

BUYING LEGAL COUNCIL

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RAJ GOYLE



An Introduction to a Healthy and Competitive Legal Marketplace

Raj Goyle, Co-CEO



In a recent article, the *Wall Street Journal* said “data and money rule.”





When making big purchases, you do
your research.




When you make big personal purchases.



A yellow wheel loader is the central focus, positioned on a dirt construction site. In the background, an excavator is visible on a pile of earth. The sky is filled with large, white clouds. The entire image has a warm, orange-tinted overlay.

Or when you are making big business purchases.



A group of men in a stock exchange trading floor, with one man in the center holding a sign. The scene is filled with energy and movement, with many men in light blue shirts and dark trousers. The background is a bright, open space with high ceilings and large windows. The overall atmosphere is one of intense activity and competition.

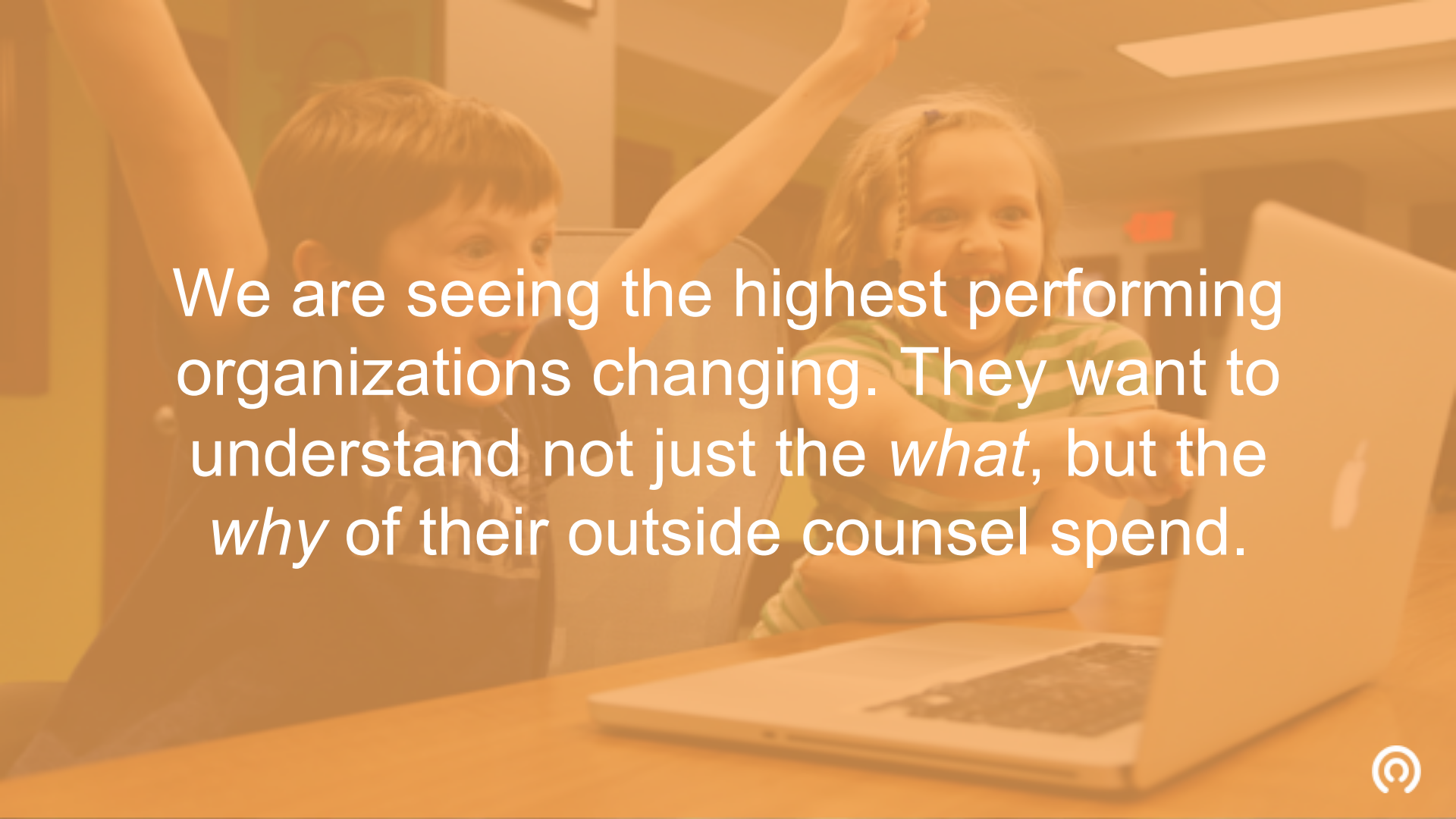
But the legal market is different. It is broken. The provider sets the market price.



