Industry Pioneers 2011

FT.com Innovative Lawyers

Firm	Award level	Innovation	Originality	Rationale	Impact	Total	Description
Co-operative Legal Services	Stand-out	High street law	7	8	8	23	A big brand with ambitions to become the largest consumer-focused legal provider in the UK in 10 years' time. The Co-op seeks to run its own legal services division, with substantial synergies between its funeral care and financial services business lines.
Epoq Legal Services	Stand-out	Legal technology provider	7	8	7	22	Epoq's blend of technologists and lawyers provides the infrastructure for many of the new entrants in the wake of the UK Legal Services Act, including Halifax, the AA, MoreThan, NatWest, Royal Bank of Scotland and Allianz.
Irwin Mitchell	Stand-out	Future alternative business structure	7	7	7	21	The law firm is investigating becoming an alternative business structure under the LSA to fund expansion into a diverse range of activities. Plans include links with consumer brands such as Eon and the Daily Telegraph to market their services to consumers.
Axiom	Highly Commended	Alternative legal provider	7	7	6	20	By offering high-quality lawyers on a flexible basis, the law firm helps clients save up to 20 per cent on legal bills. It employs a large number of technologists and process analysts to calculate the best ways to disaggregate legal work to resource it more efficiently for its clients.
Quality Solicitors	Highly Commended	High street law	6	6	8	20	Structured like a franchise, Quality Solicitors effectively rebrands 300 pre-existing high street solicitors under a common, consumer-friendly identity. The brand has opened 130 legal access stands in WH Smith shops, and has implemented routine Saturday opening hours to help reach consumers.
Assistenza Legale	Highly Commended	High street law	6	6	7	19	The first "street-level" consumer law practice in Italy, now with more than 30 offices. Focuses on individuals and small businesses, and has seen revenue rise by 30 per cent in the past year.
Pannone Affinity Solutions	Highly Commended	Legal services provider	6	7	6	19	Aims to provide legal services for white-labelled consumer brands, as well as providing advisory support for consumer brands seeking to create their own legal operations.
A4e	Commended	High street law	6	6	6	18	The training company already provides legal services to socially disadvantaged economic groups, but plans to have an ABS running with 400 staff after the implementation of the LSA.
Cogent	Commended	High street law	6	7	5	18	Aims to be the legal services provider behind well-known consumer brands. Cogent has recently begun running online document services and legal advice helplines for insurers such as the AA and Saga, and is looking to access more capital through an ABS.
Keystone Law	Commended	Alternative legal provider	7	6	5	18	The "dispersed" law firm operates from a central-London base with offices throughout the south of England. It plans to create an ABS to fund mid-tier consolidation and launch a consumer-focused brand.
Radiant Law	Commended	Alternative legal provider	7	6	5	18	New style of law firm focusing on technology, outsourcing and commercial transactions. Cuts costs using extensive collaboration with an Indian legal process outsourcer and by developing its own technology tools.
ArbDB	Commended	Combined services	6	6	5	17	The world's first multidisciplinary global chamber of dispute resolution, arbitration and mediation professionals, targeted at international infrastructure projects.
Legal Grounds	Commended	Alternative legal provider	6	6	5	17	First "virtual law firm" in Italy, offering highly flexible experienced lawyers to clients. Structured under a co-working agreement, rather than a traditional partnership, it has seen a 50 per cent growth in instructions since its launch in 2009.
Russell Jones & Walker	Commended	Future ABS	6	5	5	16	With experience of running the Claims Direct telephone legal service, the firm has ambitions to establish itself in the consumer market, potentially through becoming an ABS and taking on external capital.
Vamco	Commended	Combined services	5	6	5	16	The vehicular-accident claims management company is planning to become an ABS to handle the legal work associated with claims. The aim is to increase the speed and recovery levels of claims for a reduced

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