



# WestlawNext Matter Benchmark Reports

Powered by Serengeti

---

October 19, 2011

Alison Drier - National Firm Profitability Specialist  
Andrew Pellington – Strategy, US Law



THOMSON REUTERS

# Law Firm Landscape

---

## Finance



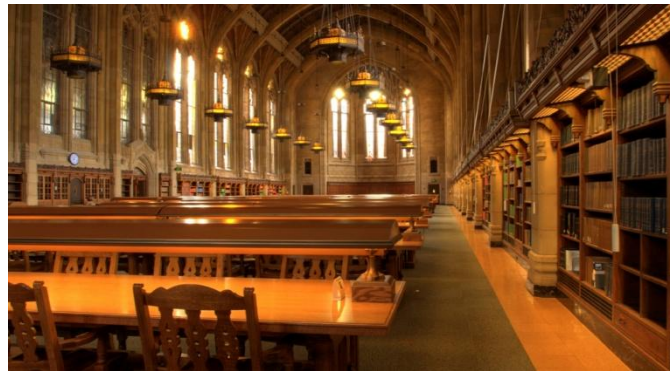
- Annual Rate Increases
- Firm Expansion

## Marketing



- Respond to RFP's
- Proactive Competitive Intelligence

## Library



## Research

# Current Challenges

---

- Data from multiple sources
- Dated information
- Difficult to assimilate all the data
- Self-Reported information

# Law Firm Market Needs

---

Running a profitable, competitive practice requires detailed and current information on how the market is valuing law firm services.

**Comprehensive** market information

Ensure decisions are based on **quantitative market data** and not anomalies

**Dynamic** billing information by industry, matter, state, region and timekeeper

Competitive markets require **informed perspectives** to enable intelligent decision making regardless of billing model

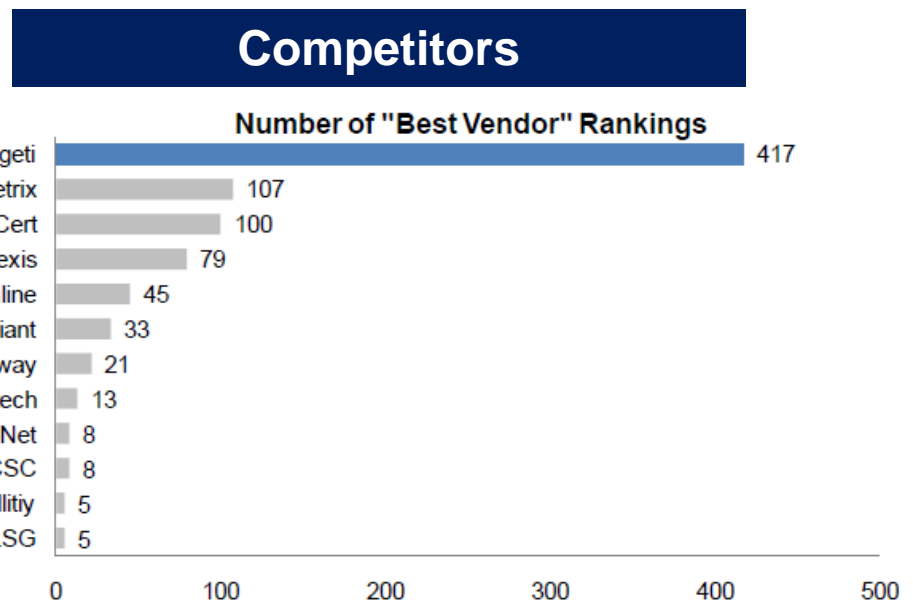
**Current** information regardless when accessed

**Up-to-date** insight provides more relevant market perspective

# About Serengeti

Serengeti is the most comprehensive data source for billings from over 400 companies and 15,000 law firms.

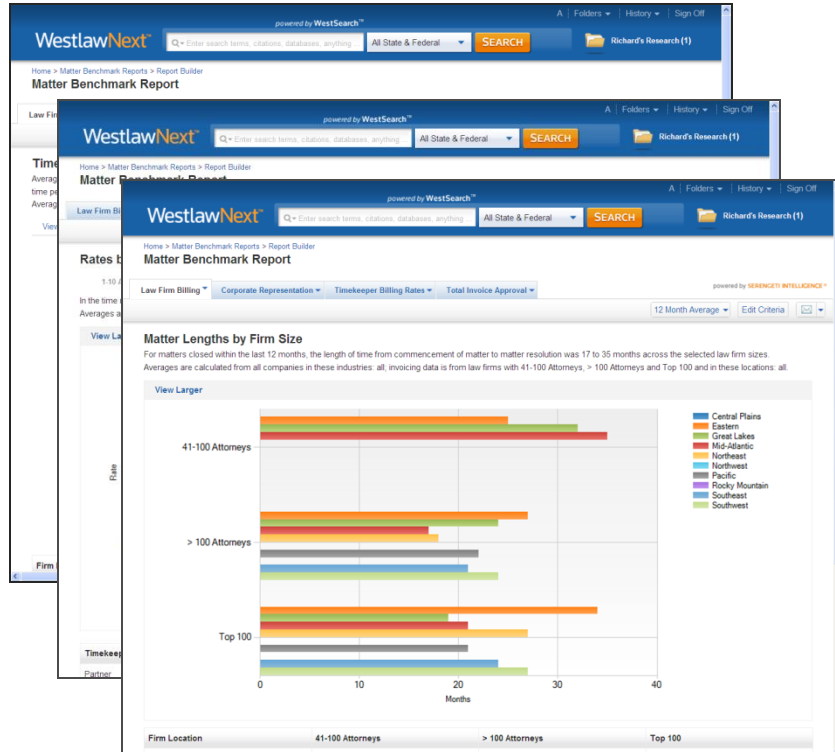
- **\$4+ billion** billings over the last **12 months** from 1,000+ LMLF firms
- **100% utilization** by AmLaw 200, Global 100 and NLJ 250 law firms
- Customers include
  - American Express
  - Amazon
  - Delta
  - Disney
  - Thomson Reuters
- **High customer retention**—over 96%
- **Most favored solution** among law firms by a margin of 4:1



