# Using Legal Analytics® for Business Development

Law firms are often faced with short time frames to demonstrate their expertise and knowledge to win new business. Lex Machina's *Legal Analytics* help you successfully pitch and land new clients and cases.

Leverage our unique information to differentiate yourself from other firms with easy to access, detailed litigation and outcomes data. With intuitive graphics and actionable insights, Lex Machina makes it easy for you to create a winning pitch deck in minutes.

**Lex Machina**

## Analyze Courts and Judges

Develop a sense of courtroom expectations for the venue and potential judges. Provide your prospect with unmatched insights about expected time to termination or trial. Uncover inter-district transfer statistics and see successful motions. Showcase your experience with the court and expertise with your prospective client's industry or issues.
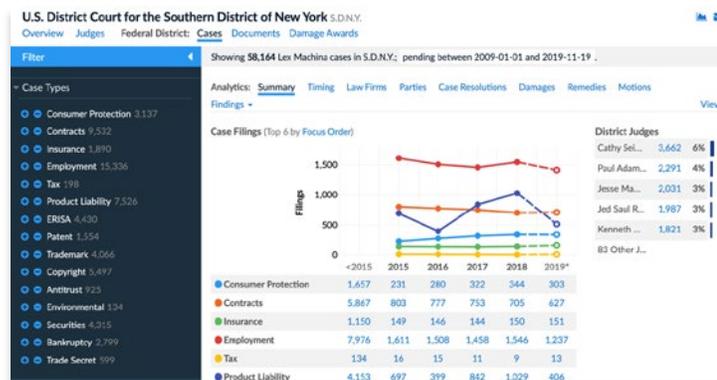


## Canvas Your Competition

Assess your competition for the matter. View other firms that a company has used for various matters. See how many open cases specific attorneys have. Analyze the firm's experience with the venue, judge, subject matter, and other areas to identify strategic advantages for your firm.
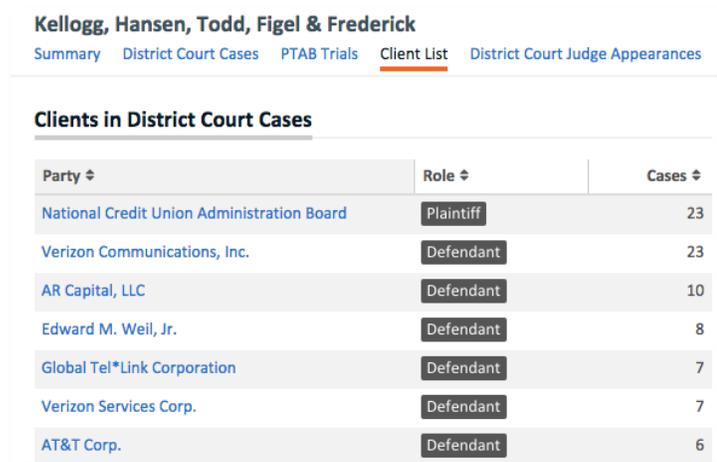


## Craft Winning Case Strategy

Evaluate the opposing party's prior behavior, including:

- Time to settlement
- Previous wins/losses
- Number of suits
- Experience with particular courts
- Litigation outcomes
- Damage awards

Find parent corporations and review their litigation behavior. Evaluate the opposing counsel's prior litigation performance, see their current case load, and plan your litigation and motion strategy.
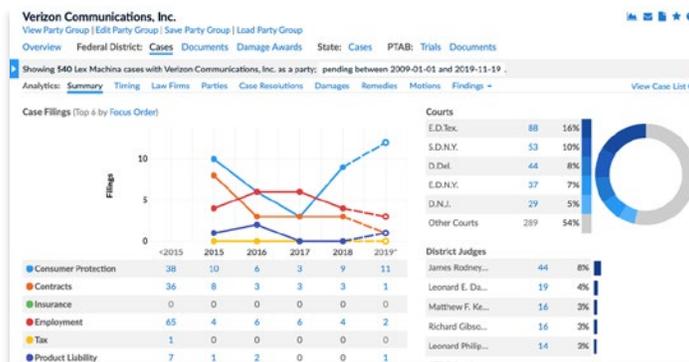


## Predict Motion Success

Determine the kind of motions your opponent tends to file. Gain insight into detailed motion outcomes. Map each motion to the order that determines its outcome. Find out which motions of a specific type were granted by your judge and which ones were denied.

*"Lex Machina is the tool that will help me make partner."*

*– Am Law 100 Associate*