



March 16, 2022

LexMundi
World Ready

2022 Legal Tech Insight Series: Pricing

*Introduce yourself
in the chat with your
firm name and location*

MEET OUR TEAM

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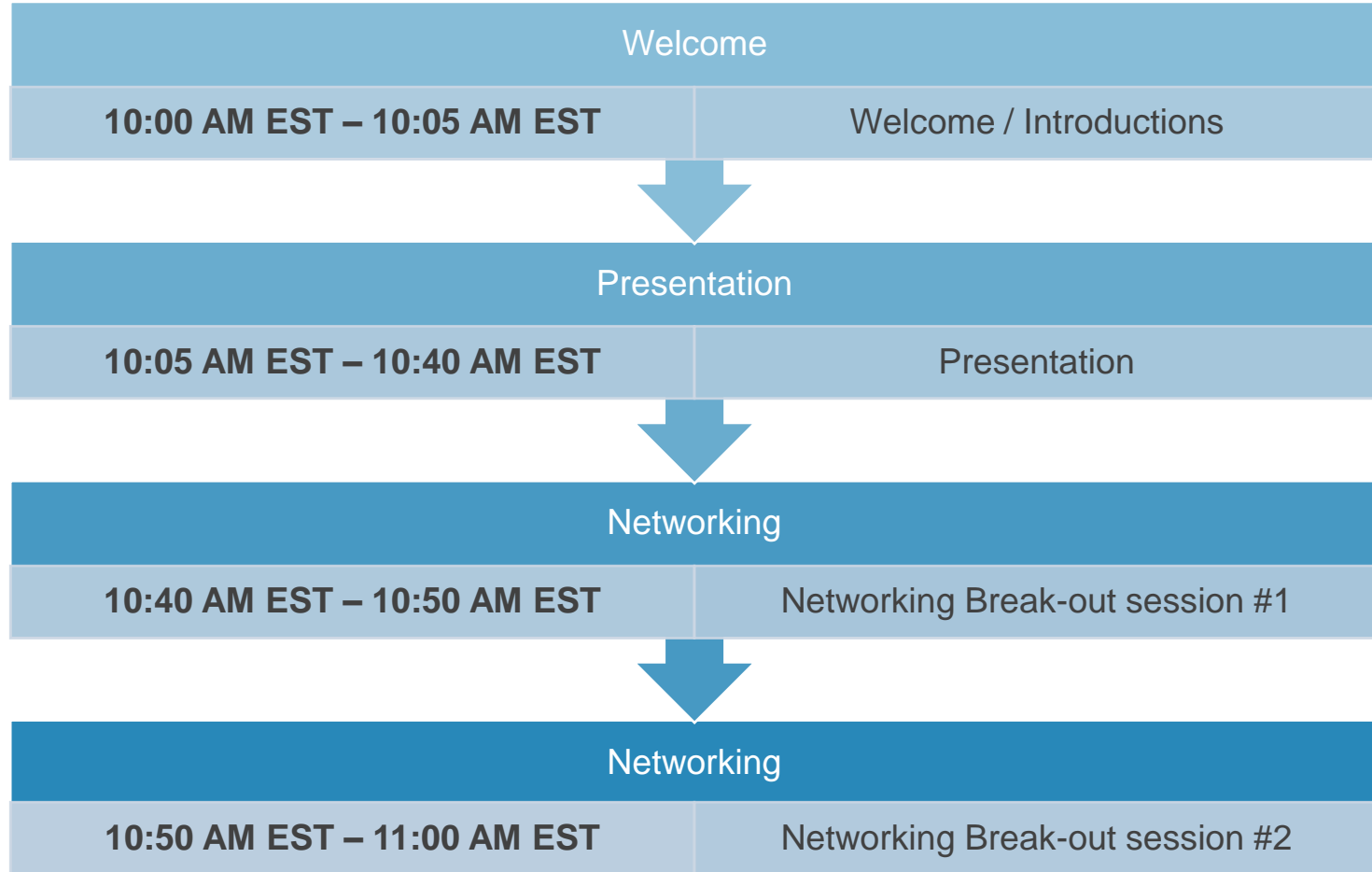
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SCHEDULE
A CONSULTING
CALL

AGENDA



NEW YEAR, NEW OPPORTUNITY TO BRING DIGITAL SERVICES TO YOUR FIRM AND CLIENTS!



