

ALM Intelligence LEGAL COMPASS

OVERVIEW

Legal Compass is a comprehensive, intuitive web-based platform that connects you to decades of proprietary ALM analysis and exclusive firm data, making it the perfect tool for addressing the challenges you face on a daily basis. Whether you're conducting your own analysis or leveraging one of our carefully prepared reports, Legal Compass gives you the clarity you need to make the decisions that matter.

- Benchmark your firm against your peers.
- Competitive intelligence on law firm performance, potential clients, and lawyers.
- Compare rankings (Am Law 200, NLJ 500, Global 100 etc.).
- Analyze employment, news and event trends in the legal industry.
- Make informed decisions to better manage your firm via actionable insights.

WHAT IS LEGAL COMPASS?

More than just an access point for our deep well of proprietary data, Legal Compass is a road map for navigating the challenges you face on a daily basis. Dynamically compare and explore data on firms, companies, lawyers, and trends. Leverage the insights in our reports, prepared by seasoned analysts.

Legal Compass also serves as the complete repository for ALM's proprietary research into the industry, including the Am Law 200, the NLJ Billing Report, the Global 100 and the Diversity scorecard and more.



CONNECT WITH ALM INTELLIGENCE

Call 888.770.5647 | Email almlegalintel@alm.com

Visit <http://at.alm.com/LegalCompass>

 ALM Intelligence
LEGAL COMPASS

Who uses Legal Compass?

Law Firm Librarians and Knowledge Professionals



- Single intuitive platform where you can access all of ALM's legal intelligence, including surveys, rankings, analysis and the underlying data
- Tools that allow for the easy extraction of information in formats that can be incorporated directly into presentations, reducing time and effort
- Connecting the historical data to show trends and benchmarks

Law Firm Partners



- Understand and forecast your competition's growth strategies and where they are investing
- Monitor the competition for growth, lateral partner hires, overall headcount and attorney structure
- Gain insight on your firm and benchmark against your peers on key performance metrics from revenue per lawyer to profits-per-equity-partner
- Recommend business improvements and strategic shifts based on understanding the competitive landscape
- Research the demographics and financial performance of key competitors

Law Firm Recruitment



- Understand diversity and hiring trends
- Identify attorneys who work in a practice area or region or have a specific background
- Find lateral partners or associate candidates at competitive firms
- Ensure that your compensation package is competitive and on target
- Retain high-performing associates and solidify your firm's partner track
- Recruit new talent from competitive firms based on their financial performance



Law Firm Business Development



- Research potential new business opportunities including headcount, industry, competitors, corporate structure, and merger history
- Identify and research key executive and general counsel contacts at potential clients
- Tailor your responses to RFPs around the potential client matters
- Compare your firm's practice areas and locations against key competitors
- Surface actionable news, opportunities, and risks first

Law Firm Marketers



- Improve overall marketing strategy by understanding the competition's events and publications
- Stay up to date on your potential customer's latest legal news and modify your pitches to target the company's latest legal issues
- Highlight your firm's core capabilities with the client's representation needs, locations and industries
- Recommend business improvements and strategic shifts based on understanding the competitive landscape
- Monitor news, events, publications and people moves at competitive firms

Request a Demo of Legal Compass



No other source offers everything you need to know about the business of law in a single comprehensive online database.

Visit: <http://at.alm.com/LegalCompass> to request a demo of Legal Compass.

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