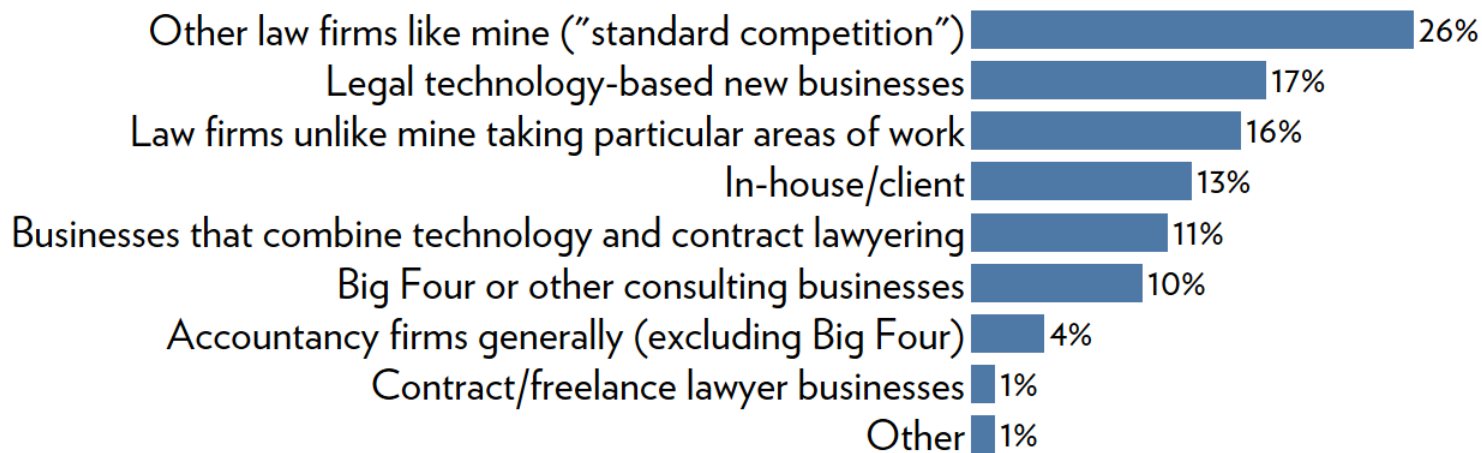
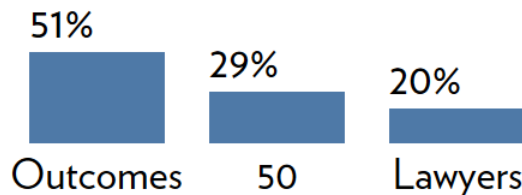


Marketing's view of the (legal IT) landscape

Which kinds of business are most threatening to your firm's future?

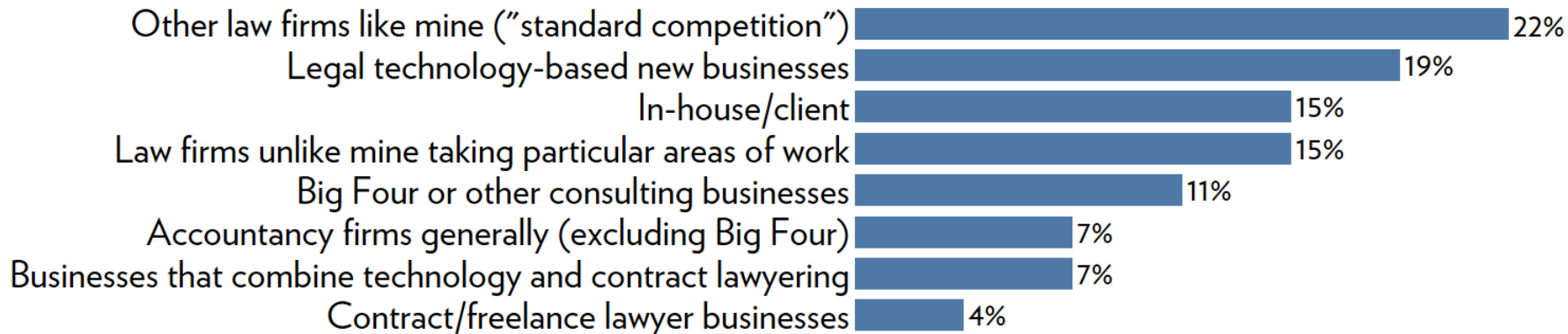


Do your clients buy the quality of your outcomes, or the quality of your lawyers?