Source: 2010 ALM Law Firm E-billing Survey Report

# WestlawNext Matter Benchmark Reports

Powered by Serengeti, WestlawNext Matter Benchmark Reports provides unparalleled insights into billing rates, staffing ratios and trending analysis that allows firms to instantly understand how they compare to their peers.



- **Benchmark rates** comparing firms of all sizes whether down the street or across the country in order to compete effectively
- Perform rate **trending analysis** to determine where there are opportunities to capture more value from client
- Identify **geographic** and legal subject-matter **practice areas** best suited for expansion and growth

Q- Enter search terms, citations, databases, anything ...

All Federal

SEARCH

advanced

## Browse

All Content

Federal Materials

State Materials

Topics

Tools

- |                                     |                                |                                   |
|-------------------------------------|--------------------------------|-----------------------------------|
| Cases                               | Briefs                         | Dockets                           |
| Statutes & Court Rules              | Pleadings, Motions & Memoranda | News                              |
| Regulations                         | Expert Materials               | Patents                           |
| Administrative Decisions & Guidance | Jury Verdicts & Settlements    | Public Records <a href="#">↗</a>  |
| Trial Court Orders                  | Proposed & Enacted Legislation | Trial & Oral Argument Transcripts |
| Secondary Sources                   | Proposed & Adopted Regulations | Directories                       |
| Forms                               |                                | Business Information              |
|                                     |                                | International Materials           |

Jones 423-6875 (7)

## Favorites

### Matter Benchmark Reports

Create and customize benchmark reports to effectively evaluate, manage and negotiate fees and expenses. [Learn more](#)



Edit home page

Preferences | My Contacts | Getting Started | Help | Sign Off

WestlawNext. © 2011 Thomson Reuters | [Privacy](#) | [Accessibility](#) | [Contact Us](#) | 1-800-REF-ATTY (1-800-733-2889) | [Improve WestlawNext](#)



Home

# Matter Benchmark Reports



## Real Data. Real Rates.

Use actual law firm billing rates for analysis and trending



## Legal Industry Intelligence

Tools that provide insight into how you and the attorneys you work with compare with industry benchmarks



## Business Partner Collaboration

Information to help legal departments and firms make more data-driven business decisions

Create Report


Learn more

**Timekeeper Rates by Firm Location**

**Report Summary**  
In the time range of Jan-Mar 2010, the percentages of timekeeper hours billed per matter have increased in the timekeeper categories of Senior Associate, Junior Associate and Legal Assistant. There have been decreases in the percentages of hours billed for Senior Partner and Junior Partner. Averages are calculated from companies on the Over 10,000 Employees, Over 5,000 Employees, Over 1,000 Employees, Over 500 Employees and Over 100 Employees sizes. Industry types include Agriculture, Entertainment, Health Care, Pharmaceutical, Retail and Technology in the Western Region.

Firm Size Location	Timekeeper Rate Range	Timekeeper Rate 1/16	Timekeeper Rate 1/16	Assoc/Partner Billing Rate	Matter Length	Timekeeper Expenses	Timekeeper Salary
<b>20 - 100 Timekeepers in Firm</b>							
Midwest	\$223 - \$449	\$307	\$300	\$300	4.1	\$25,579	\$86,702
Totals	\$128 - \$495	\$323	\$297	\$297	5.1	\$24,396	\$86,220
<b>100 - 500 Timekeepers in Firm</b>							
Midwest	\$220 - \$449	\$307	\$300	\$300	4.1	\$25,094	\$76,947
Totals	\$128 - \$495	\$323	\$297	\$297	5.1	\$19,752	\$77,808

Home &gt; Matter Benchmark Reports &gt; Report Builder

Report Builder  Edit

powered by SERENGETI INTELLIGENCE®

Run Report

## Matter Type and Area of Law (Required)

## Matter Type

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Advice-Counsel                | <input type="checkbox"/> Other              | <input type="checkbox"/> Subpoenas              |
| <input type="checkbox"/> Filings                       | <input type="checkbox"/> Patent Prosecution | <input type="checkbox"/> Trademark Registration |
| <input checked="" type="checkbox"/> Litigation-Dispute | <input type="checkbox"/> Regulatory         | <input type="checkbox"/> Transactions           |