Digital Services Audit Starting in April

To lead in your market, you need to digitize your services

The Digital Services Transformation Audit will take six member firms through a process (together and individually). With the Audit you will know:

1. How your firm is perceived by their clients re: legal tech / digital
2. What the competitive landscape looks like and how changes in the legal sector will affect your business
3. How digital can enable new business models, better ways of working and improved client experiences

More information to come in April

IF YOU WANT TO LEARN MORE ABOUT LEGAL TECH AND HOW LEX MUNDI CAN HELP YOU:



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SPEAKERS

Technology and Innovation
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Antonella Montagna,
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Jones Walker LLP (member
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Brian Gribben,
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Productizing Legal Services

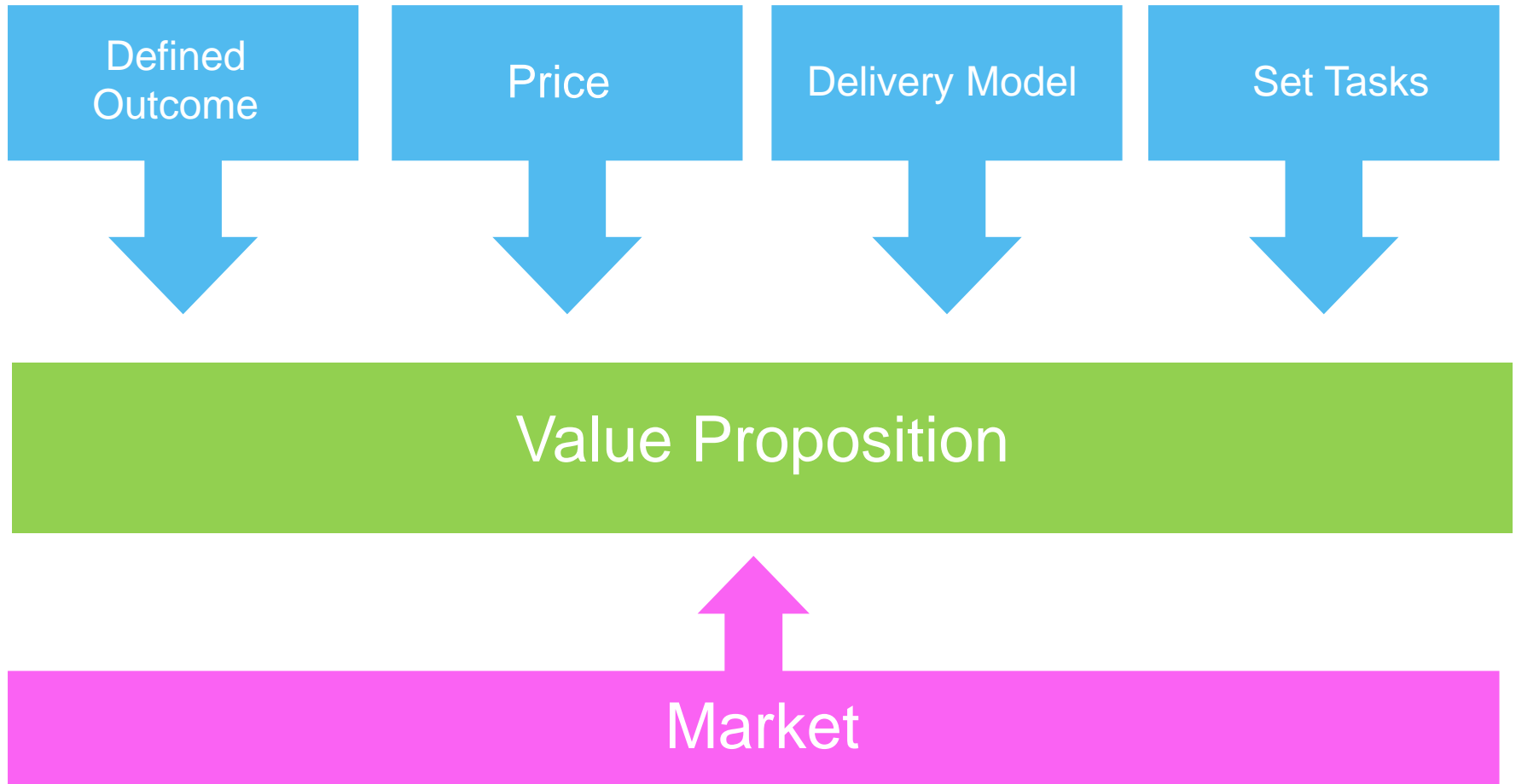
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March 16, 2022

