



## Using Legal Analytics<sup>®</sup> for Competitive Legal Pricing

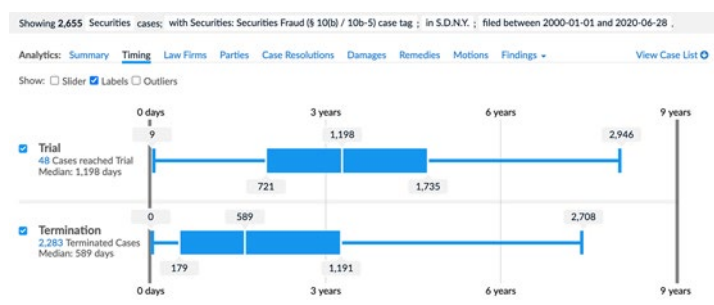
In our increasingly competitive legal environment, companies demand more transparency and efficiency from their outside counsel. Law firms like yours are expected to offer alternative fee arrangements to make legal budgeting more predictable and cost-effective. Successful law firms are already leveraging pricing as an important competitive advantage.

Before taking on a new matter, Lex Machina can help firms like yours obtain a better understanding of the timing, cost, opportunities, and exposure involved in a new case. Our Legal Analytics can be used to identify the right balance between risk and profitability. With Lex Machina, you have access to the legal data required to achieve both competitive pricing and profitability.

Lex Machina's *Legal Analytics* can help you get a good understanding of a number of critical factors that directly influence the duration and cost of the services you provide.

## Analyze Case Timing

In assessing a new matter, Lex Machina can help you analyze the timing of similar cases. By specifying a district or judge, you can see how long it usually takes to reach critical litigation milestones in similar cases. For example, if you are looking at securities fraud cases in the Southern District of New York filed over the past 20 years, you can see that the median time to termination is 589 days, while the median time to trial is 1,198 days.



Now you can base your pricing on real data, enabling you to set a price that will be realistic as well as profitable. Timing analytics provide you with the ability to determine how long it may take to litigate your case. You can also explore options to limit the case's duration to save money for your client.

## Assess Parties' Track Records

Does your client or the opposing party tend to settle or fight to a substantive resolution? With Lex Machina, you can quickly and accurately assess how their cases have resolved in the past, in order to better estimate the likely time and effort involved.

Likely Settlement	132	16%
Plaintiff Voluntary Dismissal	36	4%
Stipulated Dismissal	96	12%
Procedural Resolution	478	59%
Contested Dismissal	28	3%
Dismissal	44	5%
Consolidation	84	10%
Severance	0	0%
Interdistrict Transfer	12	1%
Intradistrict Transfer	2	0%
Stay	2	0%
Multidistrict Litigation	306	38%
No Case Resolution	145	18%

## Understand Damage Exposure

Our Legal Analytics on damages allows you to summarize information regarding damage awards in cases similar to yours or involving your opponent. The data can be broken down into damages types and includes cases in which attorneys' fees have been awarded. Lex Machina allows you to quantify the risk of damages by understanding the past damages and fees awarded in cases like yours. Our strategic insights can help you understand your potential exposure, inform your pricing decisions, and help your potential client understand the likely cost of litigation.

DAMAGE TYPE	CASES	AMOUNT	
General Damages	27	\$33,074,731	<input type="checkbox"/>
Insurance Damages	2	\$648,931	<input type="checkbox"/>
Antitrust Damages	10	\$12,872,549,810	<input type="checkbox"/>
Consumer Protection Damages	9	\$415,095,971	<input type="checkbox"/>
Contracts Damages	18	\$229,742,597	<input type="checkbox"/>
ERISA Damages	2	\$75,021,058	<input type="checkbox"/>
Employment Damages	11	\$88,514,075	<input type="checkbox"/>
Environmental Damages	1	\$2,131,886	<input type="checkbox"/>
Securities Damages	24	\$13,020,672,828	<input type="checkbox"/>
Tax Damages	7	\$14,319,759	<input type="checkbox"/>
Trademark Damages	2	\$2,550,000	<input type="checkbox"/>