under the guidance of Immediation’s Chief Technology Officer, Martin Wells, who is a Silicon Valley VP of Product and Engineering.

The platform includes streamlined workflows for dispute notification and document exchange. It also includes a new online resolution conference facility, provisional patent application pending, for fast, efficient and amicable negotiation, mediation and hearings.

The Immediation platform enables disputing parties to submit their side of a dispute online and to upload material evidence to support or defend their claim. It uses bespoke workflows to work through disputes in a sensible, logical format without legalese. After the online exchange of information, disputing parties can negotiate on the platform or are matched with an experienced neutral party for facilitated mediation, early-neutral evaluation, binding expert determination or binding international or domestic arbitration.

A customised video-conference tool is used to mimic a physical mediation centre. The mediator controls proceedings, enabling parties to convene in plenary session or in caucus with their lawyer. During the online conference, parties can text-chat privately or publicly and view information uploaded to the platform. On screen, the parties can work together on their settlement terms, which are instantly converted into a settlement agreement for e-signing via DocuSign.

In determinative dispute resolution, the online conference facility can be used for a hearing, with functionality to accommodate witnesses.
Immediation’s first commercial service stream is for mediation, recognising the importance of facilitated negotiation in resolving the majority of disputes.

Shortly, Immediation will offer an additional 6 streams.

Each stream escalates in seriousness depending on the value and risk of the dispute and the needs of the parties:

**Automated Negotiation Tool**
An automated negotiation tool which helps parties to settle low value and low risk matters swiftly and without any need to interact by phone, video or face-to-face.

**Negotiation**
The parties may negotiate directly with or without lawyers, using the full functionality of the platform including the settlement agreement. No Immediation Panel member is involved.

**Mediation**
An experienced mediator or subject matter expert will conduct an online mediation, with the aim of facilitating entry into a settlement agreement. Our mediation service has been designed so that it can be used either independently of, or in conjunction with, legal proceedings.

**Evaluation**
An online non-binding early evaluation of a dispute by a subject matter expert.

**Determination**
An online expert determination of a legal dispute or a specific issue by a subject matter expert which is made binding by contract.

**Review Panel**
The parties can agree in advance to have the Determination reviewed by a panel of three experts.

**Arbitration**
An online arbitration conducted by a qualified arbitrator in accordance with relevant arbitral rules to produce an arbitral award, either domestic or international.
Use of Immediation for pre-trial mediation

The standard mediation platform can be used where no proceedings have been instituted and is designed to avoid pleadings, promoting interest-based negotiation.

We understand that sometimes it is not possible to avoid proceedings being issued. Immediation’s platform can still be useful as a fast and effective mediation tool for a fixed price and in a fixed timeframe.

Immediation will present a customised workflow for pre-trial mediation where proceedings have been instituted. Sometimes it is very unlikely that the matter will resolve even though the parties have been sent back to mediation. The myriad benefits of using Immediation for pre-trial mediation in this instance include:
- speed;
- reduction in cost and travel time;
- access to the Panel of expert mediators in a definite timeframe;
- the ability to narrow the issues in dispute;
- the ability to more accurately predict the settlement range and make a Calderbank offer.

Flexible and adaptable

As the Immediation team has significant domain expertise, we understand how businesses interact with their lawyers and with independent neutrals throughout a resolution process, and how different representatives of an organisation are involved throughout the lifetime of a dispute. We believe that being in a fast online environment does not mean a compromise on flexibility.

The Immediation platform has been designed to flex to the needs of businesses as they move through a dispute. For example, the executive who receives the dispute notification can pass it to their lawyer to deal with. A lawyer can be in the drivers’ seat, with the client having oversight, or vice versa.

In some cases, clients may feel comfortable to drive all of part of the process on their own. Clients can invite various parties, be they a lawyer, insurer or other representative, to participate. Different levels of access and functionality have been built in to accommodate witnesses, legal representatives and other participants in a mediation or hearing. Drafting and signing power can be allocated to different corporate representatives.

Nothing has been left to chance.

What if I prefer physical mediation or arbitration?

