



EQUINIX

LEGAL SERVICES

DIGITAL EDGE PLAYBOOK

Transforming legal services for a
differentiated experience



ABOUT THIS PLAYBOOK

PURPOSE

This playbook outlines how legal services firms can transform their business architectures to help differentiate their offerings in an increasingly competitive environment. It shows them how leveraging private data exchange between firms, technology partners and consumers at the digital edge enables efficient and cost-effective legal service delivery. Finally, it explains how a globally distributed interconnection platform gives legal services firms access to rich digital ecosystems to compete and grow in the digital economy.

CHALLENGE

Legal services firms face new digital challenges and opportunities. Traditional law firm revenue is decreasing, while alternative legal services revenue has increased dramatically. Sophisticated and price-conscious consumers no longer need large law firms to handle standard legal tasks. They want the responsive, customized, digital experience, as well as the transparency and control, they've come to expect from other sectors. Traditional business architectures can't support the collaboration and data insights needed to meet these expectations.

NEED








Legal services leaders are decoupling the practice of law from legal service delivery to meet customer demand and promote trust. A distributed platform allows them to tailor value chains to create innovative new services that are adaptable to local needs. By interconnecting cloud services, NSPs and technology partners on a global platform, these firms can replace traditional, fee-based business models with outcome-based services in a new and profitable era of digital legal services.

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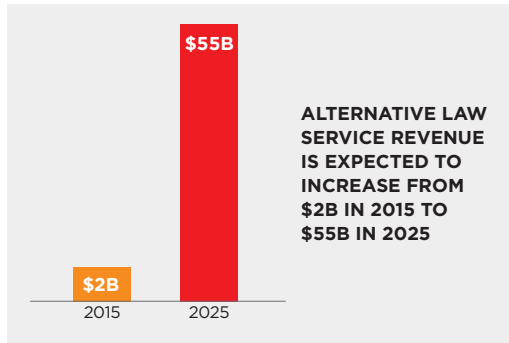
EXECUTIVE SUMMARY

Legal services firms need digital strategies to streamline value chains for an enhanced consumer experience

TRENDS AND INSIGHTS		CONSTRAINTS AND CAPABILITIES		PLAYBOOK		
TRENDS	INSIGHTS	CONSTRAINTS	CAPABILITIES	STRATEGY	ROADMAP	PLATFORM
						
Revenue sources are shifting as the practice of law is decoupled from general legal expertise, forcing adoption of a distributed services platform that supports a collaborative value chain.	Interconnection Bandwidth growth is compounding, enabling legal services firms to integrate ecosystems and clouds for delivery of services that meet customer needs.	Law practices based on centralized IT infrastructures are constrained by poor consumer experience, slow responsiveness and an inability to use real-time data for improvement.	A distributed platform that supports legal value chains can streamline digital engagement processes and enable transparency for a superior consumer experience.	An interconnected platform enables legal services firms to enhance consumer experience through ecosystem collaboration and access to data-driven insights.	The roadmap offers a step-by-step approach to transforming legal services delivery by interconnecting partners, clouds and data sources using best practices from an Interconnection Oriented Architecture® (IOA®).	Achieving these digital transformation goals requires an architecture that can support three critical elements provided by Platform Equinix®.

MARKET TRENDS

Digital transformation is shifting revenue from traditional practice to digital services...



Source: Forbes, EY Acquires Riverview Law: A Different Perspective

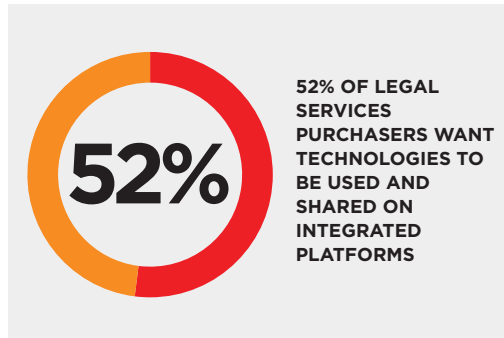
Implications

- Traditional legal firms must offer a new experience to remain competitive.
- Law firms must decouple legal services from the practice of law and develop new business models with outcome-based billing.

Summary

The practice of law and the delivery of legal services have become separate entities, with paralegals aided by technology and automation to offer new capabilities. Data-based insights are replacing traditional consulting, while consumers demand outcome-based billing and a responsive experience. To compete, legal services firms are adopting a distributed interconnection platform that integrates digital and industry ecosystems, streamlines legal processes and adapts value chain architectures for a better customer experience.

