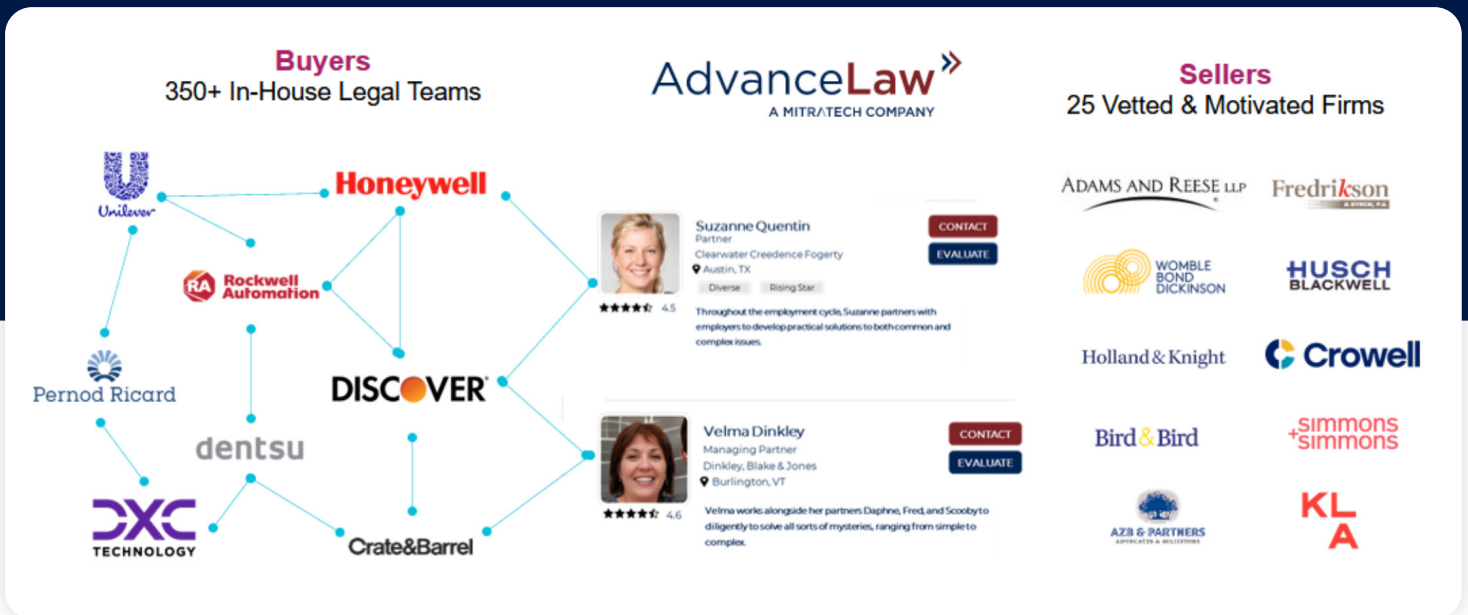


# The Data-Driven Legal Marketplace

AdvanceLaw is an innovative legal marketplace through which a large consortium of in-house lawyers select outside counsel based on performance data from peer general counsel, rather than firm brand. Our 350+ legal teams share data on the performance of individual lawyers within our global panel of 20+ law firms vetted for quality, innovation, and diversity.

## A Data-Driven Marketplace for Outside Counsel



## Professionalizing Legal Sourcing

GCs are fighting a losing battle on value with elite law firms, whose profits have doubled since 2015

<p><b>42%</b></p> <p>GCs are very satisfied with their law firms</p>	<p><b>83%</b></p> <p>GCs are becoming more focused on return from law firm engagements</p>
<p><b>84%</b></p> <p>GCs have become more selective about which law firms they use</p>	<p><b>78%</b></p> <p>GCs likely looking to replace existing counsel in 2023</p>

Legal teams are struggling to improve their experience with outside counsel because of limited time and expertise. With rising workloads, in-house counsel struggle to keep up with lateral moves, mergers, firm innovation, diversity initiatives, and pricing trends. And while legal operations teams can assist with analytics and rate negotiations, they often have

limited insight into the broader market. As a result, many legal teams feel stuck with the status quo: expensive rates, lackluster diversity, and inconsistent quality of work. The good news is that the legal market remains large and fragmented; there are a lot of compelling options for legal teams with the market intelligence to find them.





## **AdvanceLaw: Legal Sourcing as a Service**

**The good news is that AdvanceLaw supports hundreds of legal teams as their on-demand advisor for legal sourcing, identifying lawyers around the world with a strong track record of success for similarly-situated peers:**

- Lawyers motivated to excel by the opportunity to win more work from 350+ GCs
- 24/7 access to peer-reviewed lawyer profiles on the AdvanceLaw Digital portal
- Fast-turnaround lawyer suggestions for specific work from expert advisors
- RFP support to compare AdvanceLaw candidates and incumbent firms

## **Building a More Effective Legal Market for Preferred Clients**

AdvanceLaw supports star lawyers outside the AmLaw 20 who provide top quality, efficient work at rates often 30-50% lower than elite firms. Rather than haggle with white shoe firms on rates, we take advantage of natural price differences at mid-sized firms or in lower-cost markets. This way, we ensure AdvanceLaw clients receive preferred treatment and top talent on their matters. We're proud that our model helps excellent lawyers build business with top-tier clients who otherwise might have overlooked them.

**AdvanceLaw partners with innovative GCs who are passionate about improving the legal market - we'd love to hear from you and explore how we can support your outside counsel management strategy.**

To explore whether your legal team is a good fit, please contact us at [Advancelaw@mitratech.com](mailto:Advancelaw@mitratech.com). You can also learn more at:

<https://mitratech.com/solutions/legal-operations/firm-panel-management/>

**Get in Touch**

[info@mitratech.com](mailto:info@mitratech.com) | [mitratech.com](https://mitratech.com)