Which kinds of business are most threatening to your firm's future?

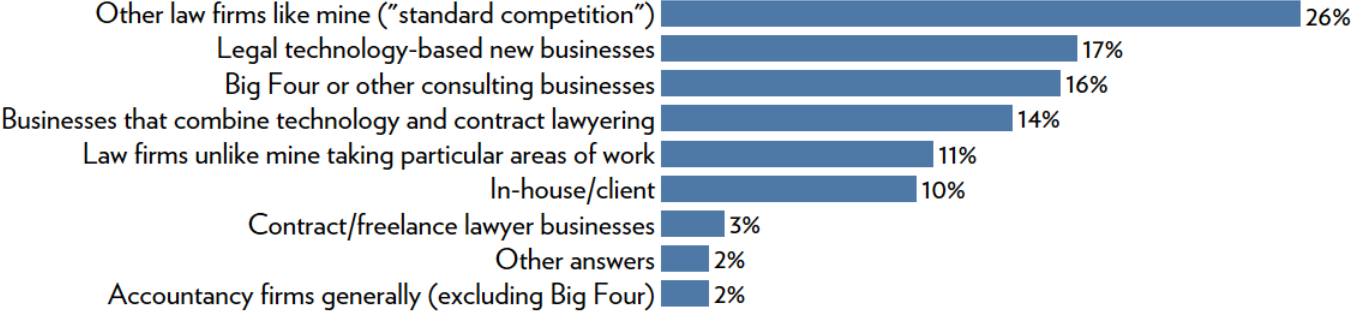
Outcomes



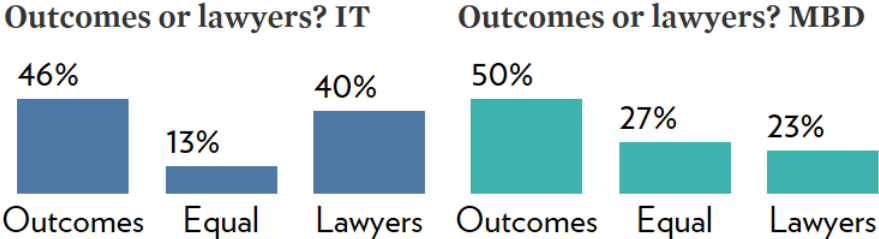
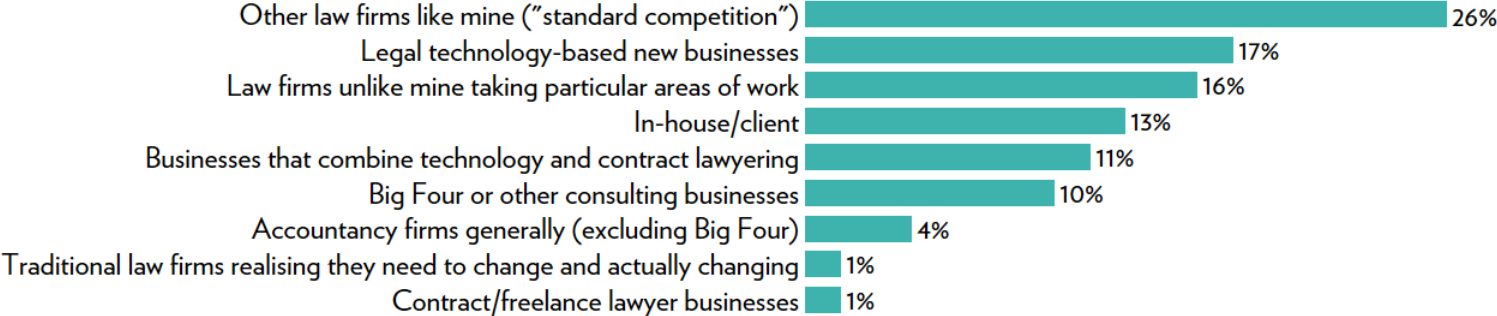
Lawyers



