

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