## Litigation/Dispute Jurisdiction

 All Federal All States Include Related Federal

- |   |  |   |   |
|---|--|---|---|
| <input type="checkbox"/> Alabama              | <input type="checkbox"/> Illinois      | <input type="checkbox"/> Montana        | <input type="checkbox"/> Rhode Island   |
| <input type="checkbox"/> Alaska               | <input type="checkbox"/> Indiana       | <input type="checkbox"/> Nebraska       | <input type="checkbox"/> South Carolina |
| <input type="checkbox"/> Arizona              | <input type="checkbox"/> Iowa          | <input type="checkbox"/> Nevada         | <input type="checkbox"/> South Dakota   |
| <input type="checkbox"/> Arkansas             | <input type="checkbox"/> Kansas        | <input type="checkbox"/> New Hampshire  | <input type="checkbox"/> Tennessee      |
| <input type="checkbox"/> California           | <input type="checkbox"/> Kentucky      | <input type="checkbox"/> New Jersey     | <input type="checkbox"/> Texas          |
| <input type="checkbox"/> Colorado             | <input type="checkbox"/> Louisiana     | <input type="checkbox"/> New Mexico     | <input type="checkbox"/> Utah           |
| <input type="checkbox"/> Connecticut          | <input type="checkbox"/> Maine         | <input type="checkbox"/> New York       | <input type="checkbox"/> Vermont        |
| <input type="checkbox"/> Delaware             | <input type="checkbox"/> Maryland      | <input type="checkbox"/> North Carolina | <input type="checkbox"/> Virginia       |
| <input type="checkbox"/> District of Columbia | <input type="checkbox"/> Massachusetts | <input type="checkbox"/> North Dakota   | <input type="checkbox"/> Washington     |
| <input type="checkbox"/> Florida              | <input type="checkbox"/> Michigan      | <input type="checkbox"/> Ohio           | <input type="checkbox"/> West Virginia  |

## My Selections

Clear all Selections

## Matter Type

Litigation-Dispute

## Litigation/Dispute Jurisdiction

All Federal

All States

## Area of Law

All Areas of Law

## Company Size

All Companies

## Company Industry

All Industries

## Firm Size

All Firms

## Firm Location

Region

## Region

All Regions

- Hawaii       Mississippi       Oregon       Wyoming  
 Idaho       Missouri       Pennsylvania

**Area of Law**

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> All Areas of Law                 | <input type="checkbox"/> Energy/ Environment/<br>Agriculture | <input type="checkbox"/> Mergers/ Acquisitions/<br>Divestitures |
| <input type="checkbox"/> Antitrust/ Unfair Competition    | <input type="checkbox"/> Entertainment/ Sports/<br>Gaming    | <input type="checkbox"/> Other                                  |
| <input type="checkbox"/> Banking/ Finance/ Loans          | <input type="checkbox"/> General Rep/ Counseling             | <input type="checkbox"/> Public Finance                         |
| <input type="checkbox"/> Bankruptcy                       | <input type="checkbox"/> Government Contracts                | <input type="checkbox"/> Real Estate                            |
| <input type="checkbox"/> Business Organizations           | <input type="checkbox"/> IP - Copyright                      | <input type="checkbox"/> Regulatory/ Compliance                 |
| <input type="checkbox"/> Computers/ Software/<br>Internet | <input type="checkbox"/> IP - Other                          | <input type="checkbox"/> Securities                             |
| <input type="checkbox"/> Construction                     | <input checked="" type="checkbox"/> IP - Patents             | <input type="checkbox"/> Subpoenas/ Warrants                    |
| <input type="checkbox"/> Consumer Law                     | <input type="checkbox"/> IP - Trademarks                     | <input type="checkbox"/> Tax                                    |
| <input type="checkbox"/> Contracts/ Commercial Law        | <input type="checkbox"/> Immigration & Naturalization        | <input type="checkbox"/> Telecommunications/<br>Utilities       |
| <input type="checkbox"/> Debtor/ Creditor/ Collections    | <input type="checkbox"/> Insurance                           | <input type="checkbox"/> Torts/ Liability                       |
| <input type="checkbox"/> Employment/ Labor                | <input type="checkbox"/> Medical Law/ Health/<br>Malpractice | <input type="checkbox"/> Workers Compensation                   |