IT competition



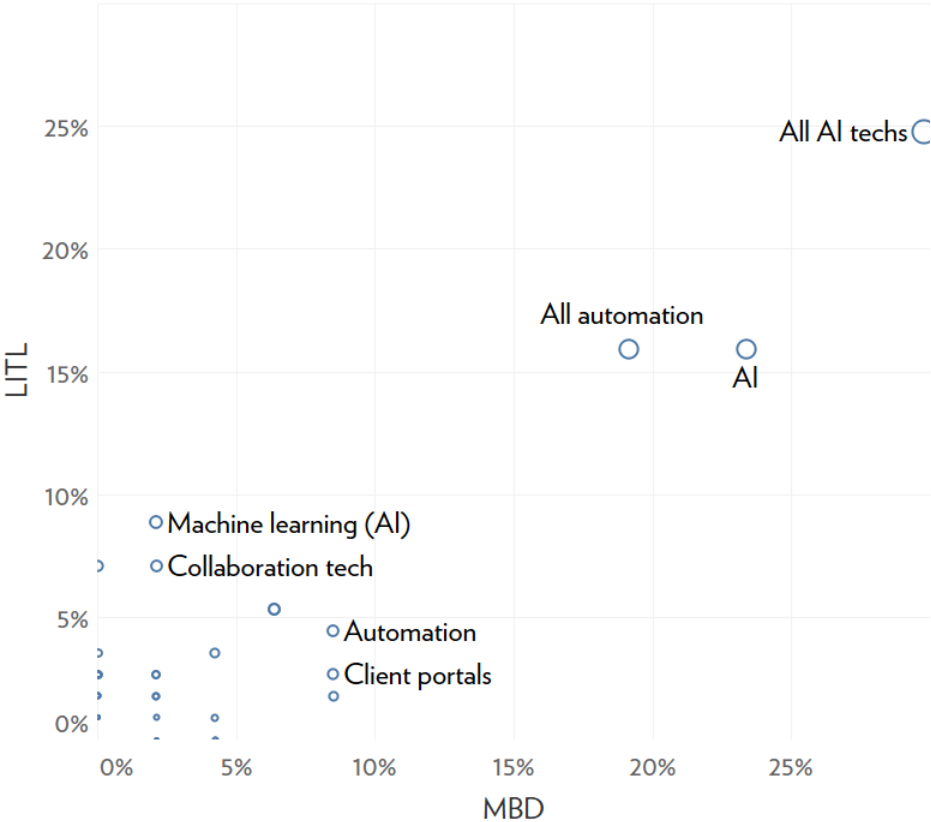
MBD competition

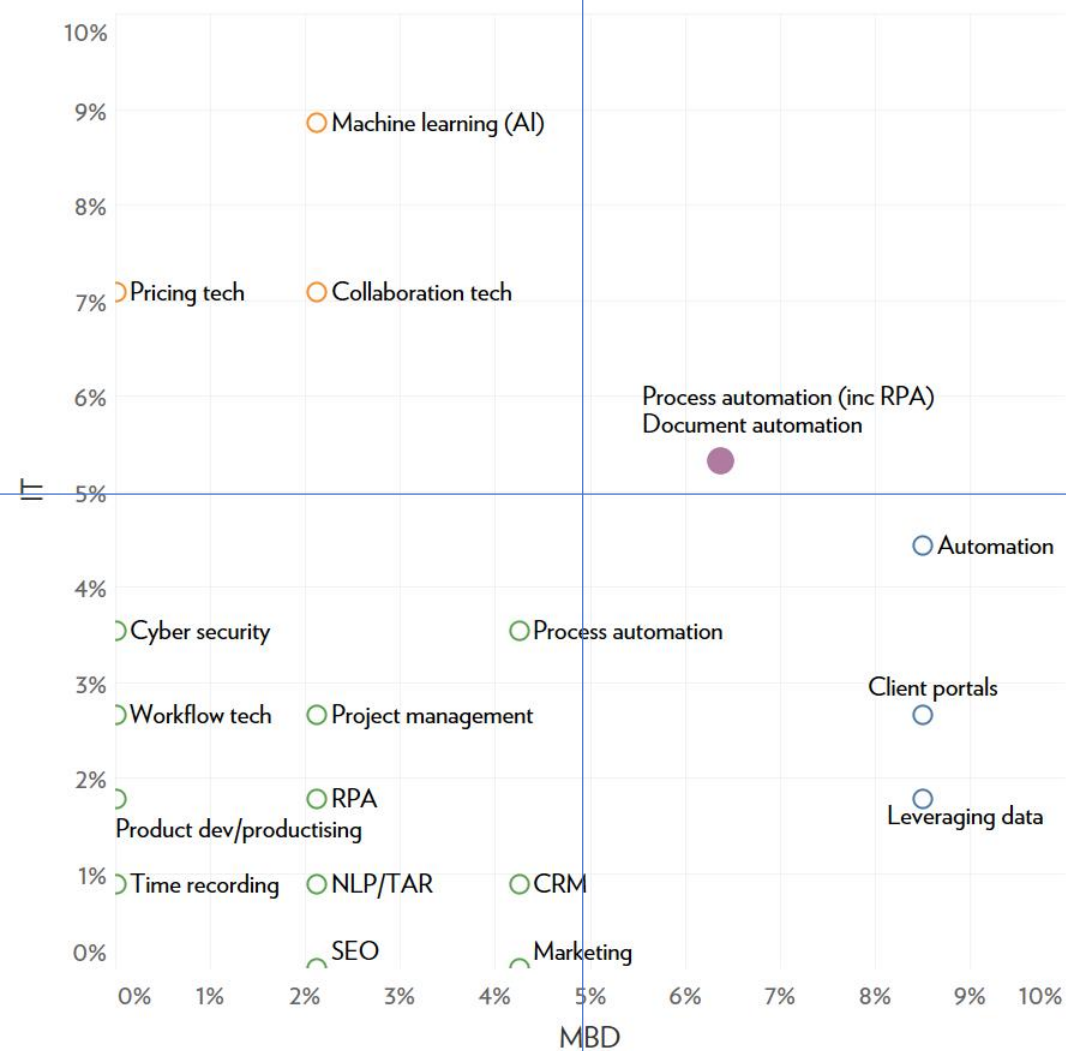


Which technologies do you think will have the biggest impact on how competitive your law firm can be over the next five years?

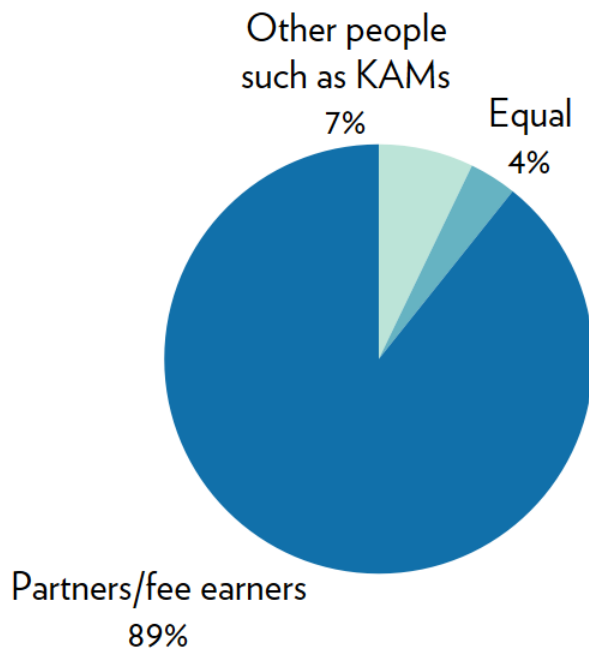
1st		2nd		3rd	
AI	9	Legal project management	2	AI	1
Document automation	2	AI that reduces lawyer time and inout	1	CRM	1
Any data and reporting system	1	Client tech	1	Financial analytics	1
Anything that makes processing vanilla aspects of a transaction or case easier	1	Contract streamline	1	Portals	1
Anything which saves time	1	Decision engine	1		
Automating legal document production	1	Driverless cars	1		
Blockchain	1	Enabling better collaboration with clients	1		
Client facing contract management	1	Internal technology to enable data analysis	1		
CRM	1	Marketing automation	1		
Due diligence	1				
Machine Learning	1				
Online sharing platforms	1				
SEO	1				
Those that will enable lawyers to be more efficient	1				

Which technologies do you think will have the biggest impact on how competitive your law firm can be over the next five years?





At your firm, how much client-facing BD is done by partners/fee earners, and how much by 'other' people such as key account managers?



Is the marketing/BD function involved in client-focused product creation and/or innovation at your firm?

