



Legal Market Report: How the Top 200 Law Firms use apps

A detailed analysis of public mobile apps
in Law Firms.



September 2023
Version 1.1

About this report:

Fliplet, a product used by over 70 global law firms, assessed the public mobile apps for the Global Top 200 Law Firms.

Who is this report for:

Law firms who want to know which mobile app solutions the legal industry are producing.

What you will gain by reading this report:

1. **Learn** what types of apps the Global 200 are creating
2. **Know** which law firms have created them, their benefits and features
3. **Discover** the key trends of mobile apps produced by the Global 200
4. **Understand** how your firm could build an app efficiently and competitively

How the research was conducted:

Using public app stores from Apple, Google and search engines, Fliplet was able to find, review and catalogue public information about apps from law firms. Research was conducted in May 2023. The Global Top 200 is taken from the 2022 Global 200 list courtesy of [Law.com](https://www.law.com).

All of the information included in this report is available to the public and additional information can be found by looking up the law firm or the app name. If you notice any incorrect content please contact support@fliplet.com.



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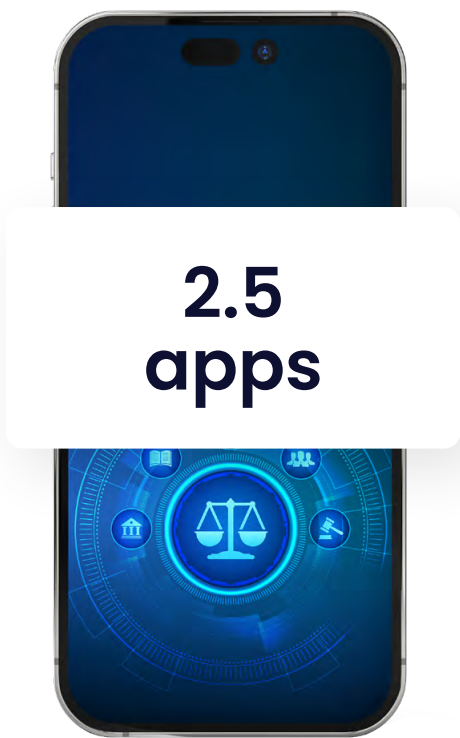
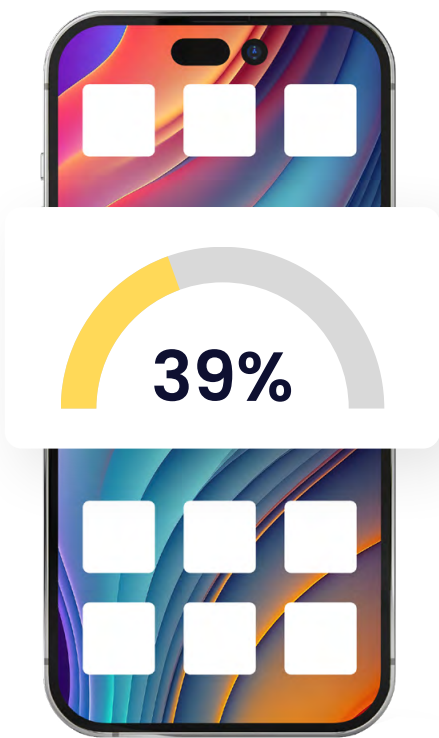


Law Firms and Digital Engagement: A Comprehensive Analysis

As we navigate further into the digital era, even traditional sectors such as law are increasingly integrating technology into their operations. This report aims to evaluate the digital footprint of leading Law Firms in popular app stores. Our analysis of the Top 200 law firms revealed the following:

39% of the Top 200 Law Firms have apps published on app stores.

The Top 200 Law Firms who have apps, have an average of 2.5 apps each.



Total Apps:

191
unique apps
published

Cross-Platform Availability:

131  
Apple App Store
& Google Play

Platform Exclusivity:

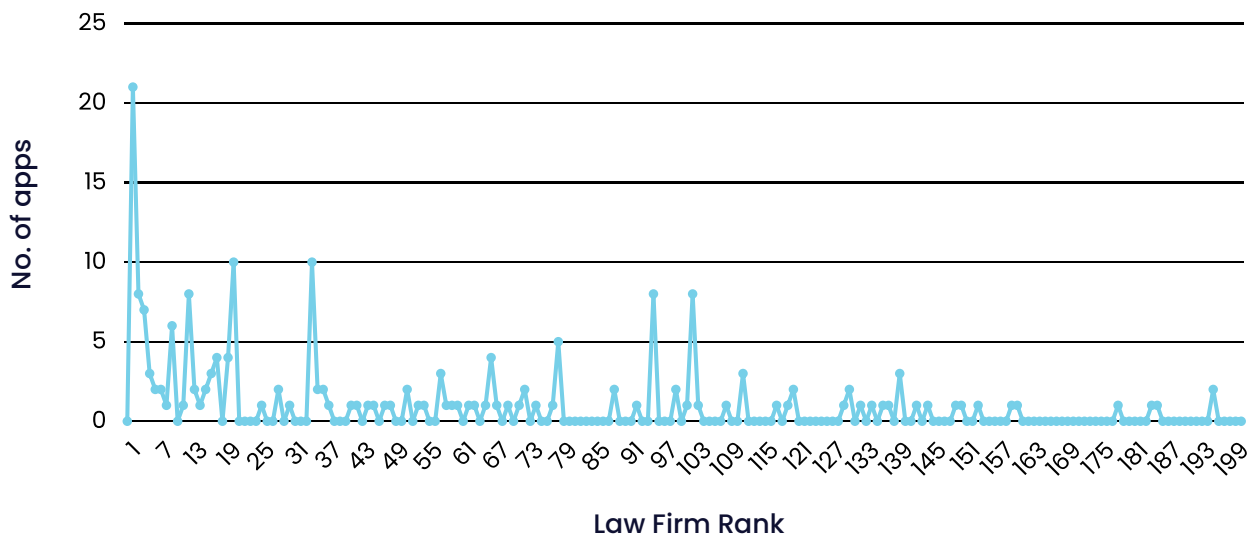
47 
Apple App
Store only

13 
Google Play
only



App Adoption Spans Ranks and Delivers Competitive Advantage

Law firms across a wide range of ranks, from top ranking to lower ranking, have adopted mobile apps, indicating a broad industry-wide interest in digital tools.



- **Non-Correlation with Large Firms:** Contrary to what one might expect, the presence of apps isn't a hallmark of only the bigger, more renowned law firms. This breaks the traditional notion that larger institutions are more tech integrated than their smaller counterparts.
- **Mid-Ranking Firms Taking the Lead:** Interestingly, several mid-ranking law firms boast a considerable number of unique apps. This showcases their proactive attitude towards embracing digital solutions, setting them apart from even some of the industry's big players.
- **A Distinct Competitive Advantage:** While there's evident industry-wide interest in app development, it's worth noting that only 39% of the Top 200 law firms have published apps. This suggests that law firms with apps potentially hold a significant competitive edge in the digital arena, offering enhanced accessibility to clients and prospective customers.

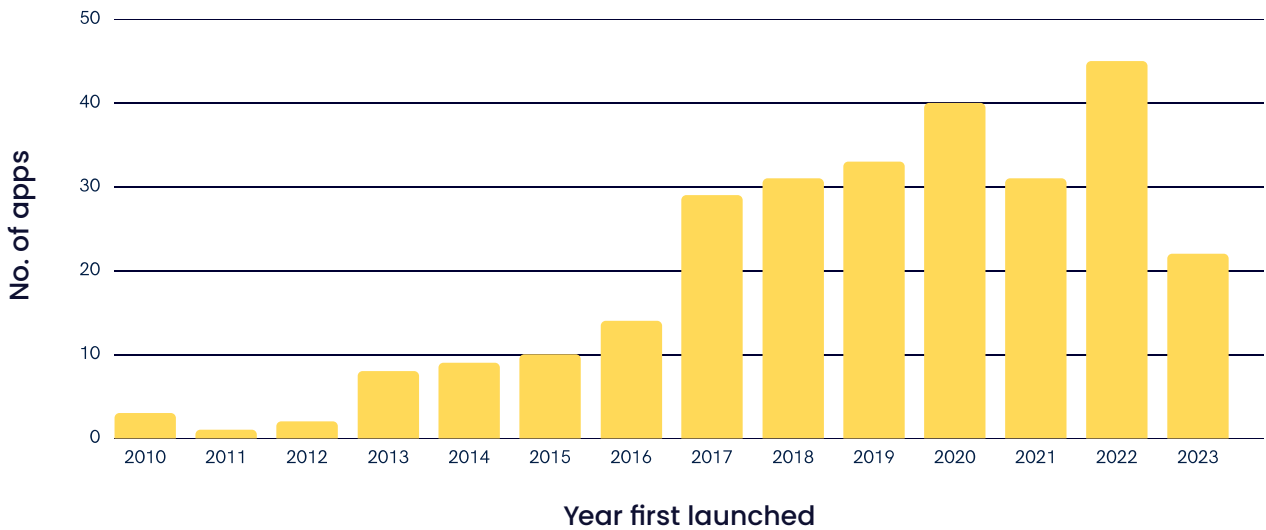
To give a clearer picture of distribution:

Top 50 Law Firms: 60% have apps (30/50)
 Top 100 Law Firms: 52% have apps (52/100)
 Top 200 Law Firms: 39% have apps (78/200)

This trend underlines the strategic importance of digital tools even in traditional sectors like law and hints at an emerging landscape where adaptability to technology could be a key differentiator.



