



# Law Firms Spending \$5 – \$10 Million on Business Development

*Survey Shows AmLaw 200 Firms Using Library and Marketing More Strategically*

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Los Angeles, CA, October 1, 2015 – A sampling of U.S. law firms by LAC Group, creator of Library as a Service® and a leader in library outsourcing and other services for law firms, shows that firms are investing heavily in competitive intelligence and market research.

Findings are summarized in the report, **“Teamwork on the Legal Frontline – The Strategic New Roles of Marketing and the Library in Big Law”**. This free report offers insights into how law firms are leveraging their library and marketing department to optimize business development and client retention efforts:

- **Firms are investing big in business development**, with 42% spending between \$5 – 10 million on staff, resources and technology.
- 80% of firm librarians indicate that **the research workload has increased** while staffing has decreased in the past three years. To meet shortfalls, 60% use outsourced or contract staff.
- **Competitive Intelligence is where the library and marketing departments converge**, with over 57% sharing responsibility for business development work.

**View and download the full report at <https://lac-group.com/teamwork-on-the-legal-frontline/>.**

LAC Group surveyed sixteen AmLaw 200 firms with global coverage to better understand the transformation of the legal industry and what these changes mean to law firm libraries and marketing departments. Participants included C-suite executives, managers and professional library and marketing staff. The purpose was to identify best practices, skill gaps, optimal staffing levels and changing needs for law firms today and looking into the future.

LAC Group has worked with large law firms for over 25 years.

## **ABOUT LAC GROUP**

LAC Group enables organizations to secure the information talent and knowledge services they need for their knowledge and information centers, from permanent staff to temporary projects to fully managed outsourcing, generally onsite and intact at the client facility. LAC Group is the creator of Library as a Service®, an innovative platform delivering on-demand access to skilled researchers and other information resources. Visit [lac-group.com](http://lac-group.com) for more information.

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## **ADDITIONAL RESOURCES**

[LAC Group Press Kit](#)

[How to Enhance the Value of Law Library Services](#)

Patrick Gleason, Esq. and Vice-President, Chase Cost Management division of LAC Group

[Library Outsourcing Business Drivers, Goals and Success Factors](#)

Deborah Schwarz, CEO and President, LAC Group

## **TWEET AND POST OPTIONS**

80% of Big Law librarians indicate research workloads up, staffing down in past 3 years.

<https://goo.gl/KqKUfE>

Competitive Intelligence is where law library and marketing staff converge - 57% share BD role.

<https://goo.gl/KqKUfE>

Law firms investing in staff and other business development resources. <https://goo.gl/KqKUfE>

Survey shows law firms spending between \$5 – 10 million on business development. <https://goo.gl/KqKUfE>

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