

Firm	Award level	Innovation	Originality	Rationale	Impact	Total	Description
Osborne Clarke	Standout	Dramatic restructuring of support functions	9	8	6	23	In the first deal of its kind in the UK, the firm comprehensively outsourced its back office functions. The new centre will provide support services for the legal sector, enabling Osborne Clarke to concentrate on its core business
Tuca Zbarcea & Asociatii	Standout	Comprehensive credit crisis response	6	9	7	22	Considering the firm's internal challenges as well as those of its clients, from discounting fees to setting up an insolvency practice and a crisis knowledge centre. Resulted in 70 per cent of clients saying they would continue to instruct the firm
Linklaters	Standout	Credit crunch scenario planning	6	8	7	21	A cross-section of partners and directors at Linklaters worked together to develop responses to the economic downturn, identifying key responses in resourcing, shifting markets and practice areas
Portolano Colella Cavallo	Standout	Counter-crisis action	6	7	7	20	To take advantage of the crisis, the firm is taking measures to accelerate growth. While improving its client service it has also increased its marketing budget, raised headcount by a third over the past year and reduced costs
Boyes Turner	Standout	Revitalising a medical negligence practice	6	7	7	20	The firm developed a successful online strategy to protect and develop its claims business. Using a "hub and spoke" approach, specialist medical negligence microsites were developed to draw in potential customers
Acumen Business Law	Standout	A new style law firm	8	7	5	20	A collaborative approach to serving clients' business needs, pre-empting the Legal Services Act. Legal services are provided alongside finance, marketing, technology and human resources
Kemp Little	Highly commended	Financial management in the downturn	5	7	7	19	Lawyers at Kemp Little complete time entries to provide a view of work in progress, reducing expenses by 20 per cent, and the firm has adapted their financial management to a riskier environment
Freshfields Bruckhaus Deringer	Highly commended	Wiki intranet	7	6	6	19	A web 2.0 solution has been implemented to allow collaborative knowledge sharing. User group wikis and blogs are perfect tools to encourage contributions and provide a more dynamic service to clients
Clifford Chance	Highly commended	India strategy	6	5	8	19	In an important but closed legal market, the firm secured a tie-up agreement with one of India's top firms, AZB & Partners. This relationship enables the firm to rectify a key missing link in its global offering
Latham & Watkins	Commended	Strategic video conferencing	7	6	5	18	The firm is using a new technology, Telepresence, to simulate the dynamics of real meetings. It can inter-connect with notebooks and has been used by their clients in negotiations
Hergüner Bilgen Ozeke	Commended	Analytical human resource management	6	6	6	18	An evaluation matrix is used to map and assess supervisory relationships between senior and junior lawyers. Combined with half-yearly reviews, it allows the firm to quantify the benefits of teamwork
DLA Piper	Commended	Global financial information system	6	6	6	18	Implementation of a web-based financial management system built in-house that is compatible with Thomson Elite. It provides the firm with a single snapshot of its billing across non-US regions
DLA Piper	Commended	YouTube for DLA Piper staff	6	5	6	17	Using local servers, the firm shares videos and presentations across Europe, the Middle East, Africa and Asia over an intranet to enhance global internal communications
Allen & Overy	Commended	Institutionalising innovation	5	7	5	17	A&O's innovation panel developed initiatives to meet the challenges of pricing and efficiency. The firm are now implementing these to improve efficiency and reduce costs to clients