Digital Momentum in the Legal Sector: A Look at Recent App Launches

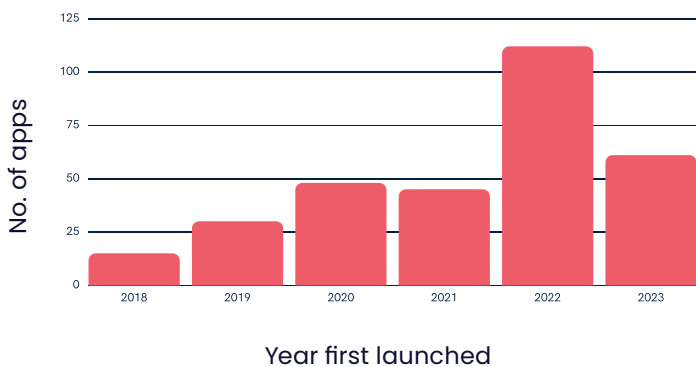


The legal sector has seen a significant rise in the number of app launches in recent years, with consistent updates following their initial release. This trend highlights the industry’s move towards digital platforms and its dedication to maintaining up-to-date tools for its users.

Data points to 2020 and 2022 as peak years for app development, with 40 and 45 apps

launched respectively. This increase suggests the legal sector’s effort to align its services with current digital preferences. Additionally, the years 2017, 2018, 2019, and 2021 had considerable app launches, indicating consistent growth in the sector’s adoption of mobile platforms. This consistent development highlights the importance law firms are placing on mobile-based client interactions and services.

App Update Trends in the Last 5 Years



App updates from 2018 coincide with the steady increase in app launches from 2017 as shown on the previous chart, 2022 saw more than double the number of updates, with a strong start for the first 5 months of 2023.

Note: Data for 2023 is correct to end of May 2023.



Top 10 Law Firms with Most Number of Apps

When it comes to legal app development, several prominent law firms have emerged as frontrunners, consistently demonstrating their commitment to technological innovation.

Among them are Latham & Watkins, Eversheds Sutherland, CMS, Taylor Wessing, Bird & Bird, Hogan Lovells, DLA Piper, Baker McKenzie, Clifford Chance, and Slaughter & May. From client portals to specialized tools, these firms have embraced technology to enhance client experiences and streamline operations.

**LATHAM &
WATKINS** LLP

EVERSHEDS
SUTHERLAND

CMS
law·tax·future

TaylorWessing

 **DLA PIPER**

 **Hogan
Lovells**

**Baker
McKenzie.**

Bird & Bird

**C L I F F O R D
C H A N C E**

**SLAUGHTER
AND MAY** //

Seven of the top 10 are ranked in the top 50 Law Firms, two are ranked between 50 and 100, and one is just outside the top 100.



Cross-Platform Development in the Legal Sector: A Strategic Perspective

A clear trend emerges when examining the Top 10 law firms by app count: Seven of these leading firms have chosen to develop apps for both major platforms, Apple and Google. This decision underscores a broader understanding within the industry of the importance of cross-platform accessibility.

By developing for both platforms, these law firms are not only increasing their potential reach but are also ensuring they cater to the vast majority of mobile users. Given the dominance of Apple and Google in the

mobile ecosystem, this strategy can be seen as an effort to be ubiquitously present and accessible, eliminating potential barriers to client engagement. For law firms considering their next steps in the digital landscape, this trend serves as a strong indicator. Aiming to be present on both Google and Apple platforms can be pivotal in ensuring a broader reach. By doing so, law firms can ensure they are accessible to nearly all smartphone users, optimizing their client interface and ensuring no prospective client is left behind due to platform restrictions.

Top 10 Law Firms by Most Number of Apps

	ORGANIZATION	APPLE & GOOGLE	APPLE	GOOGLE	TOTAL
1	Latham & Watkins	18	2	1	21
2	Eversheds Sutherland	7	3	0	10
3	CMS	4	5	0	9
4	Taylor Wessing	4	4	0	8
5	DLA Piper	4	3	1	8
6	Hogan Lovells	2	4	2	8
7	Baker McKenzie	7	0	0	7
8	Bird & Bird	5	1	1	7
9	Clifford Chance	5	1	0	6
10	Slaughter & May	2	3	0	5



Analyzing Successful Legal Apps: Categories, Commitment, and Client Engagement

A sizable portion of the top-performing legal apps falls into the 'Reference' category. This suggests there's a strong user demand for straightforward access to legal guides, information, and resources.

It's also evident that success in the app space isn't just about a strong launch. Many of these apps have been updated over time, highlighting the importance of continuous improvement and adaptation based on user needs.