A young child with chocolate smeared on their face is eating a chocolate ice cream bar. The image is overlaid with a semi-transparent orange filter. The text is centered in white.

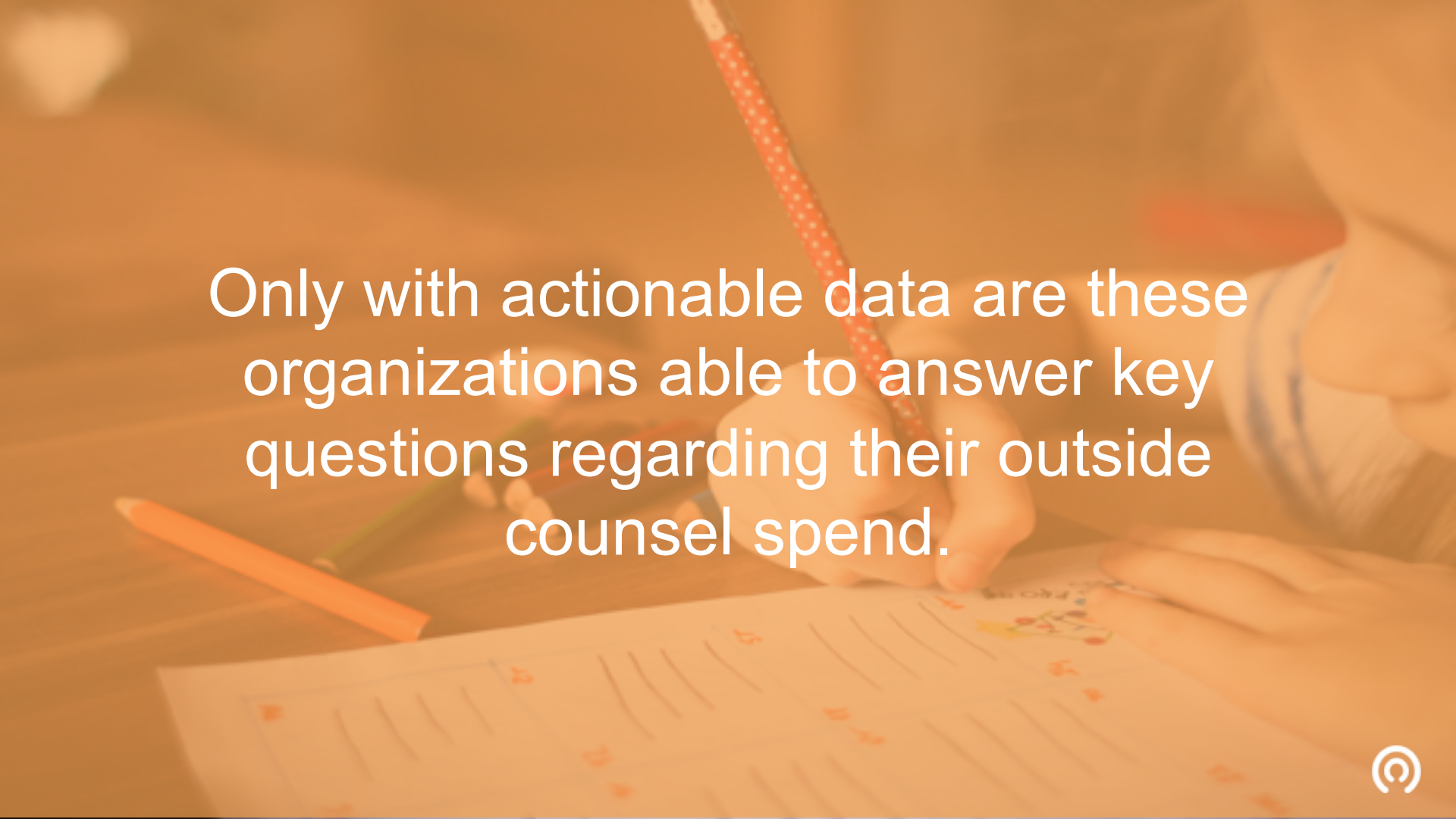
Without data, how do you know what
the *right* market price is?



