

Developing a better way

SeyfarthLean

One of the biggest challenges facing the legal services market today is the need to develop a common definition of “value” between law firms and their clients. At Seyfarth, we are continuously looking for better ways to meet our clients’ needs for value and efficiency, while maintaining high quality with our legal services. Based on that goal, we have become the only large law firm to build a distinctive client service model—called SeyfarthLean—that combines the core principles of Lean Six Sigma with robust technology, knowledge management, project management and process management techniques, alternative fee structures and practical tools.

The broad, systemic use of such a model across multiple practice areas is unique to the legal profession and reflects a fundamentally different approach to delivering legal services. This approach manifests itself with tangible processes and special tools, as well as the more intangible and fundamentally different way of thinking about how to deliver legal services.

SEYFARTHLEAN APPROACH AND TOOLS

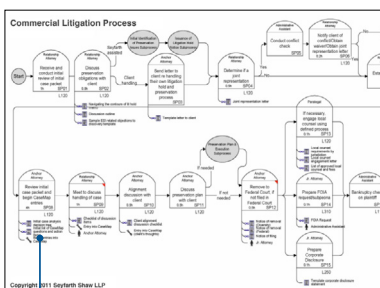
- Voice of the client
- Data-driven decision making
- Client-facing project management
- Process mapping
- Online client services
- Knowledge management
- Matter management
- Continuous improvement

SEYFARTHLEAN VALUE

- Clear understanding of client needs and desired outcomes
- Consistent, high-quality legal services
- Increased efficiency
- Improved communication and collaboration
- Right-sized staffing approaches
- Committed transparent pricing
- Reduction in overall cost of services

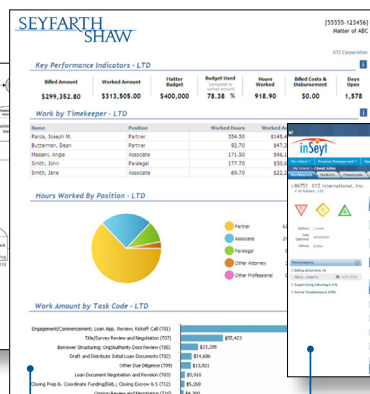
SEYFARTH *Lean* | Delivers Results.

Tools you can use



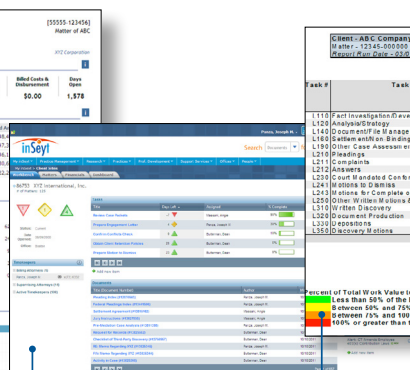
Process Mapping

A **clear** path to planning a successful engagement



Client Dashboard

Clear, easy-to-read,
transparent reporting



Team Site

Clear, collaborative team communications

Client: ABC Company					
Water - 2345-00908 / Dev v ABC Company					
<u>Report Path Code: 036203 - Information Required As Of: 07/03/2009 11:49 PM</u>					
Task #	Task Code Description	Total	Allowance Timekeepers	Other Timekeepers	
		Hrs.	WX Value	Hrs.	WX Value
L110	Art Investigation Development	0.0	\$27.60	0.0	\$27.60
L120	Analytical Strategy	2.0	\$5,640.00	2.0	\$5,640.00
L140	Document Management				
L160	Electronic Business Binding AGS				
L190	One Case Assessment, Development & Administration	5.4	\$1,777.00	5.4	\$1,777.00
L210	Legal Research	0.0	\$1,127.00	0.0	\$1,127.00
L215	Litigants	0.7	\$192.00	0.7	\$192.00
L216	Witnesses				
L230	Court Mandates Development	0.4	\$110.00	0.4	\$110.00
L240	Filing in Court	16.8	\$4,740.00	16.8	\$4,740.00
L270	Attorney Fee Complete or Partial Summary Judgment	0.0	\$1,127.00	0.0	\$1,127.00
L280	Attorney Fee Discovery and Subpoenas	2.7	\$742.00	2.7	\$742.00
L210	Offen Discovery	2.9	\$573.00	0.7	\$188.00
L290	Equipment Production			2.2	\$365.00
L320	Depositions				
L340	Discovery Motion				
		Total:	\$64,516,820.00	\$64,516,444.00	2.2 \$365.00
		Budgeted Amount	\$6,126,400		
		Total Work Value	\$15,626,000		
		Variance	\$1,418,400		
		Percent of Budget	254.3%		
	Percent of Total Work Value to Budget:				
	Less than 5% of the Budget				
	Between 5% and 75% of the Budget				
	Between 75% and 100% of the Budget				
	100%, or greater than the Budget				

Matter Management

Clear, up-to-date budget and process reporting

SeyfarthLink: A Next Generation Client Collaboration Platform

SeyfarthLink is more than a traditional extranet, as we have reimagined what online collaboration within the legal world should be. This award-winning technology is a powerful knowledge management tool that allows Seyfarth lawyers and clients to access information more efficiently to better execute on the tasks that further the clients' business objectives. It allows us to streamline matter and project management and facilitate data reporting in a way that improves the quality of the final work product and reduces costs.

SeyfarthLink was recently chosen by the International Legal Technology Association (ILTA) as Innovative Project of the Year, with the judging committee recognising both the extraordinary work that went into creating this new platform and the platform's flexibility to be adapted and meet the changing needs of clients.

