

FT Innovative Lawyers North America

Legal services

Business of law: best practice in legal work

Case studies showcase how law firms are innovating as businesses

Reinventing legal practice

WINNER: Orrick Originality: 8; Leadership: 9; Impact: 8; Total: 25

In 2021, Orrick's M&A and private equity team launched MAPE 2.0 – an approach that uses tech to improve efficiency and the strategic advice given to clients. The global team, which advised on 300 M&A and private equity deals last year, collects more than 60 data points per deal and feeds them into an information pool to provide insights for future transactions and client advice. The team also identifies 15 top strategic priorities for clients in any transaction, which helps filter out unnecessary work. The approach speeds up deal completion and allows a greater variety in the work experience offered to junior staff.



FT INNOVATIVE LAWYERS
NORTH AMERICA
2022 WINNER

TOP 3 MOST INNOVATIVE LAW FIRM SINCE 2016

Professional services

Digital reinvention is the next big test for law firm success

Data, tech and people are core strategies

Orrick, a San Francisco-originated law firm and winner of the new Innovative Lawyers “reinventing legal practice” award, is indicative of this new approach. After spending 2,400 hours on rethinking the way it handles M&A transactions, it has introduced MAPE 2.0, a suite of technologies, re-engineered processes and new roles, to ensure clients receive the outcomes they want.

How will law firms’ general move to digital and developing new roles affect their clients? Smart legal service buyers should expect to achieve transparency on legal matters through visual dashboards, accurate bills, bespoke intelligence and lower costs.

Rich Sauer, chief legal officer at Workday, the workforce management and software group, describes Orrick's new approach to high-level M&A transactions as a law firm getting closer to “offering software as a service”. Indeed, many believe that will be the future of law firms that are fusing tech into their legal advisory services. Yet, for now at least, he says: “It will never replace the team of strategic advisers I count on at Orrick, but it clearly empowers them.”

FT law firm index - North America 2022

Ranking of the top participating law firms based on submissions made to this year's report and index

Rank	Law firm	TOTAL SCORE* (/100)	Innovation** (/20)	Digital** (/20)	People** (/20)	Social Responsibility** (/20)
1	Kirkland & Ellis	86.8	18	19	17	13
2	Latham & Watkins	85.7	15	19	17	15
3	Orrick	85.0	20	16	19	20