A photograph of two young children sitting at a desk with a laptop. The child on the left is a boy with short brown hair, wearing a dark shirt, looking towards the laptop. The child on the right is a girl with blonde hair in braids, wearing a green and white striped shirt, pointing at the laptop screen with a smile. The background is a blurred office or classroom setting. The entire image has a warm, orange-toned overlay.

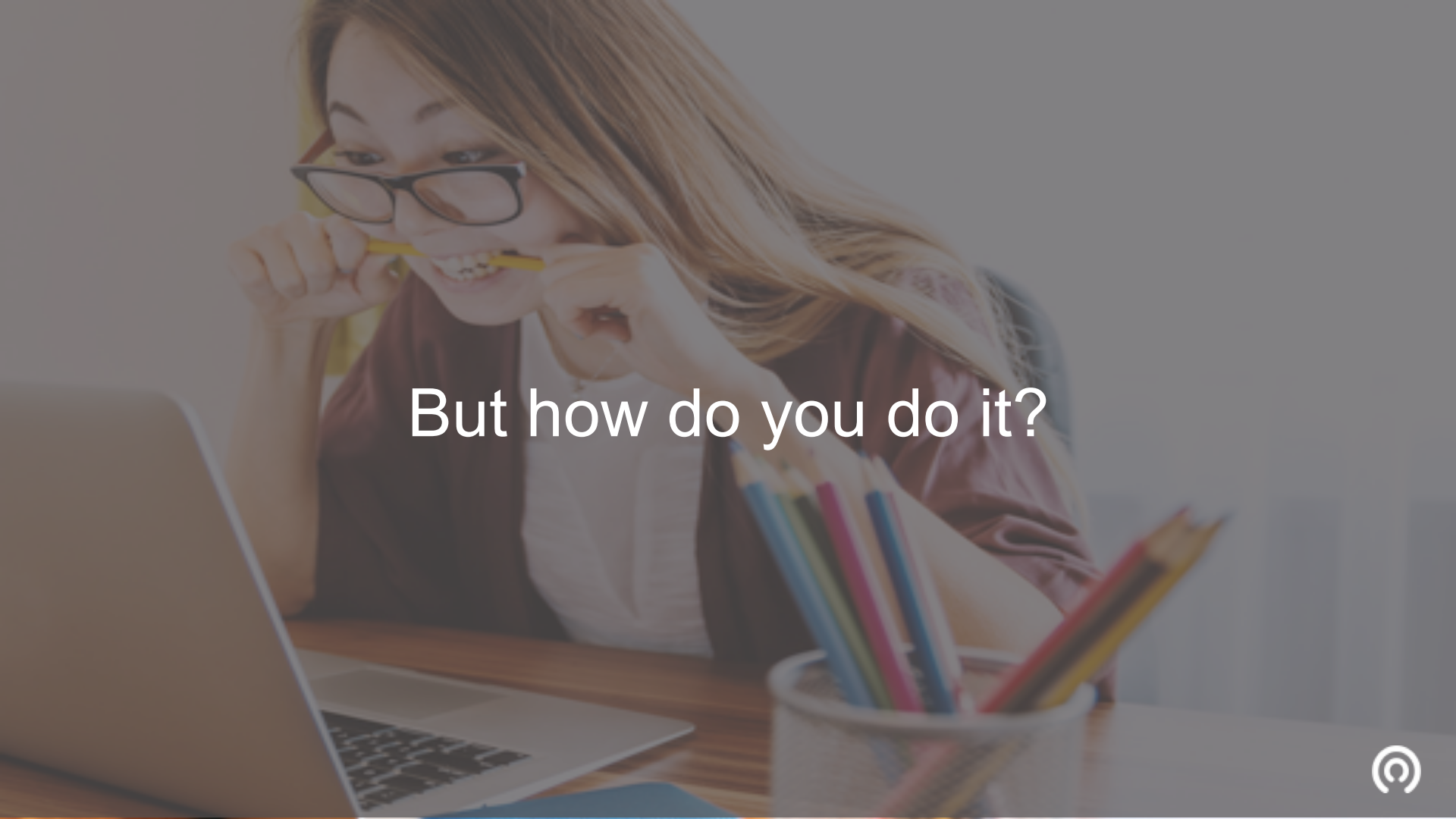
We are seeing the highest performing organizations changing. They want to understand not just the *what*, but the *why* of their outside counsel spend.





