

KNOWLEDGE IS POWER

The Role of Law Librarians in the Future Legal Market

CALL/ABCD 2018
Annual Conference

Halifax • 05.28.2018

Jordan Furlong • Law21





1. The New Legal Market

▶ Clients 🎓 Markets 🎓 Firm

2. The Legal Intelligence Era

▶ Clients ⚡ Markets ⚡ Firm





CLIENTS

- ▶ They want tailored value for fewer dollars in less time.
- ▶ Increasingly sophisticated and assertive with legal providers.
- ▶ Seeking a new relationship with their legal services providers.




MARKETS

- ▶ ALSPs siphoning low- and mid-level billable hours from law firms.
- ▶ Legal technology changing the economics of law practice.
- ▶ Differentiators: Client service, relationships, user experience.





LAW FIRMS

- ▶ Business model is shifting from lawyer effort to client outcome.
 - ▶ Generational transition is triggering a cultural identity crisis.
 - ▶ Fighting the cult of individuality to forge a law firm enterprise.
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CLIENT INTEL

- ▶ **Client profiles**
- ▶ **Client matters**
- ▶ **Client activity**
- ▶ **Client satisfaction**



FIRM INTEL

- ▶ **Profitability reports**
- ▶ **Pricing recommendations**
- ▶ **Process improvement**
- ▶ **Experience management**

MARKET INTEL

- ▶ **Competitor activity**
- ▶ **Firm positioning**
- ▶ **Scouting reports**
- ▶ **Trend analysis**

THE LEGAL INTELLIGENCE ERA

- ▶ **Embed client-facing knowledge personnel with legal teams**
- ▶ **Build expert applications to answer common questions**
- ▶ **Sell industry risk analytics and assessments to clients**
- ▶ **Harness machine learning to predict client outcomes**





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THANK YOU!

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