

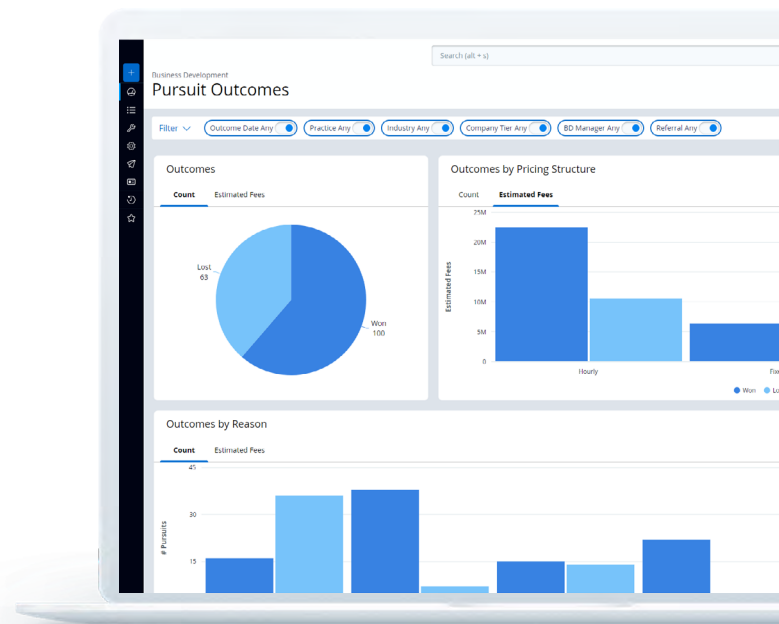
DealCloud for Legal

Law firms are built on relationships, knowledge, and intellectual capital, all of which need to be managed across a complex client lifecycle. However, the tools law firms use today are often disconnected and underwhelming – leading to manual and redundant processes, poor collaboration, low traceability, and ultimately suboptimal decision-making and client outcomes.


DealCloud is purpose-built for law firms to capture unique insights and drive growth within a single platform. By promoting a single source of truth, DealCloud turns shared knowledge into actionable intelligence, enabling seamless collaboration between business professionals, leaders, and lawyers throughout the entire engagement lifecycle.

Deliver unified firm and market intelligence

- **Drive firm awareness and credibility:** Craft insight-driven marketing strategies and build targeted campaigns with centralized firm data and streamlined list management.
- **Build long-lasting client relationships:** Cultivate and nurture meaningful relationships with automated activity capture and relationship intelligence.
- **Source quality opportunities:** Monitor sourcing relationships and market activity to discover new areas of opportunity.
- **Advance active pursuits with confidence:** Centralize client needs, firm experience, and market intelligence to intelligently inform client pitches and proposals.
- **Deliver shared knowledge to the entire firm:** Deliver useful access to practice insights and market intelligence to fast-track knowledge capture, build expertise, and improve decision-making.



Powerful visualization of marketing, business development, and practice group initiatives



"A key reason for our decision to choose DealCloud is its purpose-built architecture. Traditional CRM platforms are based on the sales department pipeline model, which doesn't align with the way leading law firms operate to develop client relationships. With DealCloud, we will have a solution built specifically for our needs that provides a single, all-encompassing view of clients, people networks, and prospects."

DAN SUROWIEC, GLOBAL CHIEF INFORMATION OFFICER
BRYAN CAVE LEIGHTON PAISNER LLP

Leverage a solution built for technology-forward firms

DealCloud adds value to every legal engagement, and it's easy to understand why. The platform is purpose-built, giving law firms new power to accelerate relationship and pipeline management.



Real-time institutional knowledge sharing

Maintain a single source of truth, and create a centralized hub for the entire firm that's integrated with the applications your team uses on a daily basis, such as Microsoft 365



Automation and workflow capabilities

Drive strategy and maximize pipeline management with a time-saving approach that automates data capture, task workflows, notifications, and reports



Passive data capture and relationship intelligence

Gain meaningful insights through automated relationship scoring, intelligence reporting, and historical reports to inform future decisions



Configurable reporting and analysis

Visualize firmwide insights and inform decision-making with ad-hoc and templated reports within the DealCloud platform, or leverage reporting add-ins through Microsoft Word and Excel



Third-party data integrations

Leverage your firm's proprietary data alongside industry-leading third-party data from a growing list of providers such as Equilar and S&P Global



Mobile application

Mobile access for iOS and Android lets users upload data into DealCloud or quickly review key details and reports; take notes in offline mode and sync up when reconnected

Learn about how DealCloud was purpose-built to give legal professionals a better way to work at dealcloud.com/markets/legal.