Only with actionable data are these organizations able to answer key questions regarding their outside counsel spend.





But how do you do it?





Start by building a portfolio of trusted
law firms.



Have them bid on matters or portfolios
of matters.



Use data and insights to ensure you are getting the benefits of a healthy market over time.



A white van is driving away on a dirt road in a vast, hazy landscape. The scene is bathed in a warm, orange light, suggesting a sunrise or sunset. The background shows rolling hills and a cloudy sky. The overall mood is one of a long, open-ended journey.

Remember, this is a journey.

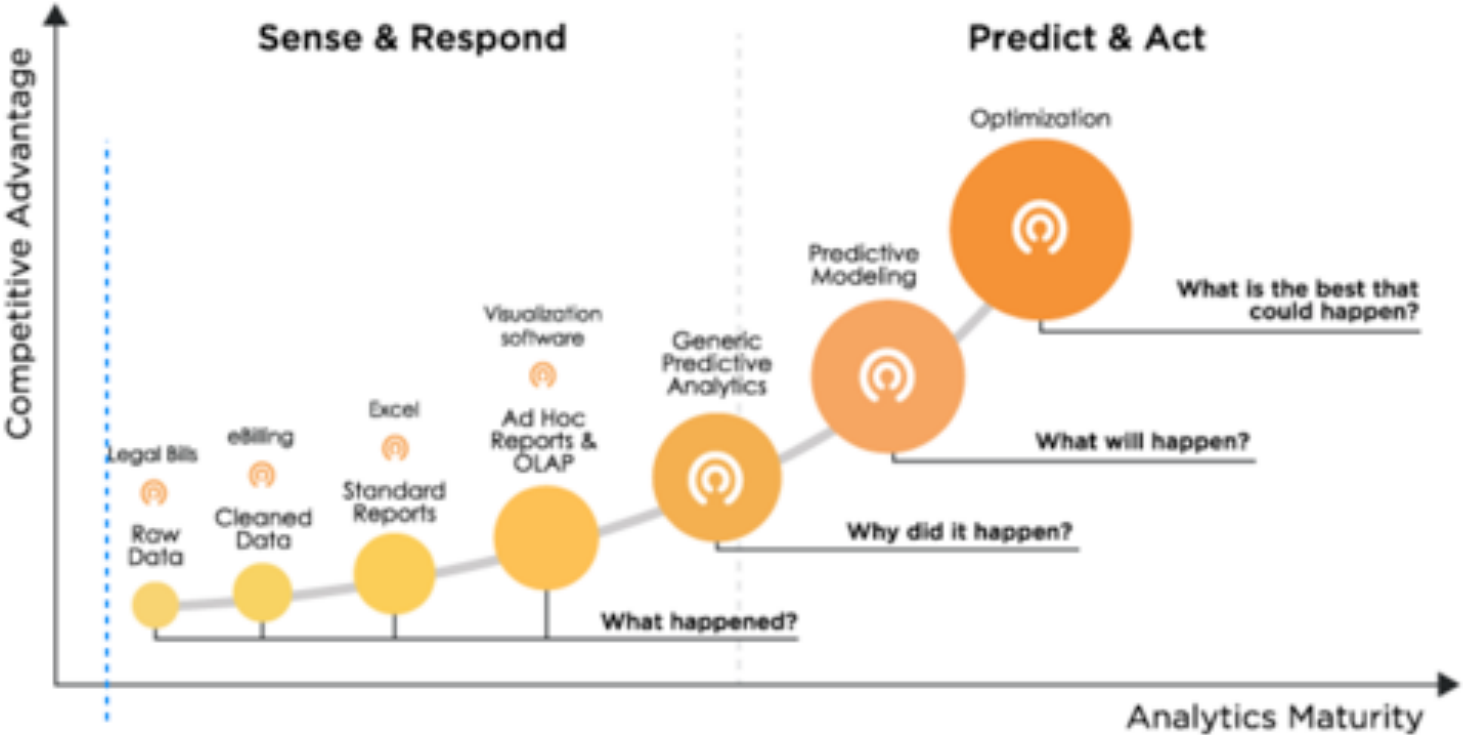




The objective is to optimize your spend.



HOW DEPARTMENTS MANAGE SPEND TODAY



SAMPLE E-BILLING REPORT

A	B	C	D	E
Timekeeper > Timekeeper ID	Timekeeper > Timekeeper Name	Timekeeper > Timekeeper Classification	Timekeeper > Firm > Firm Short Name	Approved Bill
000248		Partner		\$1,110.00 USD
000295		Partner		\$535.80 USD
000307		Partner		\$581.00 USD
000323		Partner		\$618.76 USD
000342		Partner		\$746.83 USD
000354		Partner		\$768.83 USD
000404		Partner		\$1,390.00 USD
00050		Partner		\$1,147.50 USD
000575		Partner		\$1,240.00 USD
00064		Partner		\$1,147.50 USD
