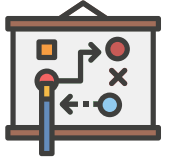
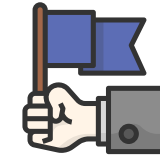
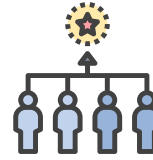


KEY ELEMENTS OF A SUCCESSFUL CI FUNCTION

A centralized competitive intelligence (CI) function enables a law firm to gain a better understanding of prospects and existing clients and be proactive in offering solutions. Further, it can support the firm's business development by spotting new opportunities, mapping how business trends will impact legal services demand, and helping attorneys focus on legal work instead of researching clients or industries.



PRODUCT	ONGOING INSIGHT BRIEFINGS	BIOS, COMPANY PROFILES, CLIENT SCREENING	COMPETITOR PROFILE	INDUSTRY TRENDS, LITIGATION TRENDS	THOUGHT LEADERSHIP LANDSCAPE	PLANNING REPORT/PRESENTATION
VALUE What is in it for my firm?	<ul style="list-style-type: none"> The timeliest BD support and/or early warning for new threats Can be deployed externally for turnkey content marketing 	<ul style="list-style-type: none"> Accelerate your ability to make new connections See the world from your prospect's (or key client's) point of view Understand and mitigate reputational risks early on 	<ul style="list-style-type: none"> Assess your position in the market Find opportunities and identify threats 	<ul style="list-style-type: none"> Identify new areas of opportunity Build your team's knowledge of clients' and prospects' landscape 	<ul style="list-style-type: none"> Find opportunities to build and deliver highly relevant content on issues that matter to your clients 	<ul style="list-style-type: none"> Map your growth agenda to where demand will be Facilitate leadership discussions among partners
OVERVIEW What is it?	<p>Analyst-curated, contextualized developments delivered daily or weekly based on firm-specific priorities.</p> <p>Reporting on clients, portfolio companies, transactions, regulatory developments, competitors, and media mentions.</p>	<p>Crisp profile of corporate leaders and key legal department contacts.</p> <p>Concise overview of company business goals and challenges, structure, revenues, key leaders and legal team members, recent legal services history, and latest news.</p> <p>Rapid scan for potential reputational risks to the firm from new or existing clients.</p>	<p>Assessment of one or more competing firms focusing on their growth strategy, capabilities, structure, key clients, positioning, recent laterals in/out, thought leadership, and events.</p>	<p>Industry reports - from an executive report on key trends to deeper dives covering underlying macroeconomic drivers, transactions, subsector performance and outlook.</p> <p>Connect the dots between industry dynamics and the implications for legal services demand.</p>	<p>Research and analysis of the most relevant and urgent concerns for business leaders within specific industries.</p> <p>Scans for what other legal and professional services firms are publishing about them, and where there is "white space."</p>	<p>Deep dive strategic assessments for key industry or practice area leadership teams, coupled with executive-level presentation materials suitable for partner retreats and strategic planning sessions.</p>

OTHER DELIVERABLES

BACKGROUND AND CRIMINAL RECORD CHECK

For plaintiffs, class action members, etc.

GOVERNMENT PROGRAM REPORTING

For economic support to businesses during the pandemic

CONTACT LISTS

To develop targeted BD lists with the most up-to-date information



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