Company (Optional) +Firm (Optional) +

Run Report

## Report Builder ★ Edit

powered by SERENGETI INTELLIGENCE®

Run Report

### Matter Type and Area of Law (Required) +

### Company (Optional) -

#### Company Size

All Companies

Medium

Small

Large

#### Company Industry

All Industries

Finance & Insurance

Other

Construction, Resources & Transportaton

Information, Scientific & Technical Services

Consumer Services

Manufacturing & Wholesale Trade

### Firm (Optional) +

Run Report

### My Selections Clear all Selections

Matter Type

Litigation-Dispute

Litigation/Dispute Jurisdiction

All Federal

All States

Area of Law

IP - Copyright

IP - Other

IP - Patents

IP - Trademarks

Company Size

All Companies

Company Industry

All Industries

Firm Size

All Firms

Firm Location

Region

## Report Builder ★ Edit

powered by SERENGETI INTELLIGENCE®

Run Report

### Matter Type and Area of Law (Required) +

### Company (Optional) +

### Firm (Optional) -

#### Firm Size

All Firms

11-40 Attorneys

> 100 Attorneys

1-10 Attorneys

41-100 Attorneys

Top 100

#### Firm Location

Region

State

Metro Area

#### Region

All Regions

Mid-Atlantic

Rocky Mountain

Central Plains

Northeast

Southeast

Eastern

Northwest

Southwest

Great Lakes

Pacific

Run Report

### My Selections Clear all Selections

Matter Type

Litigation-Dispute

Litigation/Dispute Jurisdiction

All Federal

All States

Area of Law

IP - Copyright

IP - Other

IP - Patents

IP - Trademarks

Company Size

All Companies

Company Industry

All Industries

Firm Size

41-100 Attorneys

> 100 Attorneys

Top 100

Firm Location

## Matter Benchmark Report

Law Firm Billing

Corporate Representation

Timekeeper Billing Rates

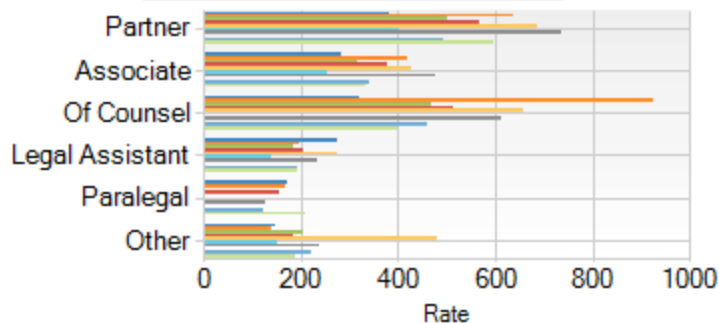
Total Invoice Approval

powered by SERENGETI INTELLIGENCE

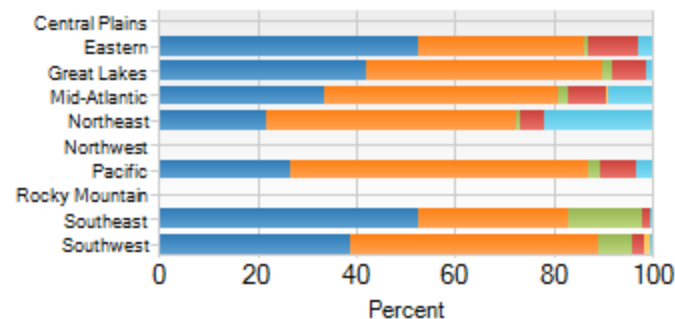
Edit Criteria

### Law Firm Billing Overview

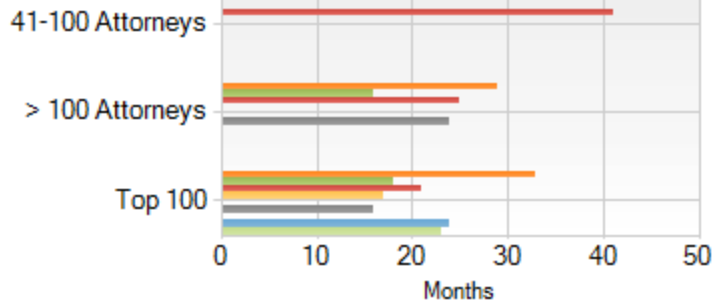
Timekeeper Rates by Firm Location



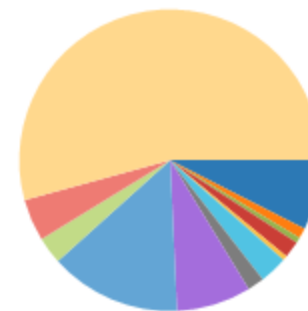
Timekeeper Percentages per Matter (Hours Billed)