000644		Partner		\$1,207.87 USD
00087		Partner		\$1,200.00 USD
00125		Partner		\$1,185.00 USD
001384		Partner		\$1,390.00 USD
00142		Partner		\$1,575.00 USD
001505		Partner		\$1,390.00 USD
00154		Partner		\$1,190.00 USD
00158		Partner		\$1,395.00 USD
00183		Partner		\$625.00 USD
00193		Of Counsel		\$1,395.00 USD
001990		Partner		\$1,400.00 USD
001998		Partner		\$1,545.00 USD
00206		Partner		\$1,265.00 USD
0021		Partner		\$1,300.00 USD
002106		Partner		\$1,545.00 USD
00213		Partner		\$1,115.00 USD
002157		Associate		\$319.08 USD
002413		Partner		\$1,400.00 USD
002417		Partner		\$1,545.00 USD
002419		Partner		\$1,545.00 USD
00249		Partner		\$828.75 USD
00257		Partner		\$1,315.00 USD
00258		Partner		\$1,490.00 USD
00260		Partner		\$1,410.00 USD
002617		Partner		\$1,170.00 USD
002618		Associate		\$263.58 USD
002642		Of Counsel		\$1,545.00 USD
00266		Partner		\$980.00 USD
00267		Partner		\$910.00 USD
00272		Partner		\$1,255.00 USD
00277		Partner		\$1,092.25 USD
002816		Partner		\$1,400.00 USD
002924		Partner		\$1,545.00 USD
0032		Partner		\$875.00 USD
003263		Partner		\$1,545.00 USD
003349		Partner		\$1,545.00 USD
003485		Other Timekeeper		\$330.00 USD
003543		Partner		\$1,400.00 USD

The concrete
is now
offroad!

