



Win More Matters. Faster. Smarter.



Today's legal market rewards one thing above all: *growth*. But firms are struggling to turn relationships, experience, and engagement into predictable profitability. Instead, firm growth remains reactive, manual, and hard to repeat.

More than **70%**

of law firm revenue comes from existing clients yet identifying new opportunities within those relationships remains difficult and inconsistent

59%

of firms say that clients expect more for less raising the bar for relevance, responsiveness, and value in every interaction.

Winning new matters today isn't about doing more — it's about doing the right things, at the right time, with the right insight.

Introducing Litera GrowthTech

Winning New Matters Starts Here

Litera GrowthTech is a legal-native growth technology stack designed to help firms grow smarter, provide better services, and do their best work by connecting:



What your firm does
Experience and credentials



Who your firm knows
Clients and relationships



When to engage
Signals and moments that matter



How you connect
Personalized, measurable outreach



Experience & Expertise, Instantly

Foundation is your firm's experience engine that connects clients, matters, lawyers, and third-party data into a single, searchable source of truth.

RESULT: Win more interesting and rewarding business, faster and with confidence, while showcasing the excellence of your lawyers.

"One unexpected benefit to using Foundation is how it helps identify the gaps in our data. So, we don't just see what our capabilities are and what value we're currently offering, but we also have a clear sense of what we're not doing yet. That shows us where we have space to grow" – Pitching Systems Manager, Herbert Smith Freehills, London, UK



AI-Driven Relationship Management that Surfaces Opportunity First

Foundation Proactive detects high-value client moments like leadership changes, transactions, market events, etc., and prompts timely, relevant outreach.

RESULT: Act first, stay ahead of competitors, and strengthen relationships.

"Effective business development often means empowering partners to recognize evolving client needs as they are happening. Those insights not only help clients and our firm, but they also deepen relationships"
– Mark Levin, Chief Marketing & Business Development Officer at Marshall, Gerstein & Borun LLP



A Single, AI-Powered View of Client & Relationship Data

Foundation 365 is the legal CRM built natively into Microsoft Outlook and Teams — where lawyers already work.

RESULT: Deliver exceptional client service at every touchpoint so your firm can serve more clients

"What made Foundation 365 stand out was the simplicity of the software and how our lawyers can easily access it while they are working in Outlook, Teams, or via the web app while at their desks, or on their mobiles." – Nick Barawood, UK Chair & Partner, Womble Bond Dickinson



Automation that Amplifies Reach & Engagement

Foundation Marketing turns firm expertise, events, and insights into meaningful engagement, at scale.

RESULT: Extend your reach, deepen relationships, and prove marketing impact

"Foundation Marketing provided a faster, easier-to-use, and more cost-effective solution. We were looking for something that could tie into our other systems so that all our information could be centralized – something that would cut down our manual labor and would work in the digital age." – Davis Wright Tremaine LLP

The Outcome

Litera GrowthTech gives you a smarter way to elevate your practice with AI powered firm and relationship intelligence. In 2026 we're continuing to unify experience, relationships, timing, and engagement with additional integrations, including in Litera One.

Win more matters. • Strengthen relationships. • Grow with confidence.

Litera GrowthTech — the future of legal growth, designed for real firm success. Scan the QR code to [learn more.](#)

