

FOUNDATION WHITESPACE

Stop missing out on strategic revenue from your existing clients

Foundation
FIRM INTELLIGENCEA  LITERA Company

Foundation Whitespace analyzes your firm's data, identifies your opportunities, and prioritizes them based on their value and how well they align with your expertise and experience.



Gain immediate visibility on your best opportunities broken down by practice group, industry, client, and lawyer



Set realistic revenue targets



Easily act on opportunities by knowing exactly who to collaborate with

Why Whitespace?

The easiest way to grow your firm's revenue is to do more of the work your firm's great at, for clients you already have strong relationships with. This is where your whitespace is.

Heidi Gardner (Distinguished Fellow – Harvard Law School) has proven that the more practice groups a law firm serves a specific client with, the more revenue they earn per practice group.

So, we created Whitespace to identify your opportunities for serving clients with more practice groups, prioritize them, and act on them by enabling collaboration across your firm.



1

Identify your whitespace

Our algorithm analyzes your firm's data, including every hour billed by every fee earner for every client, going as far back as you'd like.

It then identifies your whitespace – the revenue you could be earning from serving your clients with more practice groups, based on the work you're already doing for clients like them.

2

Prioritize your opportunities

Whitespace automatically prioritizes your opportunities by estimating their value and how relevant they are to your firm's strategy.

Intuitive dashboards enable you to view them by client, practice group, industry, or lawyer.

3

Take action

Whitespace gives you full transparency on the most relevant lawyers for each of your clients, practice groups and industry. So you know exactly who to collaborate with on each opportunity.

Whitespace also provides your lawyers with a prioritized list of opportunities personalized just for them.