Clients gain real time access to features that are pertinent to our engagement, including:

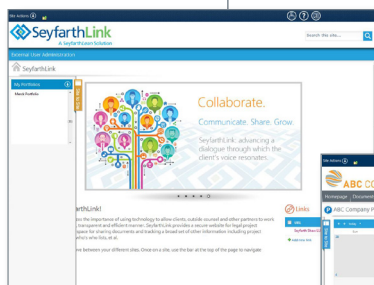
Matter Management

Regular tracking, budgeting and monitoring of matters in progress

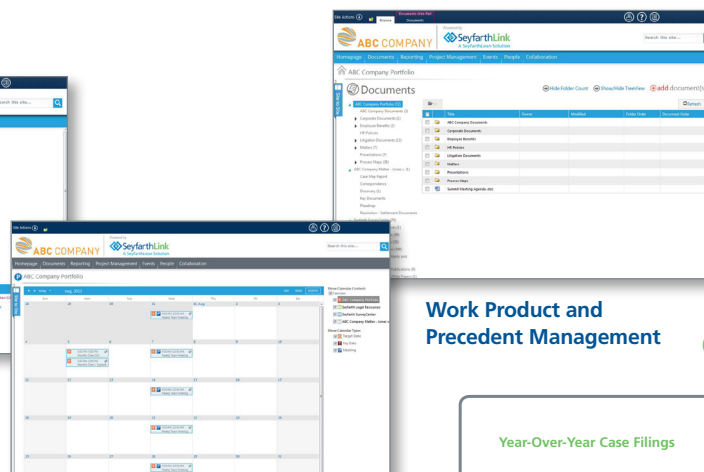
Matter Status Reporting

Ongoing updates on all matters

SeyfarthLink



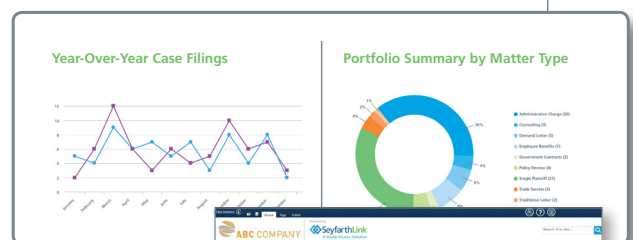
SeyfarthLink



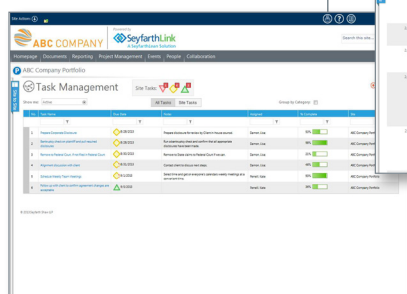
Best-in-Class Web-based Collaboration

Work Product and Precedent Management

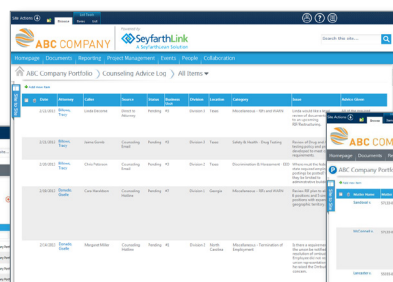
Custom Reporting



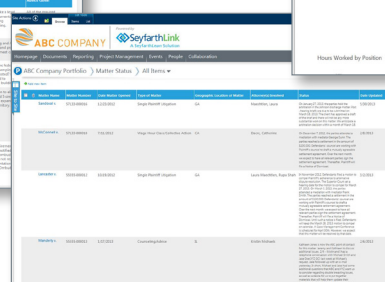
Practice-Specific Management Tools



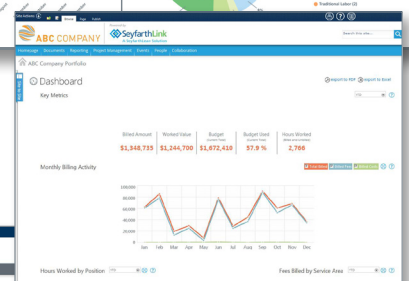
Case Project Management



Counseling Advice Log



Matter Status Report



Financial Transparency

Legal Excellence

Financial Times US Innovative Lawyers Report

Financial Times US Law Firm Innovator

Seyfarth earned a spot among the *FT US Innovative Lawyers 2013* index of the most innovative firms, including top-ranking honours in the Business of Law. The recognition reflects the ongoing efforts of the firm to lead the way in integrating legal excellence with innovative client solutions that drive value.



Innovative Law Firm of the Year

Seyfarth Shaw received the top two awards for excellence in innovation and technology used by law firms presented by the International Legal Technology Association (ILTA). Recognizing the firm's industry-leading position created through its SeyfarthLean client service model, Seyfarth won the Innovative Law Firm of the Year award and Innovative Project of the Year award.



Client Service Elite Honours

For the third consecutive year, Seyfarth has been named to BTI Consulting's Client Service 30 list, which represents the "cream of the crop" of law firms on client service in their annual Client Service A-Team report. The report ranks firms that serve the *Fortune* 1000 and is based exclusively on client feedback. Corporate counsel said Seyfarth "excels" in "Unprompted Communication" and "Anticipating the Needs of Clients" – key tenets of its SeyfarthLean client service model – where the firm ranked "Best of the Best."

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