

PURPOSEFULLY STRUCTURED FOR INNOVATION

Our solutions-based approach to innovation is based on fully understanding our clients' challenges and thinking differently about how we can help to meet them.

Our track record of leading the legal industry stretches back decades and it is part of our core business strategy to deliver services in a way that meets our clients' operational and business objectives. We have a dedicated consultancy division that assists law departments with their legal operations challenges.

- Amongst the first to use artificial intelligence in the delivery of legal advice
- Pioneered radical pricing approaches that cut clients' costs and increased fee certainty
- The first law firm to create a division dedicated to solving legal operations problems through a combination of process, proprietary technology, and know-how
- The only major global law firm to have built a proprietary workflow system for in-house legal teams
- Launched the first 'managed legal service' solution from a law firm to enable cost reduction through a fixed-fee outsourcing of a clients' legal function
- Named as a Value Champion by the Association of Corporate Counsel in recognition of driving value in the delivery of legal services through our work with client Red Robin to design, build and implement a comprehensive contract management system

Leading the legal industry

Our innovations have helped shape the legal industry. We were early adopters of artificial intelligence and were the first to win a case in the UK High Court using predictive coding technology. We pioneered radical pricing approaches to cut clients' costs and increase fee certainty. We created a contract lawyer solution that broke new ground and formed the first managed legal service partnerships with clients. And we created an award-winning workflow platform for use by in-house legal teams.

As a result, we've been named the 'World's Most Innovative Law Firm' multiple times by leading legal publications and institutions on both sides of the Atlantic.

A client-focused innovation engine

Building on this success, we have created an engine for client-focused innovation that is second to none and touches every part of our firm worldwide.

To keep this up-to-date, we continually monitor developments to find new ways to improve our approach. We have a team of forward-thinking lawyers that tests new technology and establishes how it might be used in the future. In addition, we host regular, high-profile workshops with senior corporate counsel, in-house directors of legal operations and legal innovation specialists to share knowledge, best practice and experience with legal technology.

That is why, around the world, we are thought-leaders in legal innovation and why clients look to us to find new ways to solve their commercial and legal challenges.

AWARDS

- ALM/law.com International Legal Innovation Awards 2023 – Knowledge Management Innovation - winner
- Managing Partner Forum's International Management Excellence Awards 2023 - Best Use of Technology - winner
- Legal Business - Legal Technology Team of the Year - finalist
- FT Innovative Lawyers Europe Awards - Innovation in Knowledge and Data - shortlisted
- The American Lawyer Industry Awards - Best Use of Technology - shortlisted

DELIVERING VALUE THROUGH INNOVATION

The pace of change in the legal marketplace shows no sign of slowing down and sticking to historic delivery models no longer provides the value clients expect. We recognise that clients buy outcomes not hours, and they expect efficient delivery of those outcomes.

Understanding your needs

Understanding the issues you face, the problem you need solving or your desired outcome is our first step in delivering a value for money solution to you.

For example, our process improvement specialist will explore areas of inefficiency, we will use data analytics to identify areas of risk, or utilise our early case assessment methodologies.

Engineering your customised solution

Once we have identified the issues you require resolving our next task is to engineer the delivery of a desired outcome. To do so we utilise our full range of tool and approaches to deliver a value for money solution.

Our process improvement and project managers will break solutions into their component tasks and deliverables. We identify elements of our solution that directly benefit from process engineered delivery.

We have established legal service delivery teams in Manchester (UK) and St Louis (USA) where associate- supervised paralegals deliver technology-driven solutions.

Putting you in control of the buying decision

In tandem with solution design, our preference is to have an upfront conversation with you as to your budgetary constraints and attitude to risk. These conversations dictate our pricing proposition to you, ranging from the budgetary certainty of a fixed price approach through to a purely contingent approach where our fees will rely on a successful outcome.

Keeping you informed

We aspire to not only involve you in the buying decision but also to keep you fully informed throughout the project. Our automated reporting systems facilitate 'change of course' conversations before rather than after the event. Our objective is to avoid the unexpected surprise billing conversation post matter completion.

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