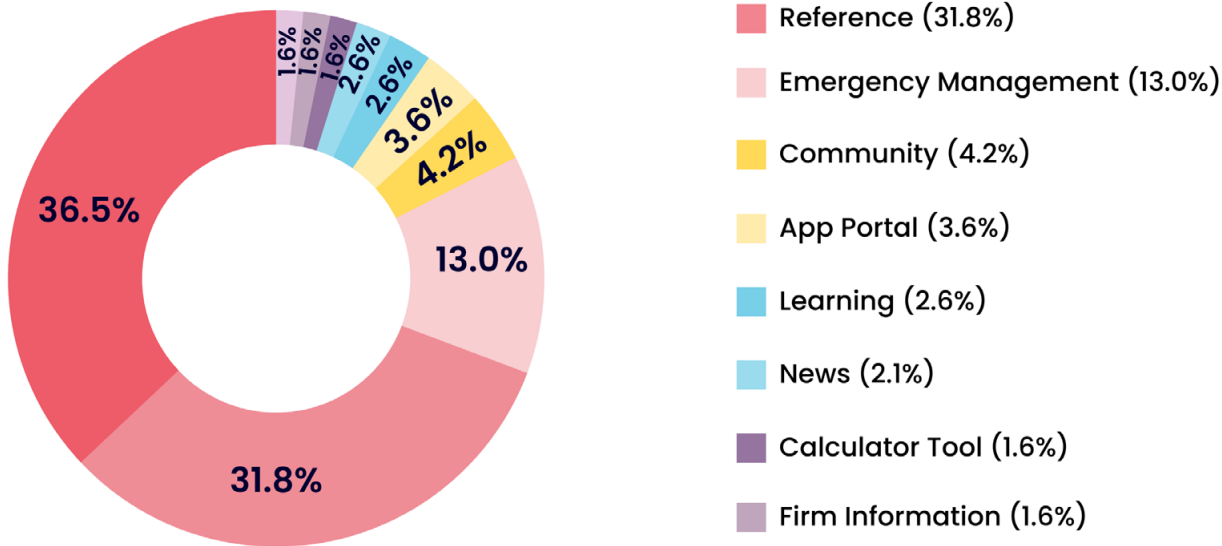
Specificity can be a differentiator. For instance, apps like 'Explore GDPR' cater to specialized legal areas, allowing firms to establish themselves as authorities in those niches.

Additionally, the inclusion of app portals, like 'Eversheds Sutherland Mobile', underscores an industry trend: law firms are placing greater emphasis on multiple app engagement by providing consolidated platforms for accessing legal resources and services.

	APP	ORGANIZATION	APP CATEGORY	REVIEW RATING	LAUNCHED	UPDATED
1	Employment & Pensions Guide	Eversheds Sutherland	Reference	5/5	2011	2022
2	E-Discovery	Reed Smith	Reference	5/5	2020	2021
3	Foreign Direct Investments	Latham & Watkins	Reference	5/5	2019	2020
4	Private Credit Hub	King & Spalding	Reference	5/5	2020	2023
5	The Book of Jargon – M&A	Latham & Watkins	Reference	5/5	2013	2022
6	Arbitration Pricing Calculator	Reed Smith	Calculator Tool	5/5	2022	2022
7	Eversheds Sutherland Mobile	Eversheds Sutherland	App Portal	5/5	2016	2019
8	Commercial Contracts	Eversheds Sutherland	Reference	5/5	2016	2022
9	The Book of Jargon – HF	Latham & Watkins	Reference	5/5	2013	2022
10	Explore GDPR	DLA Piper	Reference	4.9/5	2017	2021



Law Firms' Preferred App Types



Percentage of apps created by law firms

Mainstream App Preferences: The majority of law firms gravitate towards event (36.5%) and reference apps (31.8%). This points to a strong emphasis on facilitating events like seminars and client interactions, and a reliance on tools for legal research and documentation.

Proactive and Engagement Tools: Emergency management apps, standing at 13%, reveal law firms' initiative to handle crises. On the contrary, community apps (4.2%) hint at law firms' desire to connect more with their communities, possibly for brand enhancement.

Portal and Learning Focus: With app portals at 3.6%, law firms are keen on offering dedicated platforms for a smoother client experience. Learning apps (2.6%) underscore the significance of continuous legal training and knowledge updating.

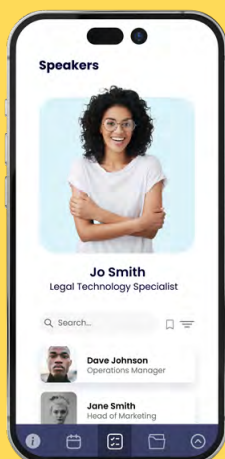
Diverse Digital Solutions: News, calculator tool, and firm information apps, along with office management tools, all hovering around the 1.6% mark, highlight the firms' need for specialized functionalities and efficient operational solutions.

Overall, the data portrays an industry that's actively embracing digital tools for various functions, ranging from client engagement to internal operations. The wide range of app types highlights the multifaceted nature of legal work and the continuous efforts by top law firms to innovate and adapt in an ever-evolving digital landscape.

