

The Impact of Legal Analytics

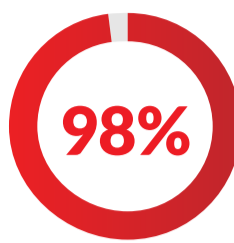
Key takeaways from 2021 Legal Analytics Survey:

Legal Analytics Adds Value To Your Practice

Legal professionals know about Legal Analytics. Both users and non-users overwhelmingly recognize the value Legal Analytics brings to their litigation practice. Even though they are not using Legal Analytics, 80% of non-users still believe it to be invaluable or somewhat valuable. 64% of users believe that Legal Analytics makes them a better, more informed lawyer. And 32% of non-users believe the same, although they don't have it.



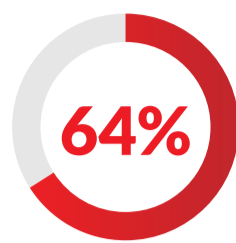
61% of legal professionals at law firms are using Legal Analytics. 39% are not using it in their firm.



98% of users say Legal Analytics is invaluable or somewhat valuable.



80% of non-users think it's invaluable or somewhat valuable.



64% of users think Legal Analytics makes them a better and more informed lawyer. 32% of non-users agree.

Adoption Drivers

Legal Analytics Helps You Win

Lawyers agree that Legal Analytics helps them win. The top adoption driver for both users and non-users is successful litigation outcomes. Users of Legal Analytics say that their clients expect them to use Legal Analytics, while non-users see competitive pressure as the second driver. Cost savings is the third driver for users, as well as non-users. Fear of malpractice is over 5 times higher for non-users.

73%

of users say **Successful Litigation Outcomes** drove their usage

52%

of users say **Client Expectations** drove their usage

46%

of users say **Cost Savings** drove their usage

47%

of non-users say **Successful Litigation Outcomes** drive adoption

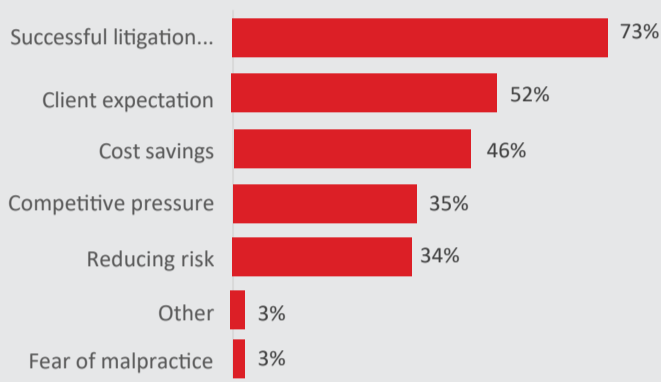
31%

of non-users say **Competitive Pressure** drive adoption

31%

of non-users say **Cost Savings** drive adoption

Users: What do you think are the biggest drivers of legal analytics adoption in your organization?



Non-users: What do you think are the biggest drivers of legal analytics adoption in law?



Adoption Inhibitors

Law Firms Without Legal Analytics Should Invest In Training

A lack of training and not understanding the benefits is inhibiting those firms that don't have Legal Analytics today. Non-users see cost as a factor that prevents them from adopting Legal Analytics, possibly because they have not experienced the benefits. However, both users and non-users actually cited cost savings as a key driver for using analytics as shown in the above bar charts. With only 6.7%, a lack of trust in the results was the least frequently chosen reason for not using analytics.

34%

of non-users say it's lack of training

33%

of non-users say it's too expensive

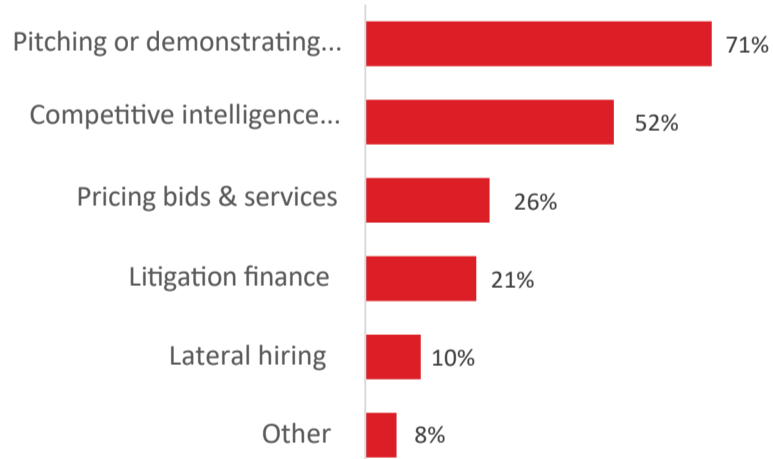
30%

of non-users say they don't see the benefit

Clearly a lack of training and not understanding the benefits of Legal Analytics are issues that have held back adoption in some law firms.

How Are Law Firms Using Legal Analytics?

Business of Law? For which tasks have you or your firm used legal analytics?



Practice of Law? For which litigation tasks have you or your firm used legal analytics?



What Can You Do To Compete And Win?

In the Business of Law:

Leverage data to demonstrate your expertise to clients. Know more about your competitors. Price your bids and AFAs so that you have your best shot at winning the business.

Top 3 uses for the business of law:



71% - demonstrating expertise or competitive advantage to clients



52% - competitive intelligence for pursuing new business



26% - pricing project/matters

In the Practice of Law:

Use analytics to gain more competitive insights. Conduct successful early case assessments. Craft winning data-driven case strategy to prevail in court.

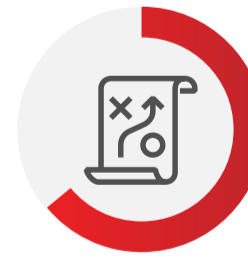
Top 3 uses for the practice of law:



76% - gaining competitive insights on opposing counsel, parties, judges and more



71% - case assessment



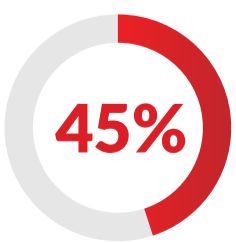
64% - determining case strategy

Legal Analytics Makes You More Competitive And Efficient

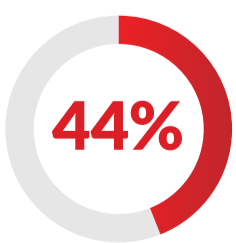
Of the 61% who use Legal Analytics today, 64% said that Legal Analytics makes them a better and more informed lawyer. These were the key benefits they saw in their litigation practice.



Competitiveness
50% of users say it makes them more competitive



Efficiency
45% say it has improved their efficiency



Speed
44% say it has increased the speed of case assessments



Quality
40% say it has improved their legal arguments