



## The Cost-Efficiency Advantage

In periods of economic difficulty, businesses are even more focused on how to be cost-efficient. Not just businesses like yours, but also businesses like your clients'. In our mission to bring Legal Analytics to all areas of the law, Lex Machina provides more than strategic insights to win cases and win business. Lex Machina can help organizations like yours become profitably cost-efficient to ensure that you rise to the top of an increasingly competitive world. Learn how investing in Lex Machina can give you the cost-efficiency advantage that you - and your clients - are looking for.

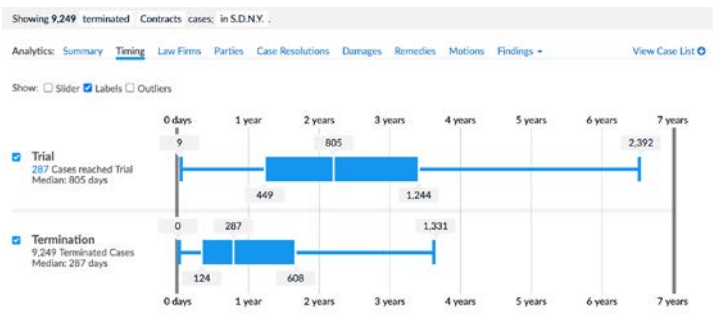
## Stay Profitable and Win Business

There are two indisputable facts about the current legal industry:

1. The fight for business has become even more competitive; and
2. Technology has changed the way that law firms and their clients conduct business.

When your law firm finds itself competing against your competitors for business from the same potential clients, it's important to remember that all of them may have access to Lex Machina. This means that your competitors will be able to use our Legal Analytics to create more accurate, comprehensive pitches in less time, and your potential clients will expect the same from you.

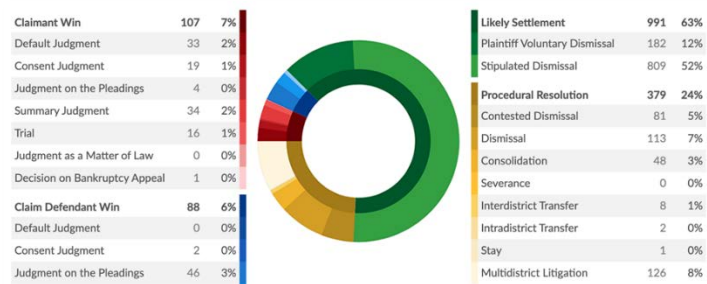
Lex Machina enables you to leverage technology to conduct early case assessments in minutes rather than days. In just a few clicks, you can view damages and timing data in similar cases.



With Lex Machina, you can achieve significant cost savings by quickly and efficiently processing the accurate data required to create your pitch. This will free up your time for other pitches or billable work.

## Stay Competitive and Win Cases

The rapidly changing landscape of the legal profession means that having access to the cost-efficiency and speed of Lex Machina's Legal Analytics is no longer optional, but essential. Lex Machina counts over three-quarters of the AmLaw 100 and many major companies (including Fortune 500 companies) as our clients. This means that many of your competitors and your clients have access to the cost-saving efficiencies that Lex Machina provides. There is a new standard of legal practice, and the time and cost of traditional legal research falls short.



Lex Machina's Legal Analytics will enable you to quickly, accurately, and efficiently create the kind of successful case strategies that your clients expect. In a few minutes, you can create profiles of opposing parties and opposing counsel, which can help you formulate an effective and efficient strategy to win your case.

In an increasingly competitive business environment, clients will expect more efficient and cost-effective strategies. Lex Machina's Legal Analytics can provide your business with crucial insights that facilitate the most cost-efficient strategies to win your cases.