



Hogan Lovells Builds Out Their Winning Edge with Legal Analytics



Hogan
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Ranked among the top Am Law 100 firms, Hogan Lovells offers extensive experience and insights gained from working in some of the world's most complex legal environments and markets for corporations, financial institutions, and governments. Over 2,500 lawyers on six continents provide practical legal solutions for clients around the globe.

As a partner in the IP practice group, Dr. Chris Mammen has been litigating technology cases since the start of the first dot.com boom in the late 1990s. In addition to his deep litigation experience, Chris is an accomplished scholar, with a doctorate in law from Oxford University, and visiting faculty positions at UC Hastings, Berkeley Law, Stanford Law School and Oxford University. Being a thought leader and trend spotter is something he does as part of marketing his law firm. He was already using Lex Machina when the legal analytics platform was still part of Stanford Law School's IP Litigation Clearinghouse program.

Chris says: "In today's legal environment, using analytic tools like Lex Machina is table stakes to be competitive." He knows that a growing number of clients also use Legal Analytics: "Clients expect us to be proficient with legal technology. We definitely need to stay ahead of what they are using."

Land New Clients

For Chris and his team, scouting for new business starts with alerts for new cases filed. "Once I get an alert, I use Lex Machina, and find out in a few minutes, who is the plaintiff, who is their counsel, who have they represented, and who else have they sued," explained Chris. "In less than an hour, I have a solid picture of the case and can start developing a robust narrative."

“Lex Machina’s Attorney Data Engine that produces curated counsel listings is very valuable. Now that we know that some districts don’t put all of the lead counsel on the docket, it gives us a competitive edge.”

*Chris Mammen
Partner*

Chris then works on further details of the case, the nature of the client relationship and the litigation strategy. He uses Legal Analytics to benchmark the past performance of the judge and the opposing counsel.

Differentiate Your Firm

The strategic insights from Legal Analytics enable Hogan Lovells’ attorneys to use less of their time and get a narrative pulled together faster, which increases their credibility. It takes less than an hour from becoming aware of a new case to having a big picture laid out, which Chris contrasts to the way lawyers used to work: “You send an email to the research department, get first results, iterate the process - that usually takes a day or more.”

“Often, clients get bombarded with pitches for a new matter. Being on it within an hour versus a day, can make a huge difference getting in the door to land the client,” explains Chris.

Data-Driven Cross-Selling

Every big firm works on identifying cross-selling opportunities. Chris told us how in the past lawyers would just decide to focus on a specific sector or client and use their senior relationships to pitch them for new work.

“With Lex Machina,” he says, “you can quickly find clients with real potential for cross-selling. You can identify them in a party search, analyze their litigation behavior, see who represents them, how the work is spread, and much more. Legal Analytics enables us to formulate a truly data-driven business development strategy, to determine who to target based on their activity and litigation history. We could not have done that before Lex Machina.”

Competitive Advantage

“The quick turnaround to strategic insights and the saved time of our senior firm members allows us to shift from non-billable to valuable billable work and increases our competitiveness,” explains Chris. His goal is to keep pushing the envelope and to find new ways of using Legal Analytics to maintain his firm’s winning edge.