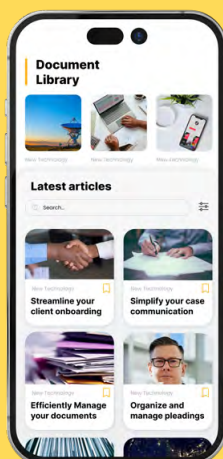


Top 5 Apps Produced by Law Firms

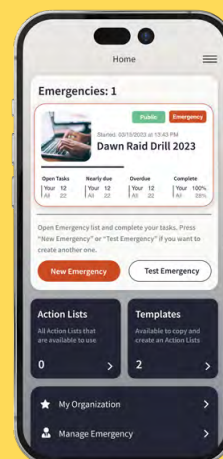
1. Event Apps



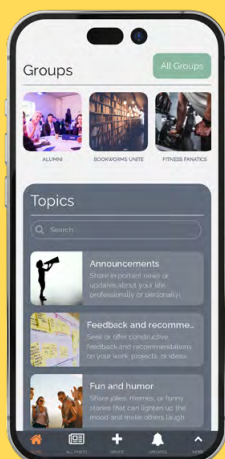
2. Reference Apps



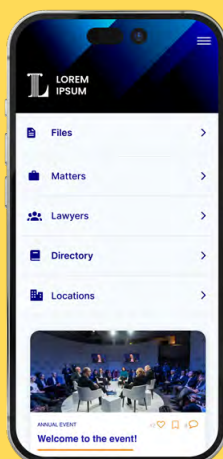
3. Emergency Management Apps



4. Community Apps



5. App Portals

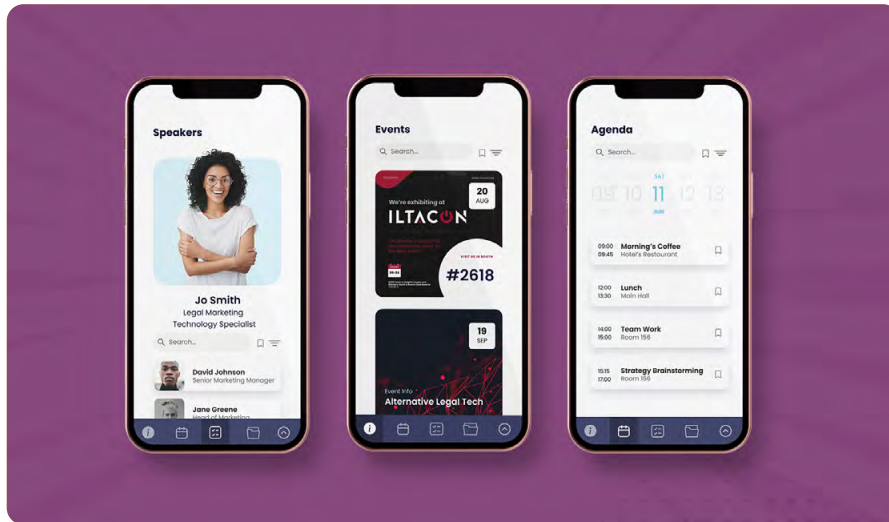


The next 5 pages cover these top 5 apps in more details including audience, features, benefits, example use cases and example apps from the data.

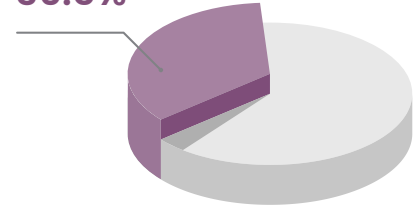


Event Apps

Support in-person and virtual events



36.5%



Event apps streamline the entire event lifecycle, from planning and registration to attendee engagement and post-event follow-up. Whether it's a legal seminar, conference, or webinar, Event apps ensure smooth communication, hassle-free registration, and real-time updates for all participants.

Audience: Clients, Staff

Features:

- Agenda and schedule
- Floorplan
- Directory of speakers and attendees
- Chat and discussions
- Notifications
- Multiple events
- Check in and out
- Reports and analytics

Benefits:

- Improve engagement
- Increase networking
- Easier communication
- Unlimited events

Example use cases:

Partner retreats & summits, conferences, webinars, In-house meetings

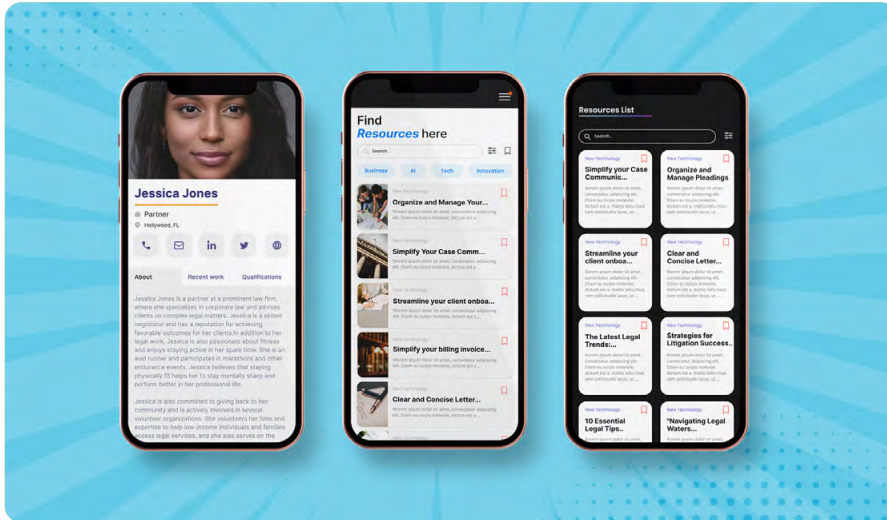
Example apps:

- Kennedys Events app from Kennedys
- Proskauer Partner Retreat from Proskauer

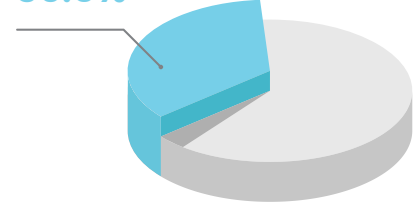


Reference, News & Learning Apps

Support staff and clients to learn and access relevant information



36.5%



Reference apps provide instant access to a wealth of information resources and guides, helping law firms and their clients to stay updated with legal developments, precedents, statutes, and case laws at their fingertips. These apps empower legal professionals to make informed decisions and offer authoritative insights to clients with confidence.

Audience: Clients, Staff, Practices

Features:

- Reference / Document library
- Decision trees
- Discussion forums
- News
- Create customized courses
- Check knowledge
- Notifications
- Award certificates
- Reporting

Example use cases:

Reference guides, news and updates, client or staff training, onboarding

Benefits:

- Increase engagement
- Easy management of up to date info
- Customize to suit your needs
- Optimize based on user behavior

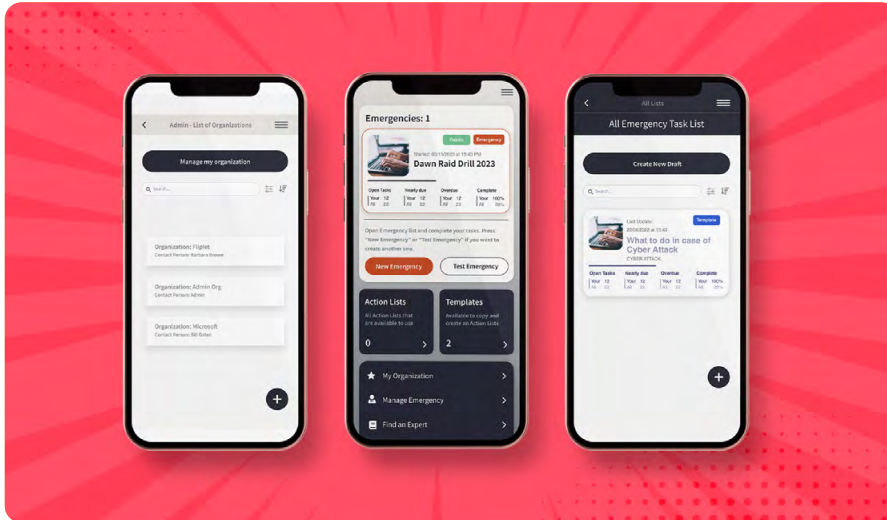
Example apps:

- Employment & Pensions Guide from Eversheds Sutherland
- Macfarlanes Trainee Experience from Macfarlanes

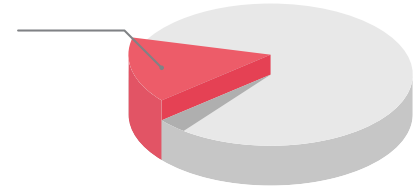


Emergency Management Apps

Support users in an emergency – usually time sensitive



13%



Emergency Management apps enable law firms to execute a swift and coordinated response during emergencies, ensuring the safety of both clients and staff. These apps facilitate real-time communication, emergency protocols, and resource allocation, contributing to effective crisis management and business continuity.

Audience: Clients, Practices

Features:

- Report an emergency
- Emergency checklists
- Directory of experts
- Invite collaborators
- Notifications
- Live chat
- Support materials
- Mock emergencies

Benefits:

- Rapid, coordinated and centralized response
- Local language, jurisdiction and emergency category
- Mitigate risk of errors
- Collaborative and customizable solution

Example use cases:

Dawn raids, crisis response, crisis management, cyber assistance, data fraud and data breach