We are convinced that once you’ve used the platform, you’ll be a convert, like our pilot clients. The video resolution in our conference facility is very high, enabling you to read body language and expression in the normal way.

Our platform has been designed to enable you to have private conversations between client and lawyer teams, so there is no need to be physically co-located with them.

But we understand that in some cases you might like to be present in the same location. If required, a physical mediation or hearing can be arranged to complement the Immediation platform.

The platform can still be used as a tool to assist with the mediation itself, particularly the drafting and signing of the settlement agreements, even if you are co-located.
Immediation’s unique Expert Panel provides direct access to the right independent neutral for your dispute, including senior retired judges and Senior Counsel.

You can have confidence that the Immediation Expert Panel contains only appropriately qualified individuals to assist as independent neutrals and that we will accommodate your preference, or if no preference is expressed, nominate the right neutral for your dispute.

You will always be asked to approve a suggested neutral, if the parties have not pre-agreed their choice.

Our Expert Panel members include former justices, Tribunal members, QCs/SCs, leading barristers, arbitrators and mediators, and leading lawyers from top-tier international, national and boutique specialist firms. The Panel includes subject specialists in areas such as property, employment, commercial, intellectual property, insolvency and litigation. Going beyond law, many of our experts have technical expertise in areas as construction, engineering, valuation, tax and telecommunications.
Ombudsmen
Why is Immediation right for you?

Immediation as a technology platform

Immediation’s ultimate objective is to improve access to justice outcomes.

Accordingly, Immediation offers its technology platform to high-volume dispute resolvers, so that a greater proportion of the community can access the streamlined process. To that end, Immediation is offering customised versions of the platform by way of licence to dispute resolution bodies.

The licence arrangement is a ‘software as a service’ offering, meaning that a licence fee is charged along with any engineering fees for customisation. The benefit of customising Immediation is that our workflows can be adapted and combined in a way that best suits the customer’s needs.

Crafting a new way for Ombudsmen Services

We understand that Ombudsmen currently offer dispute resolution services largely off-line, to a growing number of consumers and members.

This presents a challenge for Ombudsmen in the current climate, which by statutory mandate is giving rise to a higher volume of issues. This challenge is also an opportunity for innovation.

How Immediation can benefit Ombudsmen

Immediation can provide a bespoke and customised dispute resolution workflow based on its existing engineering to create value for all stakeholders, including Ombudsmen, their staff, complainants and members.

The value creation can be understood by considering how Immediation would assist Ombudsmen to address the benchmarks for industry-based customer dispute resolution.
A bespoke offering designed for Ombudsmen

Step 1
Rights, Responsibilities and Ombudsman dispute process explained for Complainant

Step 2
Complainant creates Claim

Step 3
Complainant uploads information

Step 4
Invite Respondent V1 - Ombudsman reviews, V2 - Automated to respond to respondent

Step 5
Automated Negotiation Tool to resolve dispute

Step 6
Independent mediator assigned from Ombudsman (or from Immediation panel)

Step 7
Online Resolution conference

Step 8
Adjudication of dispute by Ombudsman (with optional online conference)

Resolution of Dispute?

Agreement documented and implemented

Use online dispute resolution?

Yes

No

Utilise existing Ombudsman services and workflow

Step 1
“I found Immediation’s Platform to be intuitive and high quality. I would recommend it as an extremely efficient and cost-effective dispute resolution mechanism compared to a face-to-face mediation.”

**Justin Coss**
Former AUB Group Ltd General Counsel
National Board Association of Corporate Counsel

“Immediation is awesome. It’s an innovative and practical dispute resolution Platform which provides effective, quick and professional services to resolve a matter online.

A game changer!”

**Theo Kapodistrias**
University of Tasmania
Lawyer

“Immediation is a rare and welcome innovation – an externally focussed Platform to assist in achieving a key business outcome: the effective resolution of disputes. The Platform is easy to use and supports the parties to drill down into the key issues and resolve them promptly and efficiently.”

