



## Honigman Levels the Playing Field with Legal Analytics

**HONIGMAN**

Honigman is a leading business law firm serving clients locally, nationally, and internationally from its Midwest base. The firm ranked 144th on The American Lawyer's 2016 AmLaw 200 rankings of U.S. law firms.

Honigman, a leading Midwest law firm, is at the forefront of developing new approaches to add value to its client service. The firm leverages innovative administrative approaches, project management skills, and legal technology. Mike Tilley, Manager of Client Value Initiatives, has expertise in legal project management, as well as an extensive background in knowledge management.

### A New Competitive Advantage

A few years ago, a Honigman partner came back from court where opposing counsel had won a motion for their client based on data that came from Lex Machina's Legal Analytics platform. Impressed, the partner asked Mike to investigate Legal Analytics for Honigman. "It's a 'no-brainer' for our firm to secure this type of competitive advantage, since it will lead to better service for our clients," said Mike. Over the last two years, he has become one of the power users and an evangelist for Legal Analytics in the organization, supporting partners with valuable strategic insights.

### Thriving in Convergence

Recently, one of Honigman's clients issued an RFP with the goal of drastically reducing the number of law firms with whom they work. Using Lex Machina, Mike quickly determined the law firms that Honigman was competing against. He reviewed their practice areas, their roles in cases, their performance by district or judge, damages they had been awarded, and more.

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*- Mike Tilley*

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“It helped us be more strategic about our competitive landscape within this company and better understand our client,” he said. “We tailored our response and retained the work. Legal Analytics enabled us to level the playing field and position ourselves appropriately.” Honigman is now among the short list of outside counsel firms for this large corporation with the potential to increase its share of this business.

### Understand Performance

Apart from analyzing the competition, Honigman found that its body of work is well documented in Lex Machina’s data. Partners use it as one of the ways to show their expertise when they prepare client pitches. “It’s great to be able to show our successes and compare them to the results of other firms,” Mike explained. He often gets asked to document how litigious a party is, who they are using as counsel, and how they have performed, before stepping into critical client meetings. “Legal Analytics helps you understand what cards are on the table and anticipate what the next card is that will be played,” he said.

### Understand Trends

It is easy to use Legal Analytics to surface new trends and facts. For example, it could be beneficial for a partner to know that the median time to summary judgment for employment cases in the Southern District of Indiana is 596 days, whereas in the Eastern District of Michigan it is only 487 days. Honigman attorneys are using Lex Machina to understand their clients and business trends to give them true data and not solely rely on gut feelings and “anec-data”.

### Increase Competitiveness

With six offices in Michigan (and one in Chicago), Honigman is one of the largest firms in the region. Using Legal Analytics has helped its litigators be more confident when it comes to unfamiliar players and jurisdictions on a national scale. “It helps to know details about the litigation behavior of a potential client, or to anticipate how a judge you have not worked with might likely rule on a motion,” Mike said.