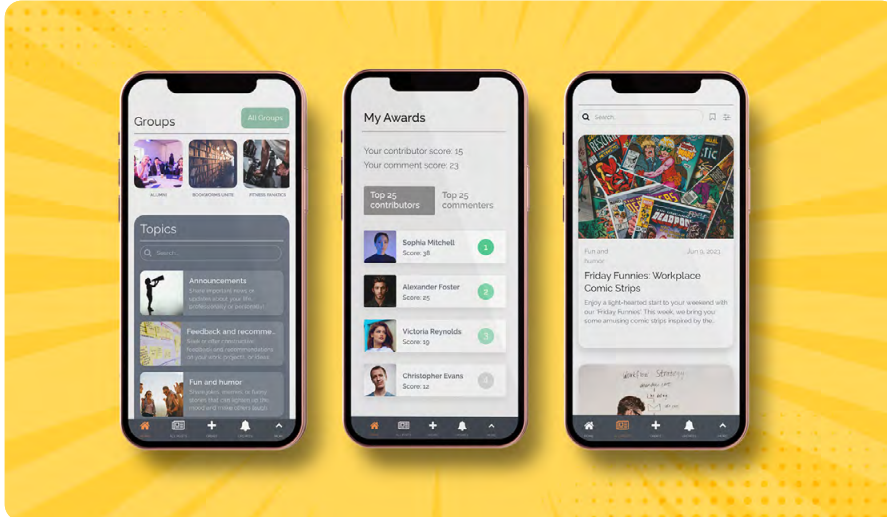
Example apps:

- Dawn Raids from Dentons
- Dawn Raids First Response from Clifford Chance

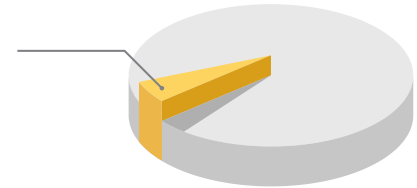


Community Apps

Support users to connect and communicate in a secure app usually for a specific purpose or topic.



4%



Community apps facilitate seamless connections and engagement among groups of legal professionals. Whether it's an internal team, legal association, or interest-based network, these apps create spaces for discussions, knowledge sharing, and collaboration, and strengthen the collective knowledge of the legal community.

Audience: Clients, Staff, Alumni

Features:

- User profiles
- Groups
- Discussion topics
- Posts
- Comments
- Notifications
- Gamification
- News and information

Benefits:

- Enhance communication
- Improve engagement
- Knowledge sharing
- Networking opportunities
- Feedback and crowd-sourcing

Example use cases:

Alumni apps, client groups, social groups, project groups

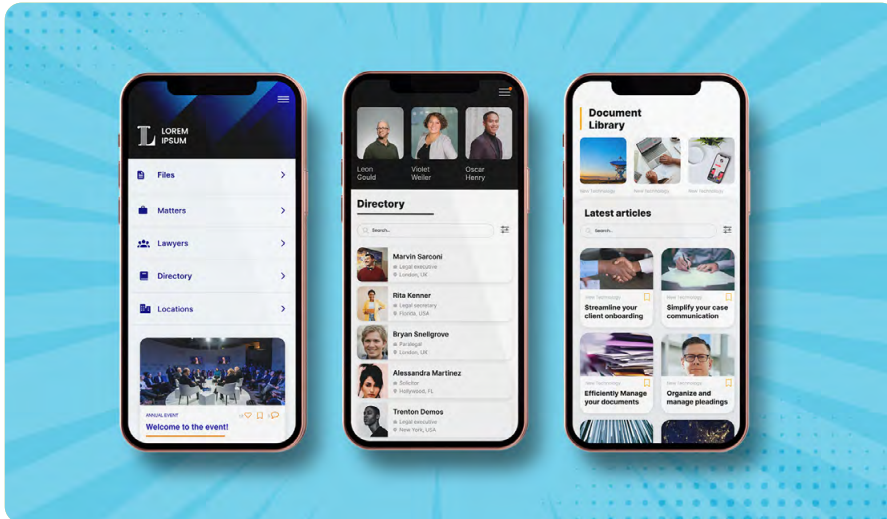
Example apps:

- ACCESS Arnold & Porter
- REACH by Taylor Wessing

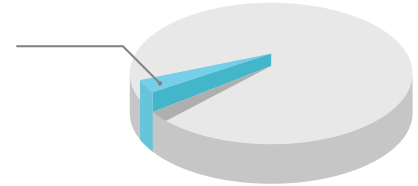


App Portals

A secure private method of distributing apps and content to customers



3,6%



Client Portal apps provide a secure and private environment for the exchange of sensitive documents, real-time updates on case progress, and transparent communication. Clients gain convenience, transparency, and trust while law firms enhance their client service and streamline operations.

Audience: Clients

Features:

- User authentication and security
- Dashboard and overview
- Multiple solution access
- Document sharing
- Notifications
- Project Management
- Reporting
- Resources

Benefits:

- Centralized access
- Improve client experience
- Better communication and collaboration
- Scalable and flexible

Example use cases:

Give clients access to multiple apps within one app on their device, or use them to manage work with clients via other software such as HighQ

Example apps:

- Fried Frank Portal from Fried Frank
- BCLP Client Connection from BCLP



Legal App Development Trends: Multi-Lingual and Multi-Jurisdictional Insights



Multiple Languages

A notable trend in the legal app domain is the introduction of multilingual capabilities. Many apps now incorporate two or more languages, increasing their accessibility across regions. Some firms, such as Bird and Bird, have opted to launch separate apps for different languages, exemplified by their release of the Dawn Raid app in English, Finnish, and French.



