

| Firm | Award level | Innovation | Originality | Rationale | Impact | Total | Description |
|---------------------------------|------------------|--|-------------|-----------|--------|-------|--|
| Axiom | Stand-out | New model law firm | 8 | 9 | 5 | 22 | Streamlined structure passes on cost savings and enfranchises employees with a "pick and mix" approach to workload. A pool of flexible lawyers staffs deals and plugs temporary gaps in clients' in-house legal teams |
| TLT Solicitors | Stand-out | Building a property development extranet | 7 | 7 | 7 | 21 | Property developer clients save 60 per cent in legal fees by using the firm's sales process online. In a jittery housing market, the speed of transactions gives clients an edge by limiting the number of aborted sales |
| Eversheds | Stand-out | Global e-learning for staff | 6 | 8 | 7 | 21 | A blended approach to technology is bringing legal e-learning into contention with the other, more IT-savvy professional services firms |
| Mills & Reeve | Stand-out | Locating legal experience in an instant | 6 | 7 | 7 | 20 | The "experience locator" is pushing the boundaries of enterprise search engines. Compared with other firms, Mills & Reeve is using more than twice as much data to find and refine its instantaneous search for internal lawyers with relevant expertise |
| Allen & Overy | Stand-out | Creating value in repeat transactions | 6 | 7 | 7 | 20 | Sun Ray Renewable, a sponsor of a solar energy park in Italy and multiple prospective sites across Europe, saved 80 per cent of legal fees on repeat transactions by agreeing to an upfront investment in a reusable suite of documents |
| Addleshaw Goddard | Stand-out | Self-funding litigation for negligent property valuations | 6 | 8 | 6 | 20 | "Regain" is a fee model that helps lender-clients recover value lost in the falling housing market. The firm finds new opportunities to force professional valuers to make up the difference |
| Eversheds | Highly commended | Think-tank for alternative pricing models | 7 | 7 | 5 | 19 | High-level partners meet regularly to generate and propagate firm-wide pricing best practice. Example arrangements include a discounted fixed fee with a cross-review procedure that requires the firm to score the referral behaviour of the client |
| Allen & Overy | Highly commended | Litigation document management | 6 | 7 | 6 | 19 | Increasingly laborious use of electronic documents is streamlined by a suite of products being marketed to clients. The firm's analytical software places it ahead of its competitors |
| Clifford Chance | Highly commended | Real-time interactive web conferences | 5 | 7 | 6 | 18 | "Webinars" enable worldwide clients to watch live discussions on topical legal issues and ask questions via email |
| Berwin Leighton Paisner | Highly commended | Keeping the system running in a disaster | 5 | 8 | 5 | 18 | Virtual desktop technology is being used to guarantee the rapid restoration of the firm's IT capabilities in an emergency, while contributing to savings of up to £1m (\$1.5m) |
| Ashurst | Highly commended | Integrating external technology to aid internal compliance | 5 | 7 | 6 | 18 | Collaborating with multiple software suppliers to centralise the firm's global compliance obligations. Speeding up conflict checks and new business inception |
| Cuatrecasas, Gonçalves Pereira | Commended | Judging legal costs by the outcome of a tax audit | 6 | 6 | 5 | 17 | Basing a fee arrangement with a new client on the first-instance decision of the Spanish tax authorities demonstrated the firm's appetite for risk-sharing |
| CMS Cameron McKenna | Commended | Pegging legal fees to the price of oil | 6 | 6 | 5 | 17 | As part of the firm's alternative pricing strategy, an energy client was offered a sliding hourly rate linked to the price of a barrel of oil |
| Allen & Overy | Commended | Managing risk for energy traders | 6 | 5 | 6 | 17 | Developed in conjunction with the European Federation of Energy Traders, "EFETalytics" saves members significant time in working out net positions on derivatives |
| SKW Schwarz | Commended | Guiding distressed clients through the recession | 5 | 6 | 5 | 16 | Provided free legal advice to stricken clients during the credit crisis, on the condition that a reduced sum would be repaid if and when the company recovered |
| Portolano Cavallo Studio Legale | Commended | Practical approach to reducing litigation legal costs | 4 | 7 | 5 | 16 | A package holiday supplier was able to settle a raft of high-volume, low-value litigation cases where the legal costs would have exceeded the likely outcome from the court |
| Mills & Reeve | Commended | Free online advice on procurement law | 4 | 7 | 5 | 16 | The implications of a new EU directive are explained to clients and non-clients alike. Services like the standalone calculator help reduce uncertainty of the rule changes |
| Kemp Little Consulting | Commended | Calculating profitability of fee proposals | 5 | 6 | 5 | 16 | The "QlikView" pricing management system gives the firm a quick and comprehensive tool to measure the profitability of fee proposals |