

## Sharplegal research data analyzes:

	Question area	Data analysis detail
<b>LEGAL DEMAND</b>	Spread of spend	Approx. legal spend in-house and on outside counsel both domestically and internationally. Customized data also available from your firm's clients.
	Expected change in spend	Both overall spend and international spend.
	International needs – both outbound needs from and inbound needs to each geographic region	Countries clients will have needs in over the next 12 months. Countries clients will have increased M&A activity in over the coming year – Data available from your firm's clients. Country or countries organizations are currently facing increasing litigation in – Data available from your firm's clients. Work types most needed in each country. Firms preferred for high value work in each country.
	Special focus: Africa	Percentage of organizations that have a need for legal advice in Africa. And which country or countries their need is in. Amount being spent on outside counsel in this market. Average rates being paid. Challenges facing legal departments. Work types that are most needed. Firms preferred for high value work.
<b>BRAND AND CONSIDERATION</b>	Brand awareness	Current rankings and benchmarking data available by geographic region, industry, your own clients and peer group.
	Brand favorability	Current rankings and benchmarking data available by geographic region, industry, your own clients and peer group.
	Favorability drivers	Reasons for favouring available by geographic region, industry, your own clients and peer group. Verbatim books of all open responses available.
	Firms most considered for different work types	Rankings available by multi-jurisdictional deals, multi-jurisdictional litigation, top-level M&A, top-level litigation, regulatory, intellectual property.
	Firms most used for high value work	Rankings available by country, industry, own firm and competitor group.
	Hourly rates paid	Comparison data of your firm with that of averages available by geographic region, industry, your own clients and peer group.

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BUYING BEHAVIOR	Pitching	Proportion of legal departments carrying out formal pitching. Common frustrations and best practice experiences – by grouped responses and verbatim of open responses on examples of best and worst practice pitches.
	Information sources	The most regularly used media sources, to keep up to date with financial and business news, by geographic region, industry, your own clients and peer group.
CLIENT RETENTION	Loyalty and switching drivers	Reasons why clients hired and fired firms by geographic region, industry, your own clients and peer group.
	Client satisfaction	Current scores and benchmarking data available by country, sector, own firm and competitor group. Improvement measures by geographic region, industry, your own clients and peer group. Verbatim available on all open responses to how law firms could improve satisfaction levels.
	Firm performance	Attribution scores and benchmarking data available by geographic region, industry, your own clients and peer group.
	Improving value	Verbatim available on all open responses to understand how value delivered could be improved. Grouped responses analysed by geographic region, industry, your own clients and peer group.
	Recommendations	Current scores and benchmarking data available by geographic region, industry, your own clients and peer group. Verbatim available on all open responses on why clients would make a recommendation.
FUTURE	What is most important in the quest for value?	Data available by geographic region, sector, your own clients and peer group.
	Lawyer skills development	Data available by geographic region, industry, your own clients and peer group. Verbatim available on all open responses on what skills/ training lawyers need.
	Business challenges	Data available on the challenges facing clients' businesses by country, sector, own firm and competitor group.
	Innovation	Data available on demonstrated innovation by the firms clients work with by geographic region, industry, your own clients and peer group.
	Technology developments	Data available on technology developments or internet-based services that could enhance service provision by geographic region, industry, your own clients and peer group. Verbatim available on all open responses on technology being used to enhance service delivery.