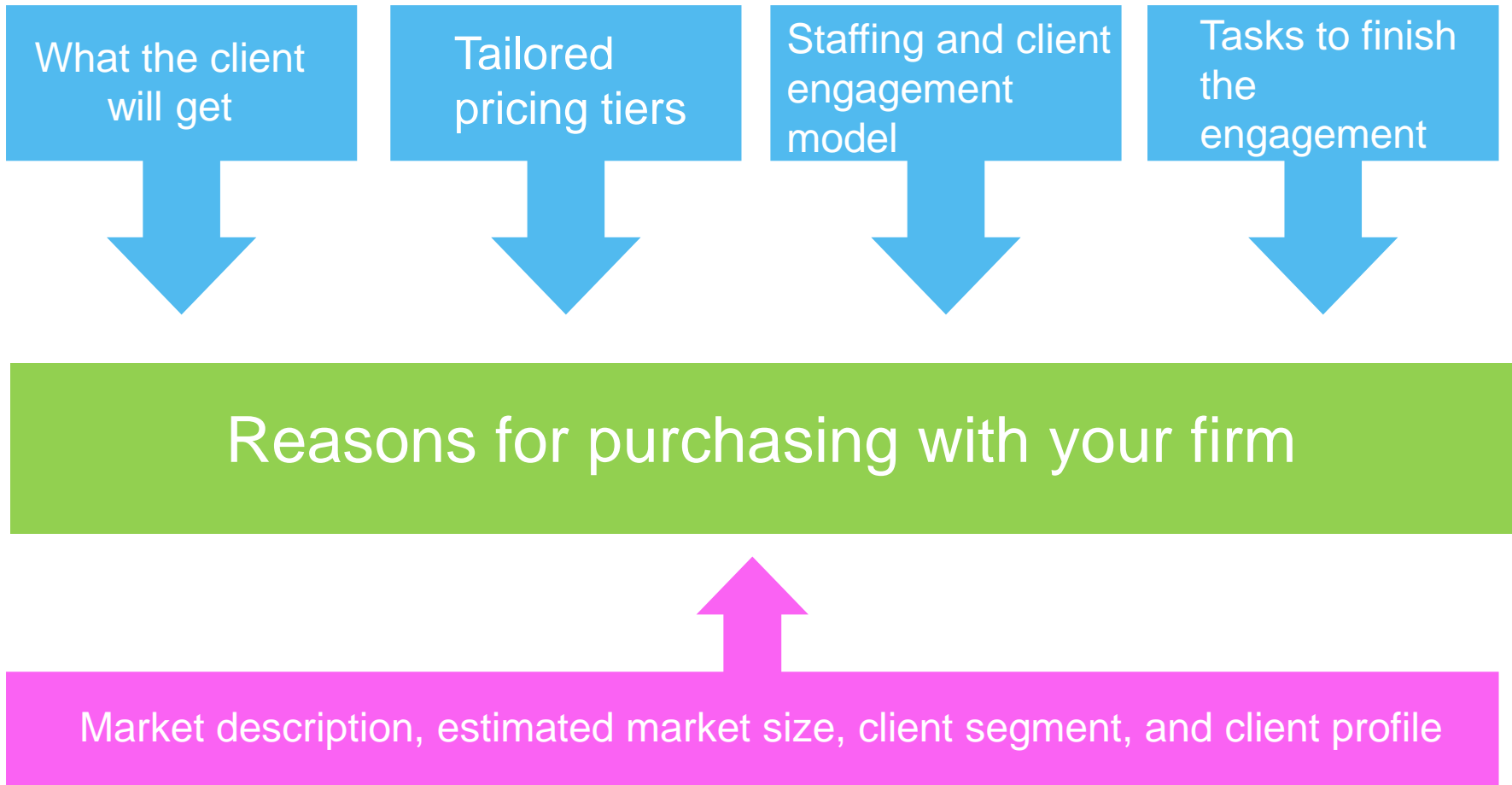


A “legal services product” is a pre-set service offering that **solves a discrete legal need, has a set price, and a distinct value proposition.**

Components of a Legal Services Product



Another way of looking at it
















There are several reasons to build a product from scratch.

