

Client service category ■ Stand-out ■ Highly commended ■ Commended

Firm name	Name of innovation	Originality	Rationale	Impact	Total	Description
Gleiss Lutz	AGG Archive: a unique resource to help employers defend against fake discrimination suits	7	8	7	22	A change in German labour law resulted in a spate of bogus discrimination claims. The archive works on the "eBay principle": employers can log claimants so this information can be usefully shared to identify fraudulent ones.
Addleshaw Goddard	A strategic client management programme which attempts to shift the way in which external lawyers, the company legal department and the business work together	8	8	5	21	A programme to change the thinking behind the way in which lawyers have traditionally related to their clients by using Cranfield School of Management to facilitate the process. It is repositioning the legal teams – both internal and external – so they add economic value to the business. It is still in its early stages.
De Brauw Blackstone Westbroek	Database detailing new and previous legislation for financial institutions	6	6	9	21	The firm came up with an innovative interpretation of a specification to create a resource which helped banks deal with one of the biggest legislative changes in Dutch history. The website is the first of its kind in the Netherlands – and was so effective that the Dutch government and regulators asked for access.
Wragge & Co	Free advice to companies appointing and managing panels of external lawyers	6	8	7	21	This provided added value strategic advice to in-house legal teams on how to maximise the efficiency and reduce the costs of using law firms. In effect, they are poacher turned gamekeeper.
Linklaters	The Linde Group: a new approach to the pitch process during the Linde takeover of BOC	8	6	6	20	This is bold in industry terms and a significant departure from industry norms. The firm fielded 50 per cent non-lawyers on a pitch team headed by a non-lawyer.
Eversheds	Eversheds Academy: an off-site, two-day training course at Warwick Business School for in-house counsel	7	7	5	19	Training and coaching plus business and personal development for in-house lawyers with a university type approach. Still a relatively new innovation for the firm.
Pannone	Door 2 Law: legal helpline, clinics and seminars for small businesses	6	7	6	19	This offers industrial estate clients access to legal advice, through an initial suite of free services worth a fixed amount of legal fees. Of the 86 companies approached, 85 have signed up.
Baker & McKenzie	LawInContext: Online and live, legal and tax database for training and information. Tailored to specific clients.	6	6	6	18	This is a subscription-based resource to help private banking and corporate clients access comparative legal and tax information across borders. One of the first to set up this type of tool.
Norton Rose	Risk maNageR and post-deal maNageR	6	6	6	18	This provides tools to improve lawyers' post-deal care for clients and also to predict risks on transactions, reducing the inefficiency often inherent in the due diligence process.
Úria Menéndez	Legal news for clients	6	6	6	18	An innovation in the Spanish market. Clients of the firm receive a daily legal news bulletin and access to a database of the firm's analysis of major market and legal developments.
TLT Solicitors	Punch Taverns licensing project	7	5	6	18	An instance of effective outsourcing to get a huge amount of work done to a hard deadline. The firm was innovative in the way it managed 10,000 new applications, and performed business as well as legal tasks.
Macfarlanes	Client partnering with Alchemy, the private equity firm	6	5	6	17	This is an unusually close relationship between law firm, accountant and their private equity client which enhances client service across the board.
Clifford Chance	Markets in Financial Instruments Directive (MiFid) Survival Guide	5	5	7	17	A handbook for regulated firms covering the regulatory changes in investment services. A comprehensive commentary on implementation effects. The firm is considered to be one step ahead of rivals in the regulatory arena.
Allen & Overy	"In the Know" forum for knowledge managers	6	6	4	16	This promotes overall relationships with institutional clients beyond the lawyers, through setting up forums for knowledge managers in in-house legal departments.
Freshfields	Fsnet: a legal and compliance website database	5	5	6	16	A free-to-use resource giving multi-jurisdictional legal and compliance information to financial institutions. Comprehensive but still relatively new.
Taylor Vinters Bruckhaus Deringer	Partnering with Convergys, a global IT company	4	6	6	16	An arrangement designed to share risk, deliver cost savings and consistent service to a particular client. Not unique in the market but a commendable approach for a regional firm which is using it as a model for other client relationships.
Ashurst	A uniquely large team of economists who are embedded in the firm's competition team	5	6	5	16	One of a handful of firms to have economists on staff. With a team of six, Ashurst is well placed to deal with the regulator. The firm's legal and economic arguments are put into context to make a focused, practical and non-hypothetical case for clients.