



From Vendor to Partner: How Steno Became Baker Botts' ‘Invisible Backbone’

CUSTOMER STORY

Baker Botts partner Sterling Marchand describes how Steno's comprehensive approach to litigation support transforms the high-stakes trial experience.



"What you want is for [your court reporting agency] to become almost invisible, where you don't have to think about it, you know they're there, doing what they need to do, taking care of you."

—Sterling Marchand | Baker Botts

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Strategic Partnership in Action

As partner and chair of the DC Litigation group at Baker Botts LLP, Sterling Marchand handles complex commercial litigation where flawless execution across hundreds of moving pieces is critical.

"I'm thinking about a million things, not just strategy, all of these different things," Marchand explained. "The more people that I have thinking about the details, the better."

While court reporting is generally grounded in reliable transcription and basic support, Marchand's experience with Steno revealed something different: what happens when a service provider becomes a true strategic partner.

02

The Full-Service Difference

As partner, Marchand recently led a complex five-year litigation matter involving 5-6 plaintiffs, a dozen defendants and over 20 claims, with tens of millions of dollars at stake over a budgeted four-week trial.

When his team needed to shift away from the court reporter they had been using for depositions, an attorney's assistant recommended Steno.

"And they jumped in, and they did a great job, and so we kind of just kept going with them from that point forward," Marchand said. "And we realized it was more than just deposition coverage. It was a lot more."

What impressed the team went far beyond competent court reporting:

- **Comprehensive Trial Coverage:** Seamless support, starting with depositions and continuing through the trial and subsequent hearings.
- **Trial Logistics Management:** War room space near the courthouse, daily coordination, lunch management, and emergency document printing and delivery.
- **Proactive Communication:** Instead of waiting to be contacted, Steno's team anticipated needs and reached out about upcoming hearings.

"Steno was part of the backbone behind the scenes, keeping everything running," Marchand said. "Steno was an integral, integral part of that."

03

Technology That Actually Serves Lawyers

Steno's advantage stems from understanding what lawyers actually need during depositions and trials.

"We were doing all of our depositions virtually over Zoom or Teams," Marchand said. "We had been using Teams and dropping PDFs into chats, sharing my screen, and we made do."

When Steno demonstrated its integrated deposition platform, Steno Connect for Zoom, the difference was immediately apparent. "We got a demo, and I was like, wow, this is amazing, because it would have been a lot easier had we been using that all along the way."

Steno Connect enables exhibit management directly within Zoom. Exhibits can be uploaded, previewed, numbered, presented, annotated and downloaded without leaving the platform, eliminating the technical distractions that typically interrupt remote proceedings.

Marchand advocated for firm-wide adoption. "I was like, we need to get this integrated, approved IT, whatever we need to do, because it really helps. It makes it just a lot more seamless. It's visually a better look than what we had been doing before."

04

The Value of Invisible Excellence

What distinguished Steno for Marchand was how the company thought ahead to serve his team's needs before they're even expressed.

This foresight contrasted with other experiences he's had. "I've had other court reporter agencies who have sent us folks who sort of give up after 7 hours, and they're like, I'm sorry, I'm done, I can't do this anymore," he said.

"I'm managing the client, I'm managing my team, I'm managing myself, the judge, the jury," he continued. "The last thing you want from your court reporting agency is one more thing to worry about. What you want is for it to become almost invisible, where you don't have to think about it, you know they're there, doing what they need to do, taking care of you."

"It's just one less thing I have to worry about, to know that [Steno] is looking out for us, is part of the team, to make sure that we don't drop something."

—Sterling Marchand | Baker Botts

05

The Bottom Line

For attorneys evaluating court reporting providers, Marchand offers clear guidance: "I think that a lot of court reporting services can become complacent. They build a client base, and they know their clients are just going to keep coming back to them, and so they're not really thinking about, 'how can we be innovative, how can we be a partner with the lawyers?'"

Steno's comprehensive approach has made Marchand a strong advocate. "When someone is getting it right, we should talk about it," he said. "I'm a big advocate now, and I've certainly shared my experience with other folks at the firm and encouraged other folks to use Steno, where they can."

"There are opportunities for a court reporter to be much more helpful than just showing up and taking a transcript and delivering a video at the end of the day."

—Sterling Marchand | Baker Botts

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that becomes your
invisible competitive advantage?

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