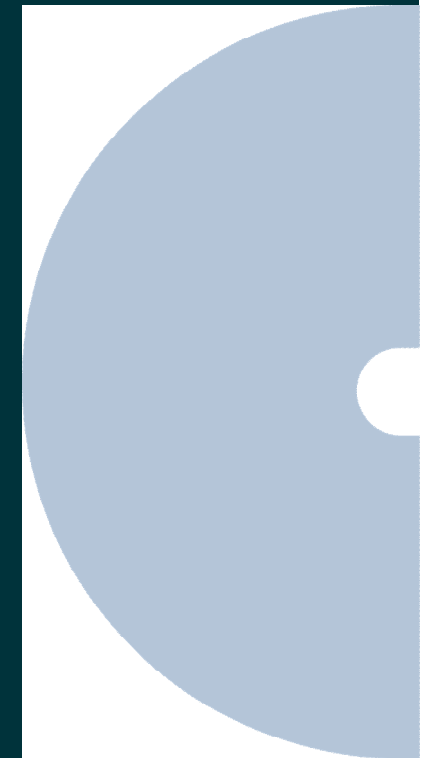


SCL Conference

Towards "open lawyering" - one firm's response

21 September 2010



Drivers of change

- Client
- Economic
- Political
- Consolidation within the legal services market

Net Result

- Rate driven growth challenged
- Margins under considerable pressure
- Scale and reach becoming more important

Our response so far

-
- Strategic shift towards higher value legal services
 - Sector first approach to market
 - Heightened profile (via brand refresh)
 - Increased investment in Knowledge, Skills and Learning Development
 - Reduced cost of delivery
 - BPO and LPO
 - PA working practices
 - Technology
 - Electronic client/work acceptance
 - Lexis Check
 - HighQ
 - Pricing
-

Our response so far

-
- Strategic shift towards higher value legal services
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What's next?

- Use of multi-sourcing
- Revised resource model
- Increased investment in knowledge, people and technology
- Innovative working practices
- Clear value proposition

Any questions?

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