

SHOWCASE YOUR FIRM'S CAPABILITIES

CASE OUTCOMES

CASE OUTCOMES PROVIDES ANALYTICS TO HIGHLIGHT YOUR FIRM'S COMPETITIVE ADVANTAGES

The new content provided by Case Outcomes, including case event and case resolution metrics, enables law firms to conduct comparisons from multiple data points to:

- Create differentiation
- Showcase competitive advantages
- Reinforce value to clients
- Analyze litigation trends for case preparation and strategy

Gaining a competitive advantage in today's marketplace has become increasingly challenging. With access to better intelligence, law firms can craft more effective growth strategies that are grounded in deep insights into the firm's strengths and capabilities, and develop a thorough understanding of the competitive landscape.

Case Outcomes, a new addition to Monitor Suite, provides firms with the analytics needed to better understand the litigation efficiency and effectiveness of clients, prospective clients and competitors in the market.

Case Outcomes offers the ability to align firm strengths to the needs of clients and prospects by showcasing relevant and results-oriented experience. Using new case status, outcomes and summary metrics in conjunction with powerful side-by-side and opposing counsel analytics, firms can pinpoint and leverage competitive opportunities.

VALUABLE, HARD-TO-FIND DATA

Unlock and surface extremely valuable, highly desired case information from millions of court dockets. Previously, researchers and business development professionals would have to invest large amounts of time and money to assemble, map, measure and aggregate this data. Now, these complex, hard-to-find details deeply buried within documents about case outcomes are available for analysis within seconds from the Monitor Suite platform.

CASE STAGE AND RESOLUTION METRICS

Case Outcomes enables firms to optimize the final phases of the business development process. By measuring and aggregating case stage and case resolution metrics, firms are able to improve case preparation and strategy, client pitches and negotiations of fee structures and expectations. Case Outcomes can help firms gain insight into:

- **Case Status.** Identify whether a case is open or closed with the ability to further filter closed cases to specific resolutions.
- **Case Summary Metrics.** View powerful information around the average number of parties involved in a matter, motion analysis and the median time to close a case. This can be used in side-by-side comparisons with one or more law firms or companies, as well as filtered by an entity, such as a company or law firm, or by jurisdiction.
- **Opposing Counsel.** Access the metrics around firms that are typically opposed to your clients and prospects by practice area, judge and jurisdiction.
- **Litigation Comparison Report.** Create side-by-side or head-to-head reports for both law firms and companies. Two or more law firms or companies can also be aligned to create a "grouped" comparison report to showcase competitive opportunities.

STRATEGIC BUSINESS DEVELOPMENT AND CLIENT RETENTION

Using the unique Case Outcomes functionality, firms can:

- Gain a better understanding of the litigation strategies of clients and prospects
- Organize opportunities by assessing the complexity and value of matters
- Enhance client pitches and RFPs
- Create side-by-side comparisons to prioritize marketing efforts and reinforce value to clients
- Identify outcome trends of competitors to demonstrate differentiation through case resolution analytics
- Benchmark and showcase competitive experience through case resolution effectiveness and efficiency

LEARN MORE ABOUT SHOWCASING YOUR FIRM'S CAPABILITIES TODAY!

Find out more regarding Case Outcomes and how it can strengthen business development and client retention strategies. Contact us at **312.873.6881** or **877.347.6360** or find us online at hubbardone.com/caseoutcomes



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