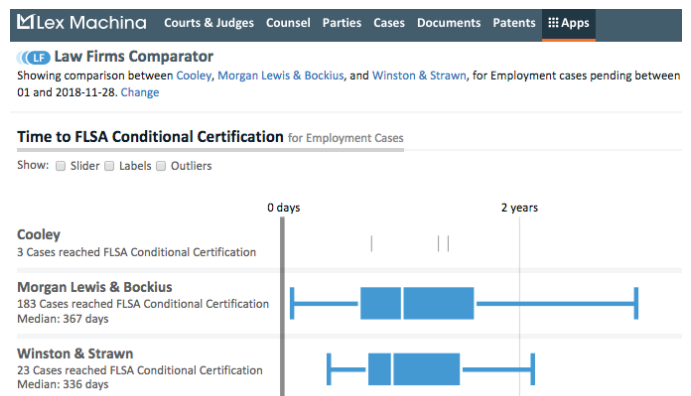# Choosing Wisely: How Analytics Apps Can Help In-House Counsel Take Law Firm Selections to the Next Level

For corporate legal departments, choosing the right law firm can mean the difference between losing a case worth tens of millions or winning big. And getting the best outside counsel who will achieve the desired outcomes – at the right price – can be a challenging task.

Until recently, that firm-finding process has typically been informal, untargeted and poorly optimized. A lawyer might simply email other lawyers within the organization, who would then create approved lists of lawyers they worked with in the past.

However, corporate legal departments have expanded their investment in legal analytics tools for a variety of use cases, such as fact-finding, corporate due diligence and records management. So it's no surprise that they are now digging into the data to gain insight and use metrics to rate and assess law firms.

In recent years, law firm comparator apps have grown in popularity, offering powerful side-by-side comparison of several law firms' case results at the touch of a button, on any desktop, laptop, mobile phone or tablet. In-house counsel can evaluate which law firms they should retain for representation on select matters based on litigation history. Corporate legal departments can see the number of open cases a firm is currently juggling in a specific subject area, how many cases they had terminated, the party roles, and even their success rates in front of particular judges.

Team Analyzer: Choosing the Best Law Firm Team

Analytics about law firms can be too broad, while analytics that only focus on the main partner leading a team of attorneys give a partial picture of what in-house counsel can expect from the team. Now, finding the right counsel is becoming easier, with legal analytics apps that allow corporate counsel to pick the best team within a firm.

Typically, a list of attorneys on a prospective team is provided to in-house counsel in a pitch-package prior to the company engaging the firm as their counsel. With a brand-new, industry-disrupting analytics app that compares attorney teams, in-house counsel can enter multiple attorney names and see how they work together as a team. The app provides case summaries for various combinations of attorneys – where two or more attorneys comprise a team. This data is invaluable in order to get a full assessment of the potential legal team.

For example, imagine a well-regarded law firm with 1,700 lawyers. When a Fortune 500 company hires that firm, they are not hiring all of these attorneys, but perhaps a four-lawyer team for representation. Now, corporate legal teams can type in the names of the four lawyers and quickly discover how many matters they have worked on together and how many judgments they have received in their favor. This allows departments to choose outside counsel with an unprecedented degree of transparency.

Analytics Apps for Corporate Counsel

Corporate legal departments can also use a variety of analytics apps together to power-charge their litigation strategy. Comparator apps exist for courts and judges, as well as for comparing the behavior of parties. Early case assessment has also become a popular use case for analytics apps, whether in the office or in the courtroom. With early case assessment, you can gain intelligence into a matter that can help determine your risk level for taking on or litigating a new case. This supports complex decision-making; for example, whether a particular case necessitates the most expensive law firm or whether it requires hiring any law firm at all.

If a corporate legal department is sued in a patent case, for instance, an early case assessor app can be used to analyze the opposing party and their law firm representing the litigant. Perhaps the results show the plaintiff has sued hundreds of other defendants, but they have only gone to a Markman pretrial hearing twice, and have never gone to trial — proving that they may simply be trying to monetize on the patent by settling. With that knowledge, the corporate organization may choose to not even hire a law firm and handle it in-house, leading to cost savings.

On the other hand, if there have been only 10 lawsuits, six of which have gone to a Markman hearing and four of which went to trial, it is a more serious case that may require not just outside counsel, but the "A-team." In that case, a corporate legal department can use law firm and attorney team comparator apps to make sure the best team of lawyers (and not a team of junior associates, or a team that may not have experience working together) at the right top-tier firm gets on board.

A Powerful Tool for the Corporate Legal Department

Successful legal departments are already deploying a variety of legal analytics for a variety of different use cases. Now, legal analytics apps that make outside counsel selection easier, more efficient and transparent are becoming game-changing tools that provide in-house lawyers with a winning edge.

With the latest app that makes quick work out of choosing attorney teams, organizations can make the best, most informed decisions that directly impact the bottom line.

Visit Lexmachina.com to learn more about the powerful capabilities that legal analytics apps can bring to your organization. Lex Machina is in the development stage of their latest Attorney Team Analyzer app, set for release in December 2018. Contact 650-390-9500 or info@lexmachina.com for details.

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