



Litera Foundation Gives Herbert Smith Freehills a Global View of Its Capabilities

OVERVIEW

Herbert Smith Freehills is an international law firm with 2,600 lawyers dispersed throughout 25 offices around the world. With such a substantial workforce managing a wide range of practice areas—from agribusiness and infrastructure to pharmaceuticals and telecommunications—the firm has a remarkable variety of knowledge and skills to evaluate when pitching new opportunities.

“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.”

Tammy Stratton

Pitching Systems Manager,
Herbert Smith Freehills, London, UK



HERBERT
SMITH
FREEHILLS

Tammy Stratton, the Pitching Systems Manager in the London office of Herbert Smith Freehills, is on a team that wanted a way to access every aspect of the firm’s capabilities on demand, without interrupting lawyers to ask about their individual experience.

SOLUTION

Foundation from Litera fits the bill perfectly. But while Foundation gave Stratton’s team unprecedented insight into the firm’s global capabilities, managing credentials turned out to be just the beginning.

RESULTS

Now, Herbert Smith Freehills uses Foundation not just to source credentials in order to create better pitches that encompass the firm’s global work experience but also to understand its internal data in depth. That provides myriad benefits for the firm—including cleaner data that’s less siloed—as well as its clients.



OVERVIEW

Herbert Smith Freehills is an international law firm with headquarters in London and Sydney, Australia. Its 2,600 lawyers work out of 25 offices globally, specializing in practice areas that range from agribusiness, mining, and infrastructure to pharmaceuticals, automotive, and telecommunications. With such a wide variety of knowledge and skills to manage, the business development team needed a comprehensive system to manage its lawyers' credentials.

Before adopting Foundation from Litera, each separate team or office maintained its own collection of credentials, but—unsurprisingly—those systems weren't consistently structured or integrated. Tammy Stratton, the Pitching Systems Manager in the London office of Herbert Smith Freehills, is on a team that wanted a solution that could provide a global view of the firm's capabilities at a moment's notice.

SOLUTION

Litera Foundation fits the bill perfectly, giving Herbert Smith Freehills unprecedented insight into its global capabilities. The firm now uses Foundation to understand the interconnections among its lawyers, people, matters, clients, related parties, and far more.

But managing credentials was just the tip of the iceberg for Stratton, who has found endless use cases for Foundation.

RESULTS

Herbert Smith Freehills quickly achieved its initial goal of adopting Foundation. Now, it's recognizing how a more comprehensive view of the firm's internal data can unlock ever-greater benefits.

1. Foundation gives all staff at Herbert Smith Freehills a comprehensive overview of the firm's capabilities—and it does so on demand, without interrupting lawyers from their work.

Before adopting Foundation, assessing the firm's capabilities to assemble a pitch was a labor-intensive process that required asking lawyers directly, thereby taking their attention away from their clients.

Now, Stratton said, "The days of circulating emails and interrupting people to ask whether anyone has experience with a particular subject area are gone." Foundation tracks all of Herbert Smith Freehills' lawyers and their credentials effortlessly, but it goes beyond credential management. "We can see every entity in our system, from matters and people to clients, courts, business entities, you name it," Stratton explained.

Foundation creates interconnections between its data, so the business development team can see at a glance what language capabilities or subject matter expertise each person or team has. "Foundation doesn't just give you information; it takes you on a journey with your data," Stratton continued. "You can spin that data out in so many different ways depending on what you need to know."



LITERA

Foundation

CASE STUDY

2. Foundation has helped Herbert Smith Freehills clean up its internal data and integrate data siloes.

Before adopting Foundation, the information that Herbert Smith Freehills had about its lawyers' credentials was scattered across different offices globally. Most of that data was siloed, with a fair degree of duplicate data and outdated information to complicate matters.

But that didn't impede the firm's adoption of Foundation. "You don't need a perfect dataset to start using Foundation or gaining value from it," Stratton noted. "You can merge matters as you come across duplicates or unify clients and contacts that have been entered more than once. Foundation makes it easy to clean up your data, clear out the duplicates, and discard outdated information—leaving you with a consolidated and up-to-date view of your firm's data."

Foundation also integrates with other data systems to eliminate data siloes. "The built-in connectors we have with Foundation are easy to implement," Stratton said. "We've connected Foundation to seven or eight different systems already. And if we come across a silo of disconnected information, we simply import it into Foundation. That means our data grows over time rather than remaining static and isolated." Over time, Herbert Smith Freehills has used Foundation to continuously improve its dataset, capturing information about lateral hires as they join the firm and cleaning up information as people leave.

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And data entry is flexible, so the firm can take whatever approach works. "Because Foundation uses a permissions-based data entry system, anyone can enter data so long as they have the right permission," Stratton explained. "We can specify who has what access, granting access that's as narrow or as wide as we need it to be. That hybrid approach vastly simplifies how we input new data."

3. Foundation is flexible enough to offer endless use cases, limited only by the pitching team's creativity.

When Herbert Smith Freehills adopted Foundation, Stratton didn't realize how useful it would turn out to be. Now, every challenge reveals another potential application.



LITERA

Foundation

CASE STUDY

An early example of Foundation's utility arose at the onset of the COVID pandemic. "Our partners wanted quick access to all the information we had globally about the impact of COVID on our clients. Instead of manually seeking out that data, we added a tag to Foundation for COVID-related data points" Stratton explained. "That gave us immediate insight into the work we were doing, enabling us to better support our clients—and because we did it in Foundation, it took literally hours to set it up, not days or weeks."

Stratton continues to explore new use cases for Foundation. "We're currently working on a CV project and integrating additional data from our HR systems into Foundation. Each time we update an existing system, we bring in more data, and that gives us greater functionality," she said. "Looking to the future we plan to integrate this data with our website."

Also, with Foundation's packet manager, we can pull information from discrete systems and assemble it into packets so we have all the data we need for any project in one place."

Thanks to Foundation, Herbert Smith Freehills now has unprecedented knowledge about its lawyers' capabilities and experience. "For practically any question involving the firm's data, Foundation gives us a way to access it and manage it," Stratton said. "Sometimes we need to be creative to unlock those insights, but Foundation gives us the tools we need to extract real value—for ourselves and our clients—from our data."

Learn more about Foundation at litera.com/products/foundation or scan the QR code to schedule a demo.



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