Matter Lengths by Firm Size



Expense Allocations per Matter



Total Invoices/Expenses by Firm Size

# Matter Benchmark Report

Law Firm Billing

Corporate Representation

Timekeeper Billing Rates

Total Invoice Approval

powered by SERENGETI INTELLIGENCE

12 Month Average

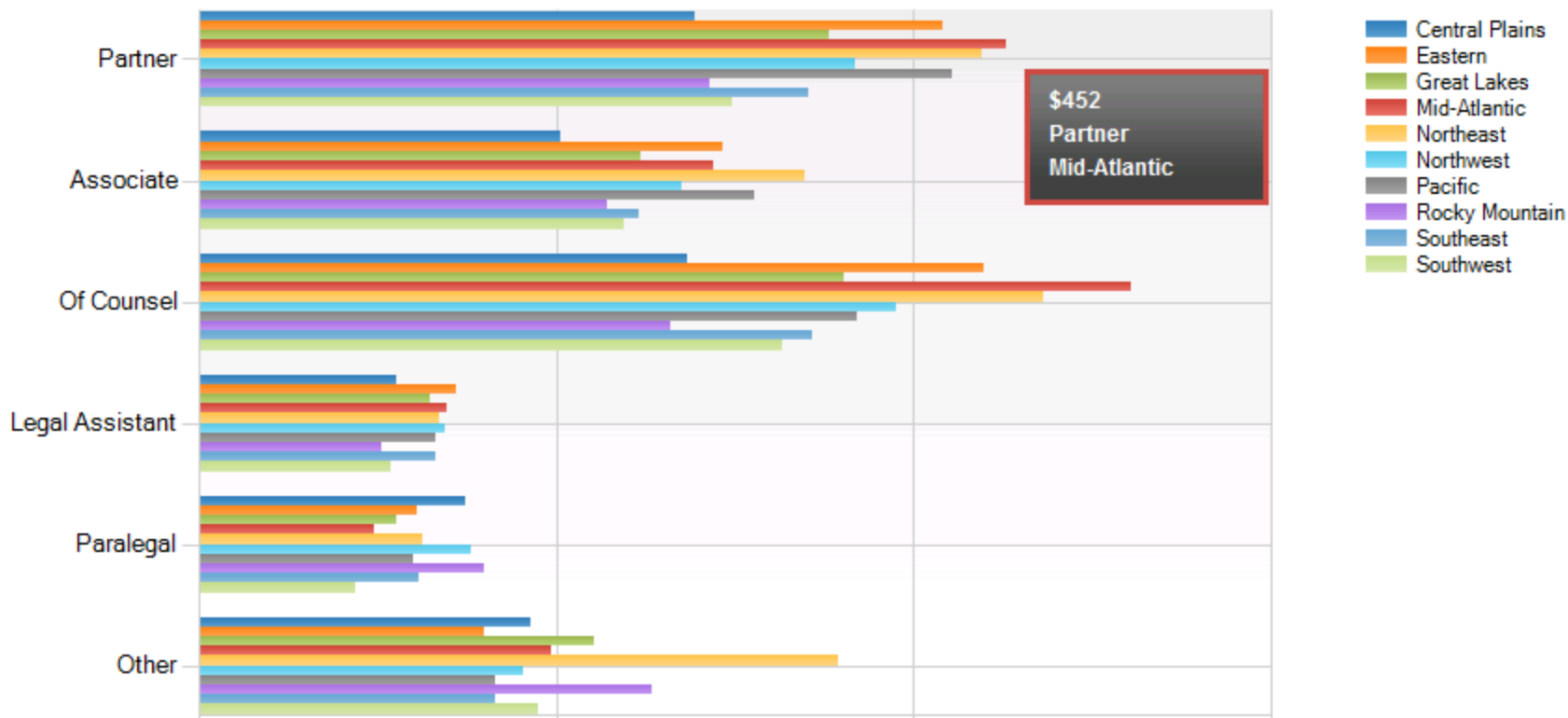
Edit Criteria

## Timekeeper Rates by Firm Location

Average partner billing rates in the past twelve months have ranged from \$278 to \$452 across the selected locations. Other timekeeper hours have ranged from \$87 to \$52 during that time period.

Averages are calculated from all companies in these industries: Manufacturing & Wholesale Trade; invoicing data is from law firms with all attorneys and in these locations

[View Larger](#)



# Matter Benchmark Report

Law Firm Billing

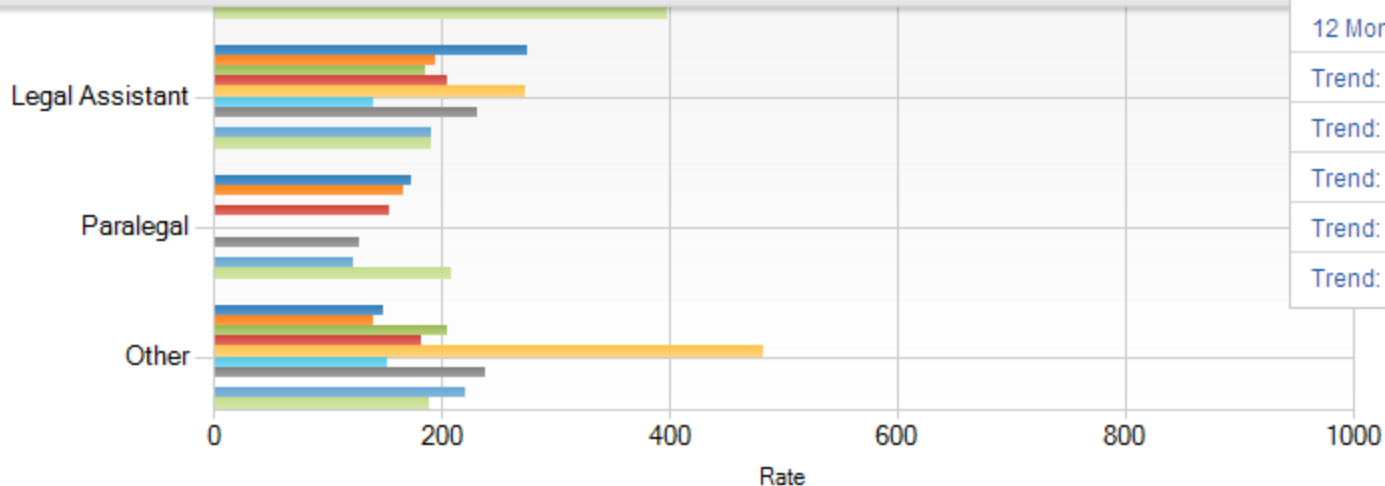
Corporate Representation

Timekeeper Billing Rates

Total Invoice Approval

powered by SERENGETI INTELLIGENCE

Edit Criteria



Firm Location	Partner	Associate	Of Counsel	Legal Assistant	Paralegal	Other
Central Plains	\$384	\$285	\$320	\$275	\$174	\$149
Eastern	\$638	\$419	\$925	\$195	\$167	\$140
Great Lakes	\$503	\$318	\$470	\$185	N/A	\$205
Mid-Atlantic	\$568	\$378	\$512	\$205	\$154	\$183
Northeast	\$687	\$429	\$656	\$273	N/A	\$482
Northwest	\$404	\$255	N/A	\$140	N/A	\$152
Pacific	\$734	\$475	\$614	\$232	\$128	\$239