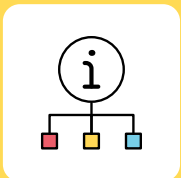
Multiple Jurisdictions

Additionally, there's a move towards incorporating multiple jurisdictions within a single app. Some apps now list between 10 to 14 jurisdictions, enhancing their utility across different regions and ensuring users are informed of regulatory requirements pertinent to their location.



Multiple Scenarios

Another emerging trend is the creation of comprehensive apps that cover multiple scenarios. For instance, we've observed crisis management apps that encompass a range of situations, from data breaches and PR crises to dawn raids and internal challenges.



Information Hubs

Lastly, firms are expanding the scope of their apps beyond just legal tools. There's a shift towards developing apps as information hubs, housing content like podcasts and webinars, reinforcing the app's role as a central resource for the firm's audience.



AI Features in Apps: The Next Frontier

Our research reveals that none of the Top 200 have incorporated AI features in public-facing mobile apps.

"By incorporating AI into their apps, law firms can dramatically enhance their value proposition. Not only can they reduce response delays to common questions using their own data, but they can also increase the overall usefulness of their apps for both staff and clients."

"In our experience, law firms can add AI features within a couple of days and launch a pilot within a week. We've already seen multiple firms begin experimenting with AI capabilities for staff and client features for internal pilots."



Ian Broom
CEO, Fliplet



What is Fliplet?

Fliplet is an online tool that enables anyone to very rapidly build apps.

Apps from Fliplet run everywhere: Apple, Android and web.

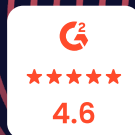
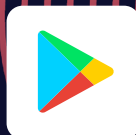
Fliplet works with law firms to deliver a range of app solutions, including Events, Reference & Learning, Emergency Management, and Community solutions.

41 of the Top 200

Global Law Firms are Fliplet customers.

70+ Global Law Firms

use Fliplet to deliver apps for their clients and staff.



Why Law Firms use Fliplet to Create Apps

- Unique and customized solutions
- Security & control who can access
- White-labelled solutions
- Integrate with existing systems
e.g. database, HighQ, sharepoint, etc
- Option to produce public or private solutions
- Desktop and mobile devices
- Works offline
- Multiple use cases
- Easy for non-technical staff to maintain the app

Case Studies Available for:

Visit fliplet.com/case-studies to explore how the following law firms have used Fliplet to build a suite of mobile apps for various use cases.

**MAYER
BROWN**

SAUL EWING
LLP

WARD AND SMITH, P.A.
ATTORNEYS AT LAW

GOWLING WLG

Gateley /

MILLS & REEVE

**EVERSHEDS
SUTHERLAND**

BLANK ROME

Bird & Bird

**BRYAN
CAVE
LEIGHTON
PAISNER** **BLP**

Benesch

MACFARLANES



You can go very quickly from prototype, to MVP, to the live product. It's fantastic and makes us look like heroes.



Ginevra Saylor, CIO, Gowling WLG & Fliplet Customer



Our digital team can set up and deploy pages and apps, within the space of minutes and hours. Traditionally that would take days of development time.



Joe Edwards, Senior Digital Marketing Manager, Gateley & Fliplet Customer



Recommended Next Steps

For law firms, mobile apps present an innovative avenue to streamline processes, enhance client interactions, and establish a strong digital presence. Here are recommended next steps based on whether you're new to the world of apps or already have some in your portfolio:

For those new to apps

1. **Identify Needs:** Reflect on your law firm's daily processes, client interactions, and data management. Which aspects could be streamlined or made more efficient with a mobile app?
2. **Review Current Offerings:** Browse the app types law firms in the Global 200 have created that were covered in this report. This can offer insights and inspiration on potential apps that may benefit your firm.
3. **Think Content:** Consider the type of content (case updates, legal news, etc) that can be offered through an app to engage clients and peers.

For those who already have some apps

1. **Gap Analysis:** Review your firm's current app suite against those from other Global 200 law firms. Are there any types of apps that seem common elsewhere but are missing from your suite? This can reveal potential areas for expansion.
2. **Optimization:** Look for opportunities to refine and optimize your existing apps, ensuring they align with your firm's objectives, enhance user experience, and maintain a competitive edge in the market.
3. **Expansion Consideration:** Think about the benefits of diversifying your app suite. With a broader suite, you could cater to more specific needs, capture a wider audience, and further establish your firm's digital presence.



Have You Used Fliplet?

If the answer is no, you can sign up for free and follow these easy steps to create an app prototype:

1.

Sign up via Fliplet.com (it's free to get started and book a call)

2.

Select the pre-built solution that suits your existing content

3.

Copy and paste in your own content including text and images

4.

Preview the app on web, and on mobile via the Fliplet Viewer app

5.

Invite your colleagues to your app to review your new solution

If you need any assistance click the 'help' button in Fliplet to chat with support or submit a support ticket via support@fliplet.com

Sign up for free

*No credit card required.

[Book a Call](#)

[Case Studies](#)

[Why Fliplet](#)

[Platform Overview](#)