**Michael Tropea**
General Counsel
AIA Australia Insurance

“Immediation is a highly professional and cost-effective service that provides a very accessible resolution mechanism for appropriate cases.”

**Trudy Steedman**
Chief Counsel
Rio Tinto

“Immediation is a useful and innovative way to resolve disputes - it strikes the right balance between the impersonality of a teleconference and the stress of a formal hearing.”

**Corban Hicks**
Former Mission Australia Employee Relations Business Partner
The Immediation Team is a group of highly experienced, established professionals with a diverse range of skills.

Laura Keily
Founder & Managing Director
BSc, LLB (Hons), MCommrclLaw, GAICD
Laura leads the overall Immediation strategy, including market and product development. Laura’s superpower is pulling together and executing deals, whether navigating commercial transactions or harmonising disputing parties. A global thought leader in revolutionising dispute resolution, Laura is a commercial barrister and an entrepreneur with a blue chip legal and business background as a top-tier corporate lawyer, company director, business adviser and in-house counsel for listed corporates. Her mergers and acquisitions experience includes 13 years in the top tier, at Blake Dawson Waldron and Corrs Chambers Westgarth in Melbourne, and Slaughter and May in London. A specialist in corporations law and governance and complex commercial litigation, Laura’s technical expertise is recognised in her appointment to the Law Council of Australia’s Corporations and Competition and Consumer Law Committees.

Claire Bibby
COO & General Counsel
BCom, LLB (Hons), PRMed, ProfCertArb, FRML, GAICD
Claire leads Immediation’s internal operations, including management of the Immediation Panel and Platform. Claire’s superpower is creating order out of chaos and making it look easy. An experienced Senior Vice-President and General Counsel, Claire has 25+ years’ experience practising law from within ASX, multi-nationals and private enterprises. Her experience spans complex deal structuring, contract negotiations, litigation and disputes, property and financial services, banking and finance, funds management, corporate governance, M&A, intellectual property, industrial relations, risk management and insurance. Claire’s name has graced many domestic awards as one of Australia’s best lawyers and top female executives, including the “Excellence Award for Women in Law” and “General Counsel of the Year”. She has also built an award winning legal team, having won 2016 Australian In-House Legal Team of the Year and 2017 Construction & Real Estate Team of the Year.

Martin Wells
CTO
AD Comp Sci, BSc Management
Martin Wells is Immediation’s Chief Technology Officer. Marty’s superpower is understanding all the elements of building a globally scalable start-up. A highly experienced Silicon Valley VP of Engineering and Product and CEO with deep technical and commercialisation expertise, Martin is an expert in both infrastructure and systems architecture as well as software development. Martin has advised more than 30 companies, raising over $200 million in venture capital funding and assisting in 10 acquisitions. Martin has founded and exited three start-ups, including as Founder of Intercom, one of Australia’s first internet service providers. His extensive experience includes as a CTO, VP Product, VP Engineering and Entrepreneur/Founder focused on building and growing digital products and services.

Nick Northcott
Executive Director, Commercial
BSc, BCom, MBA, GAICD
Nick leads Immediation’s corporate, organisational and business development activities, including marketing, sales, finance and HR. Nick’s superpower is putting the pieces of the puzzle together to create something special. An all-round ‘fixer’, Nick is an experienced management consultant and executive with over 15 years’ experience including as an Executive Chairman, COO and HR Director with experience in large listed companies, government, private high growth ventures, not for profits and SMEs. His expertise includes strategic growth and transformation, operational excellence, organisational development, workplace investigations & mediation, IP commercialisation, corporate finance and M&A. Nick was part of the team supporting KPMG UK to be the ‘Best Big Firm to work for’ three years in a row and has raised over $50 million in corporate, venture, grant and philanthropic funding.
Connect with us

1300 019 993
immediation.com

Laura Keily
0437 773 522
laura.keily@immediation.com

Nick Northcott
0417 610 557
nick.northcott@immediation.com

Chifley Tower
Suite 1904, Level 19
2 Chifley Square
Sydney, NSW, 2000

Simple, impartial and fast.
Access to justice, online.