## Matter Benchmark Report

Law Firm Billing

Corporate Representation

Timekeeper Billing Rates

Total Invoice Approval

powered by SERENGETI INTELLIGENCE

Trend: 2010 into 2011

Edit Criteria

### Timekeeper Rates by Firm Location

Partner

Associate

Of Counsel

Legal Assistant

Paralegal

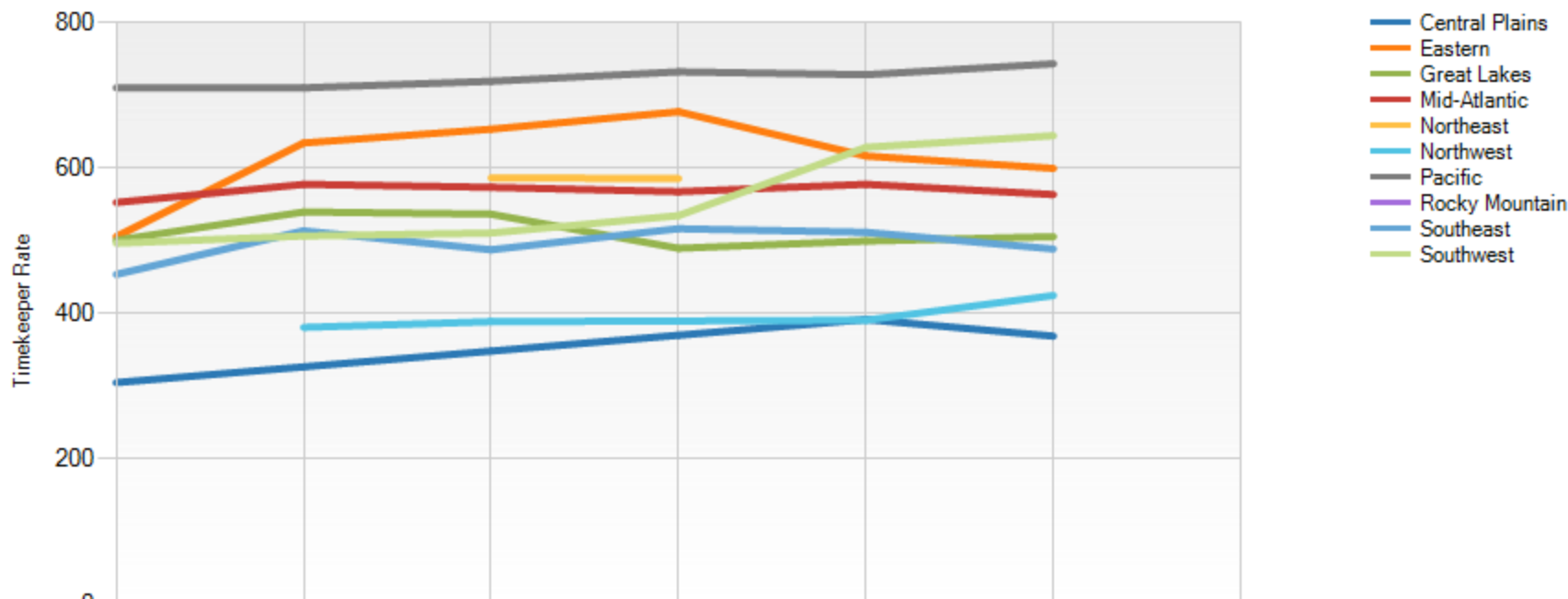
Other

In the time range of 2010 Q1 - 2011 Q3, average Partner billing rates have generally varied but ended down across all selected locations.

Averages are calculated from all companies in these industries: all; invoicing data is from law firms with 41-100 Attorneys, > 100 Attorneys and Top 100 and in these locations: all.

View Larger

Modify Series



# Matter Benchmark Report

Law Firm Billing

Corporate Representation

Timekeeper Billing Rates

Total Invoice Approval

powered by SERENGETI INTELLIGENCE

12 Month Average

Edit Criteria

## Timekeeper

The average percentage of hours billed in the past twelve months has ranged from 29.0% to 66.2% across the selected industries. Other timekeeper averages are calculated based on all locations: all.