1. Expand to a new field or market
2. Understand your client base and segment
3. Define your firm's offerings and create a sustainable service delivery model
4. Convey expectations, workload and value to the client





The opportunity to Bundle

1. Determine which products can be bundled together to form a comprehensive solution (this gives you instant cross –selling)
2. Think from the client’s perspective – what do they need across their projects lifecycle?
3. Consider your buyer – will your products give you the opportunity to build relationships outside the Legal team?
4. Prioritize the “Hot” products that address client needs today

PRODUCT MATURITY MATRIX EXAMPLE

Products	Description	Maturity	Target Clients	Market Potential*
CoSec	Corporate Secretary		IMF, Corp	HIGH
Closing	Transactions closing Mgt		IMF, Corp	HIGH
Automated Doc	Automated Doc drafting		IMF, Corp	HIGH
EDDMON	ESG questionnaire		AIF, Corp, PS	HIGH
VAT	VAT reports production		IMF, Corp	HIGH
Tax Reclaim	WHT Tax reclaim platform		Financial Institutions	HIGH
Tax Return	Tax returns production		IMF, Corp	MEDIUM
CAROL	Reg Watch & Comp Monitoring		IMF, Depositories	HIGH
KIM	Mgt of AML/KYC files		IMF, Corp	HIGH
Tracy	Reg Reports Dashboard		IMF	To be assessed
ARNO	FATCA/CRS reports		Financial Institutions	HIGH
SAMI	Repository for delegates mgt		IMF	To be assessed
AYBO	Board self-assessment tool		IMF	MEDIUM

