



## Leveraging key experience information with Intapp

Finnegan, one of the world’s leading intellectual property (IP) law firms, provides full-service IP legal services in nearly every industry across the globe. With Intapp Experience, Finnegan can leverage firmwide data to capture deep insights into practices, industries, courts, judges, clients, and the varied technical experience of its IP professionals to provide outcome-based advice founded upon the firm’s collective global experience.

### Finnegan highlights technical expertise and legal experience

For Finnegan, it’s critical to showcase the ways its lawyers deliver value – by identifying its experts who bring the right skills, knowledge, and technical expertise to client engagements. Clients choose Finnegan because of the firm’s highly specialized expertise in industries as diverse as 3D printing, aerospace, artificial intelligence, biologics, chemicals, clean energy, electronic devices, nanotechnology, and pharmaceuticals, among others. In fact, more than 60 of Finnegan’s lawyers hold doctorate degrees, and more than 100 hold master’s degrees. Leveraging their sophisticated knowledge and insight is paramount in both winning new work and exceeding client expectations in current engagements.

“The information our previous homegrown system captured was extensive,” says Terra Liddell, Finnegan’s chief marketing officer. “However, we continued to expand the amount of information we were tracking, and needed a more dynamic and professional-facing solution.” Finnegan’s legacy system required lawyers to send queries through the marketing team rather than accessing data themselves, and the process had become incredibly slow due to the amount of stored data, often taking up to 30 minutes to fulfill a request.

For Finnegan, waiting for data outputs is not an option. The firm needs to showcase its legal experience and technical expertise quickly to meet client expectations.

At Finnegan, the marketing team is a strategic and proactive internal partner. Marketing is responsible for curating the firm’s catalog of work experience, technical expertise, matter profiles, and, in turn, creating messaging to reflect the firm’s specialist expertise in rapidly evolving

industries. In addition, marketing captures key information related to court filings, significant case activity, jurisdiction changes, appeals, decisions, judges, patents, and other involved firms in order to quantify Finnegan’s experience to current and prospective clients.

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*“Intapp Experience fosters the strategic partnership that marketing maintains with firm leadership.”*

**TERRA LIDDELL, CHIEF MARKETING OFFICER**

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Finnegan needs an experience management system to support this mission-critical workflow throughout the entire client lifecycle. “Intapp Experience makes it easy for us to collect and curate information that’s relevant to our current and prospective clients, and that highlights our professionals’ unique technical expertise. Our professionals can cite specific cases, judges, and findings quickly, with data that is customized to highlight Finnegan’s involvement, rather than relying solely on third-party searches,” says Liddell.

As Finnegan explored its options, it became clear that Intapp Experience was the only solution that could tie into and draw insights from other internal business systems, including those that cover intake, conflicts, terms, budgeting, project management, and billing. Most importantly, Intapp Experience could accomplish these tasks quickly and effectively.

## Executive summary

With Intapp Experience, Finnegan can leverage key information about its professionals, cases, matters, and clients in short order. This dynamic shift in how the firm communicates its unique experience and technical expertise allows it to showcase greater value in the IP space.

"Intapp Experience has been a major improvement when it comes to finding and organizing the answers we need quickly, and articulating our areas of specialization," explains Liddell.

With improved search and filtering capabilities, Finnegan can find more experience details to use throughout the matter lifecycle — on the website, in impromptu client conversations, in thought leadership activities, and in pitches and proposals. What's more, its lawyers can now run their own searches, and have direct access to more information per record than in the past. Finally, Intapp Experience can tie into the firm's other business systems, providing stakeholders with information that spans the entire matter lifecycle.

### Challenge

- Firmwide knowledge base could not be leveraged by all professionals to support client engagements
- Existing solution could not keep up with mission-critical workflow and did not take a holistic perspective of work, clients, and professional experience
- System access was limited to the marketing team
- Marketing struggled to keep pace with request volumes

### Results with Intapp

- Experience can be accessed by practice group leaders and others to reinforce strategic efforts
- Case information and key details are gathered passively from other systems
- Lawyers can run searches on their own and function independently
- An improved process puts the entirety of the firm's experience to use, creating faster, stronger responses to client inquiries
- Accelerated workflow supports expansion of client engagements
- IP professionals can review and assess their own clients and work for cross-selling and promotional opportunities



*"By capturing a deeper level of insight via Intapp Experience, we can turn capabilities conversations into outcome - and business-based discussions with clients and prospects."*

TERRA LIDDELL, CHIEF MARKETING OFFICER

### Changing conversations quickly and effectively

As one of the world's leading IP law firms, Finnegan needs to showcase the knowledge and insight its lawyers bring to every engagement, and put relevant information about professionals, cases, clients, and matters to use. The firm needs to demonstrate custom-tailored knowledge to address clients' unique requirements and to demonstrate its experience and technical expertise in real time. Intapp provided the unique solution that helps Finnegan proactively shape client conversations.

