The Lawyer Market Intelligence v2.0 is here

In corporate law, relationships are your most important asset

Now you can start to monitor, measure and then maximise them
Your relationships are your most important asset but how do you measure, monitor and maximise them?

The Lawyer Market Intelligence (LMI) is a unique tool that delivers real-time news and data to provide analytical insight into the activities and relationships between law firms and their clients.

Now, based on feedback provided by our subscribers, version 2.0 of LMI has a wide range of enhancements and many new features to make LMI your essential research partner.

What’s improved?

- Global deal coverage
- Improved search functionality
- Enhanced non-executive director profiles
- Enhanced company and law firm profiles
- Updated lawyer profiles now include work history and deal lists (where available)
- More panel reviews than ever before

What’s new?

- Analyse the legal market by sector
- Regional search function
- Download data
- View rankings and other market report data
- View legal adviser financials and benchmark against other firms
- View news from thelawyer.com curated by legal adviser and company

How-to Guide

In this guide we will walk you through some of the key features to help you make the most of LMI.

The guide includes:

- Registering and activating your account
- Overview of LMI data
- Deals and Disputes screen
- Relationships & People Profiles
- Sector focus
- Company and law firm profiles
- Powerful filter and search functions
- Analyse the legal market by sector
- Regional search function
- Download data
- View rankings and other market report data
- View legal adviser financials and benchmark against other firms
- View news from thelawyer.com curated by legal adviser and company
Registering and activating your account

1. To activate your account, click on the link below or type the following URL into your web browser:

   https://secure.thelawyermarketintelligence.com/register

   and complete the short registration form, making sure you provide a work email address

2. Once you have activated your account, you can log in by visiting

   http://www.thelawyermarketintelligence.com/#/login

   and click on Log In

If you have any problems logging in, contact our Customer Services team on +44 (0)20 7292 3716 or email them at subscriptions@thelawyer.com
Overview of the LMI Data

Once you have logged-in to LMI you will see the main navigation and the breadth and depth of data contained within the system.

From the homepage you can explore the unique data set contained within LMI. **Version 2** has more deals, more companies and more business connections:

<table>
<thead>
<tr>
<th></th>
<th>v1.0</th>
<th>v2.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Client profiles</td>
<td>0</td>
<td>15,274</td>
</tr>
<tr>
<td>Enhanced client profiles</td>
<td>450</td>
<td>650</td>
</tr>
<tr>
<td>FTSE 350 companies</td>
<td>200</td>
<td>350</td>
</tr>
<tr>
<td>Private equity</td>
<td>0</td>
<td>1,373</td>
</tr>
<tr>
<td>NED’s</td>
<td>3,500</td>
<td>6,000+</td>
</tr>
<tr>
<td>GC interviews</td>
<td>60</td>
<td>300</td>
</tr>
<tr>
<td>Panel reviews</td>
<td>0</td>
<td>323</td>
</tr>
<tr>
<td>Partner profiles</td>
<td>15,000</td>
<td>30,000+</td>
</tr>
<tr>
<td>Deals</td>
<td>16,500</td>
<td>29,000+</td>
</tr>
</tbody>
</table>
Deals and Disputes

LMI highlights the key deals and disputes undertaken by law firms on behalf of their clients

For LMI V2.0 we have re-designed the deal screen to make it more intuitive and to connect even more information

All the information you need is now at your fingertips:

- All parties involved in a deal can be seen at a glance.
- Deal type and Country of deal are now included.
- Place your cursor over company names, law firm names and lead partner names. If they turn red, click on them to view detailed profile information.
Relationships and people profiles

Knowing where people work and what deals they are doing is vitally important to grow your business.

LMI is the only database available to provide links between:

1. Lawyers and the firms they have worked at...
2. With a list of the deals they have done at each firm...
3. And a list of lawyers who worked at the same firms

Add to this profiles for **general counsel**, **board members** and **non-executive directors** and you have all the relationship information you need in one easily navigable place to:

1. **Identify new client prospects**
2. **Enhance your board member relationships to**
3. **Identify individuals who can make an introduction**
4. **Increase the potential for new instructions**

The information in LMI creates excellent marketing opportunities for our firm. So much so that I see LMI as an extension of our own website”

– Head of BD EMEA/US

“**This is gold dust!”**

– FTSE 100, GC
Partner Profiles

Every partner who has been listed on a deal in LMI will have a profile

The work history tab will list (where available) their work history and the deals they have done at each firm.

The relationships tab provides a link between lawyers based on the firms they have worked at.

Only LMI provides this automatic relationship analysis to generate a rich source of information to enable you to re-connect with colleagues, find out who has moved in-house or who has taken on a non-executive directorship.

It makes LMI an invaluable partner for unlocking the potential of your hidden network for new clients and potential new instructions.
LMI is the only system on the market that lists non-executive directors alongside other board members and the legal advisers instructed by those companies.

Use the relationships tab to mine this rich source of data to find new ways to connect with potential clients.

“Using LMI to research prospective new clients led directly to a new £600k instruction.”

– Leading European independent law firm
LMI v2.0 is the only product available that will work in partnership with your sector focus programme

By using the new LMI sector filter you can instantly see all the information you need to know about the activity in any one of 14 sectors. Each sector page highlights:

- **Legal panels**, by company and by legal adviser
- **Deals and disputes**, sorted by company, legal adviser, country, deal type, date and value
- **Interviews** from thelawyer.com with leading legal professionals within the sector
- People listed by private practice, in-house and non-executive directors

LMI is a single, powerful repository to help you enhance your sector focus programme:

- Identify upcoming panel pitches you are interested in
- Read their interviews to understand their key strategic concerns
- Assess the competition by viewing current panel advisers
- Learn what type of instructions the company has made over the last 3-5 years
- Identify key individuals and see if you have relationships with them hidden in your own organisation
LMI v2.0 has enhanced the law firm and company profiles so they are easier to navigate and contain even more information.

LMI is the only product capable of showing information about deals and disputes, news and interviews or people and relationships from both viewpoints – the law firm and the client. Each view provides valuable insight into your competitors, your clients’ activities, your rankings and law firm benchmarks.

See law firm rankings at a glance (Includes UK200, Global 200, Euro 100 and AsiaPac 150).

View all the news, curated by organisation, from thelawyer.com.

Review firm financials and, from the Overview tab, benchmark firms against their closest competitors.

Review client/adviser lists and all the parties involved in those matters.

Review management teams, legal teams and, for law firms, current employees and alumni.
Powerful filters, search functions and downloadable data

With so much information and so many relationships available you need a comprehensive search function to support you.

01. Powerful filters

Companies

Filter companies by sector, region, matter type and then type of deal
Sort the list by any column
Export the data to Excel for detailed analysis, charting and addition to your reports

Legal Advisers

Filter legal advisers by sector, practice area and region
Sort the list by any column
Export the data to Excel for detailed analysis, charting and addition to your reports

Matters

Filter matters by deals or disputes, sector, practice area, region and deal type
Sort the list by any column
Export the data to Excel for detailed analysis, charting and addition to your reports
Powerful filters and search functions

LMI v2.0 has enhanced its search function to quickly put you in touch with the people, legal advisers and companies you are interested in.

02. Enhanced search

Enquiries

Richard Edwards  +44 (0)20 7970 4672
Owen Raw-Rees  +44 (0)20 7970 4667
Matthew Owen  +44 (0)20 7970 4612
Scott Eaton  +44 (0)20 7970 4204
Customer Services subscriptions@thelawyer.com  +44 (0)20 7292 3716