## Hours Billed)

in the past twelve months has ranged from 29.0% to 66.2% across the selected industries. Other timekeeper averages are calculated based on all locations: all; invoicing data is from law firms with 41-100 Attorneys, > 100 Attorneys and Top 100 and in these

View Larger

- Corporate Representation Overview
- Timekeeper Rates by Company Industry
- Timekeeper Percentages per Matter (Hours Billed)
- Matter Lengths by Company Size
- Expense Allocations per Matter by Company Size
- Total Invoices/Expenses by Company Size

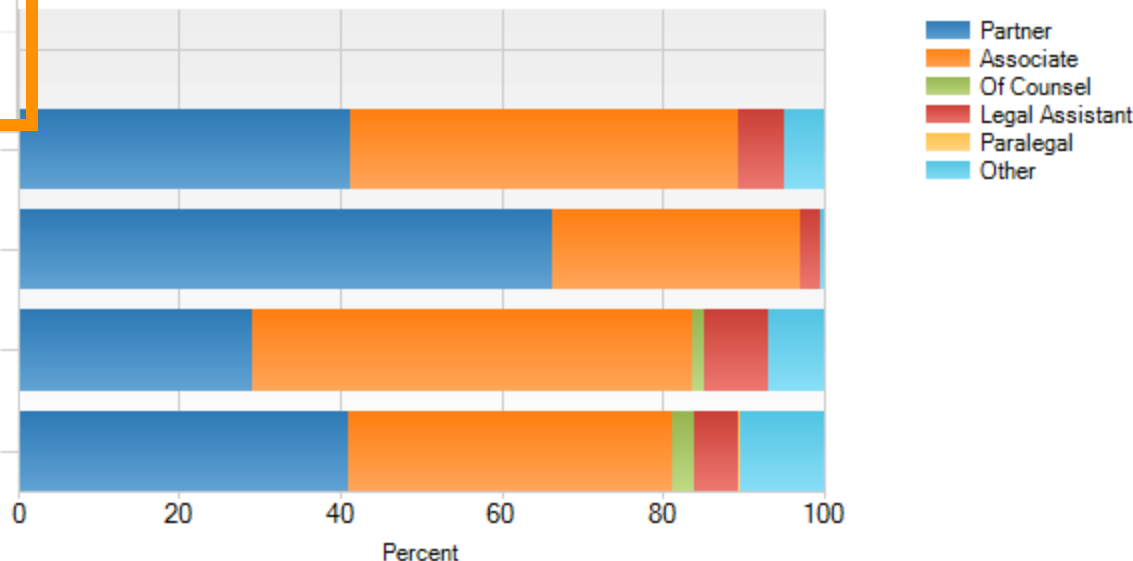
Company

Consumer Services

Finance & Insurance

Information, Scientific & Technical Services

Manufacturing & Wholesale Trade



Company Industry

Partner

Associate

Of Counsel

Legal Assistant

Paralegal

Other

# Matter Benchmark Report

Law Firm Billing

Corporate Representation

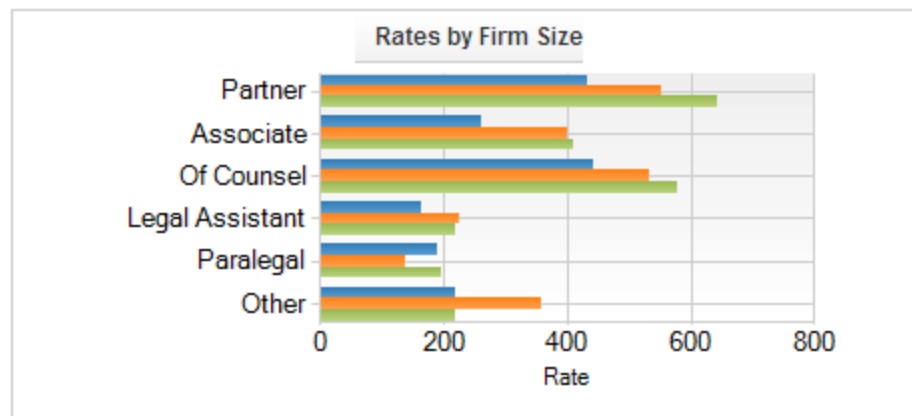
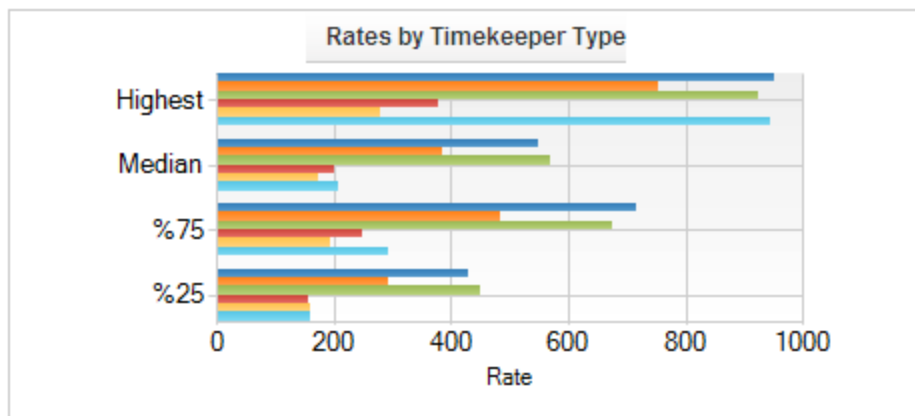
Timekeeper Billing Rates