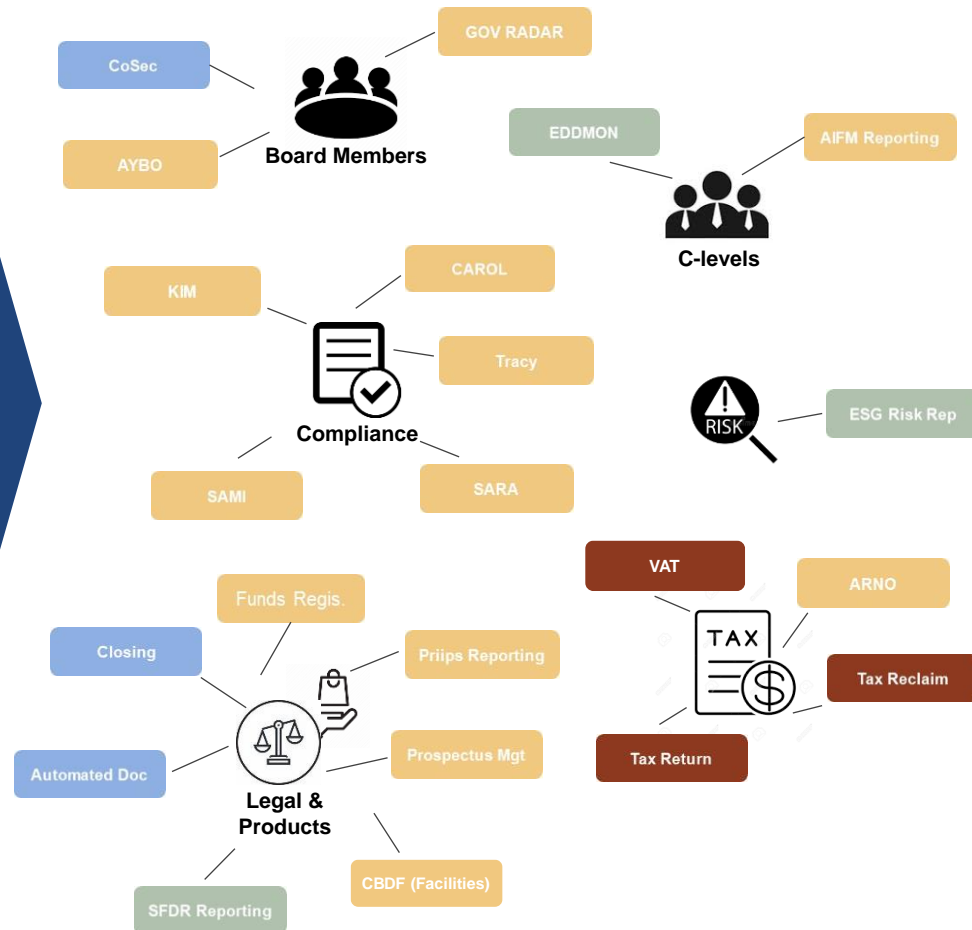
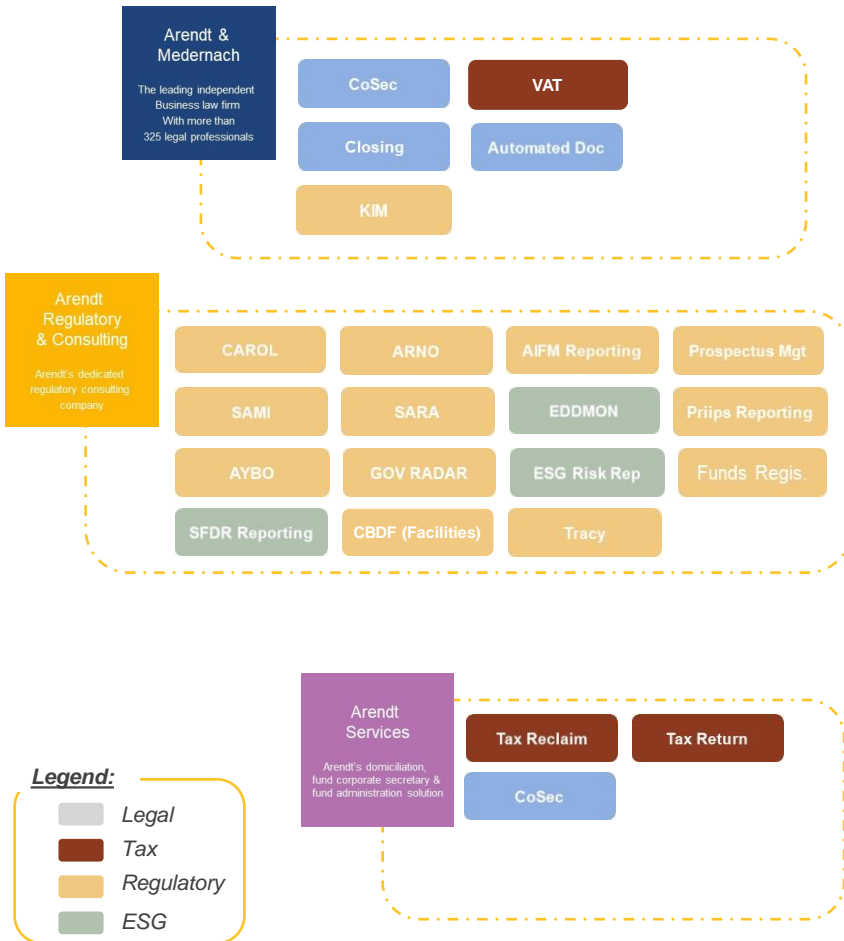
Legend:

-  Industrialized
-  Mature but tailored
-  Under construction
-  Design phase

PROMOTING A CLIENT-CENTRIC APPROACH...

From our different entities selling our expertise to the market...

... towards client-centric Products and Services giving to our clients the One Arendt experience



My Defense of “Productizing”

- ***It does not cheapen legal work*** – in defining discrete legal tasks, productizing highlights the labor and the value of what goes into legal work
- ***It does not diminish our role as trusted counsel*** – in developing a product, we show that we:
 - Understand and have thought about a client’s legal needs
 - Understand our client’s business needs
 - Understand them business-to-business
- ***It does not turn lawyers into “robots”*** – it teaches us to look for patterns, spot the differences, and solve them systematically

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November 10, 2021

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NETWORKING – BREAK OUT SESSIONS