Total Invoice Approval

powered by SERENGETI INTELLIGENCE

Edit Criteria

## Timekeeper Billing Rates Overview



Firm Size/Rate	Partner	Associate	Of Counsel	Legal Assistant	Paralegal	Other
<b>41-100 Attorneys</b>						
Range	\$190 - \$800	\$162 - \$575	\$441 - \$450	\$77 - \$330	\$135 - \$220	\$63 - \$670
Highest	\$800	\$575	\$450	\$330	\$220	\$670
Median	\$423	\$230	\$441	\$158	\$195	\$211
%75	\$490	\$300	\$441	\$200	\$205	\$310
%25	\$338	\$212	\$441	\$126	\$190	\$117
<b>&gt; 100 Attorneys</b>						
Range	\$200 - \$950	\$200 - \$600	\$205 - \$255	\$65 - \$260	\$50 - \$100	\$50 - \$245

# Matter Benchmark Report

Law Firm Billing | Corporate Representation | Timekeeper Billing Rates

Total Invoice Approval

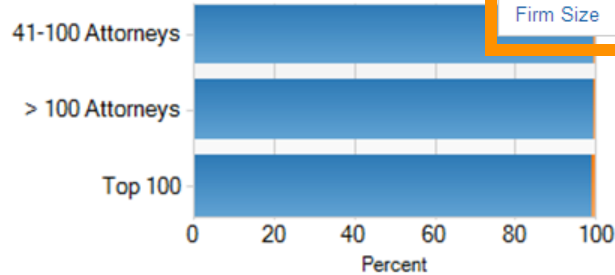
powered by SERENGETI INTELLIGENCE

Edit Criteria

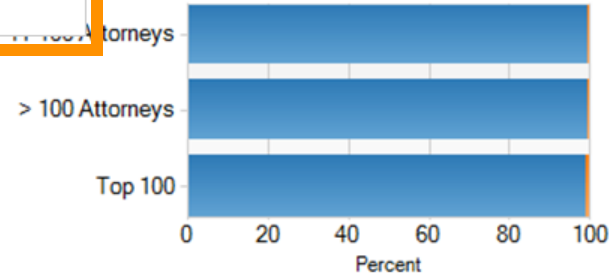
## Total Invoice Approval Overview

- Total Invoice Approval Overview
- Billed Invoices by Firm Size
- Percentage of Fees Approved by Firm Size
- Percentage of Expenses Approved by Firm Size

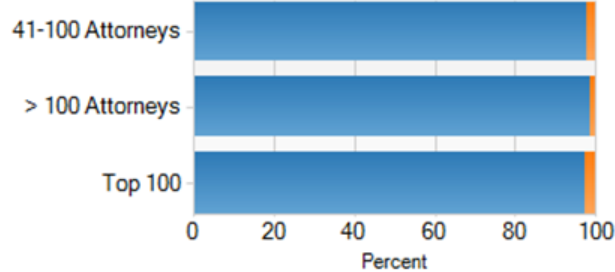
Billed Invoices by Firm Size



Approved by Firm Size



Percentage of Expenses Approved by Firm Size



Firm Size	Fees Billed	Fees Approved	Expenses Billed	Expenses Approved	Total Billed	Total Approved	% Approved
41-100 Attorneys	\$7,729	\$7,699	\$508	\$497	\$8,237	\$8,196	99.5%
> 100 Attorneys	\$8,278	\$8,216	\$557	\$550	\$8,835	\$8,766	99.2%
Top 100	\$8,638	\$8,547	\$524	\$510	\$9,162	\$9,057	98.8%

Email Report



Recipients

Layout and Limits

Report Sections

- Law Firm Billing
- Corporate Representation
- Timekeeper Billing Rates
- Total Invoice Approval

To (separate multiple email addresses with a comma or semicolon)

mark.boyd@thomsonreuters.com

Format

PDF

Subject

WestlawNext - Matter Benchmark Report 09/14/2011 11:43 AM

Email Note

IP-Patents/Lit-all/41LMLF/company-all/region-all

Email

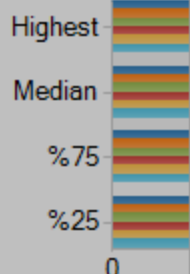
Cancel

Home > Matter Benchmark Report

Matter Benchmark

Law Firm Billing | Corporate

Timekeeper Billing



powered by SERENGETI INTELLIGENCE

Edit Criteria

600 800

Firm Size/Rate	Partner	Associate	Of Counsel	Legal Assistant	Paralegal	Other
<b>41-100 Attorneys</b>						
Range	\$190 - \$800	\$162 - \$575	\$441 - \$450	\$77 - \$330	\$135 - \$220	\$63 - \$670
Highest	\$800	\$575	\$450	\$330	\$220	\$670
Median	\$423	\$230	\$441	\$158	\$195	\$211
%75	\$490	\$300	\$441	\$200	\$205	\$310
%25	\$338	\$212	\$441	\$126	\$190	\$117
<b>&gt; 100 Attorneys</b>						
Range	\$200 - \$250	\$200 - \$200	\$205 - \$255	\$25 - \$200	\$50 - \$100	\$50 - \$245

# Questions

---

Alison Drier, Esq.  
National Firm Profitability Specialist  
651-244-2360  
[alison.drier@thomsonreuters.com](mailto:alison.drier@thomsonreuters.com)