...while consumers demand greater transparency and control...

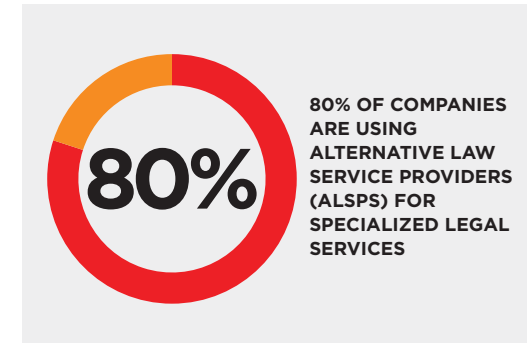


Source: Georgetown University, 2016 State of the legal Market

Implications

- Increasingly sophisticated and price-conscious consumers are demanding transparency and rapid delivery of standard legal services.
- Legal startups and innovative in-house counsel teams are stepping in to meet the demand for new capabilities.

...requiring a distributed platform that integrates digital and industry ecosystems.



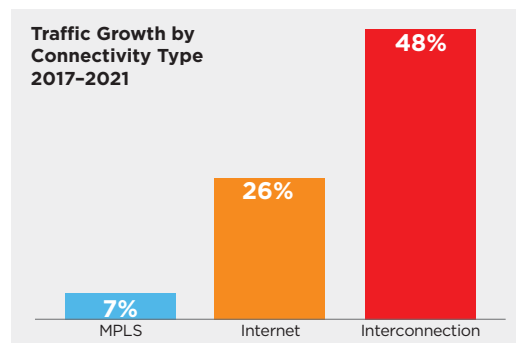
Source: Georgetown Law Alternative Legal Services

Implications

- Legal services firms are connecting with ecosystems to automate parts of the value chain for new opportunities.
- Industry leaders are using a distributed interconnection platform to integrate analytics and deliver insight to consultants, clients and technology partners.

INTERCONNECTION INSIGHTS

Interconnection Bandwidth* is projected to outpace growth of internet and MPLS traffic...



Equinix, Global Interconnection Index Volume 2

Opportunity

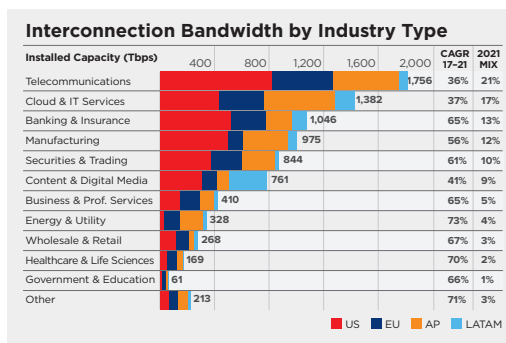
Interconnection, or the ability to privately exchange data between key business partners, is required for digital businesses to scale. Legal services firms can take advantage of this trend by distributing private traffic exchange and control points near supply chains, digital and business ecosystems, and customers.

Summary

Global Interconnection Bandwidth is expected to grow at 2x the rate of internet traffic as enterprises adopt interconnection for direct, secure data exchange. This compounding growth creates an opportunity for legal services firms to build exchange points near consumers, technology partners and service providers. The result is a digital platform of interconnected business and technology ecosystems that integrates AI, analytics and cloud capabilities for efficient delivery of legal services.

*Interconnection Bandwidth is the total capacity provisioned to privately and directly exchange traffic with a diverse set of counterparties and providers at distributed IT exchange points.

...with business and professional services experiencing 65% year-over-year growth...

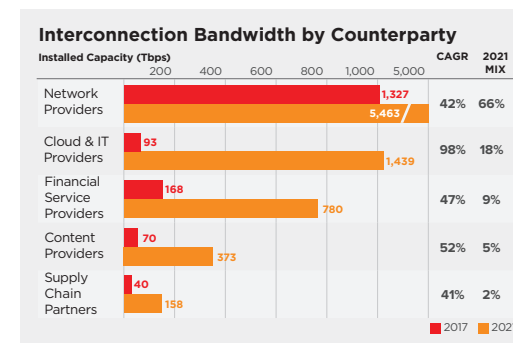


Equinix, Global Interconnection Index Volume 2

Opportunity

Interconnection in globally distributed colocation facilities enables legal services firms to access digital ecosystems and integrate clouds, service providers and technology partners to deliver crucial digital services for an enhanced customer experience.

...and growth compounding across cloud, financial and value chain ecosystems.



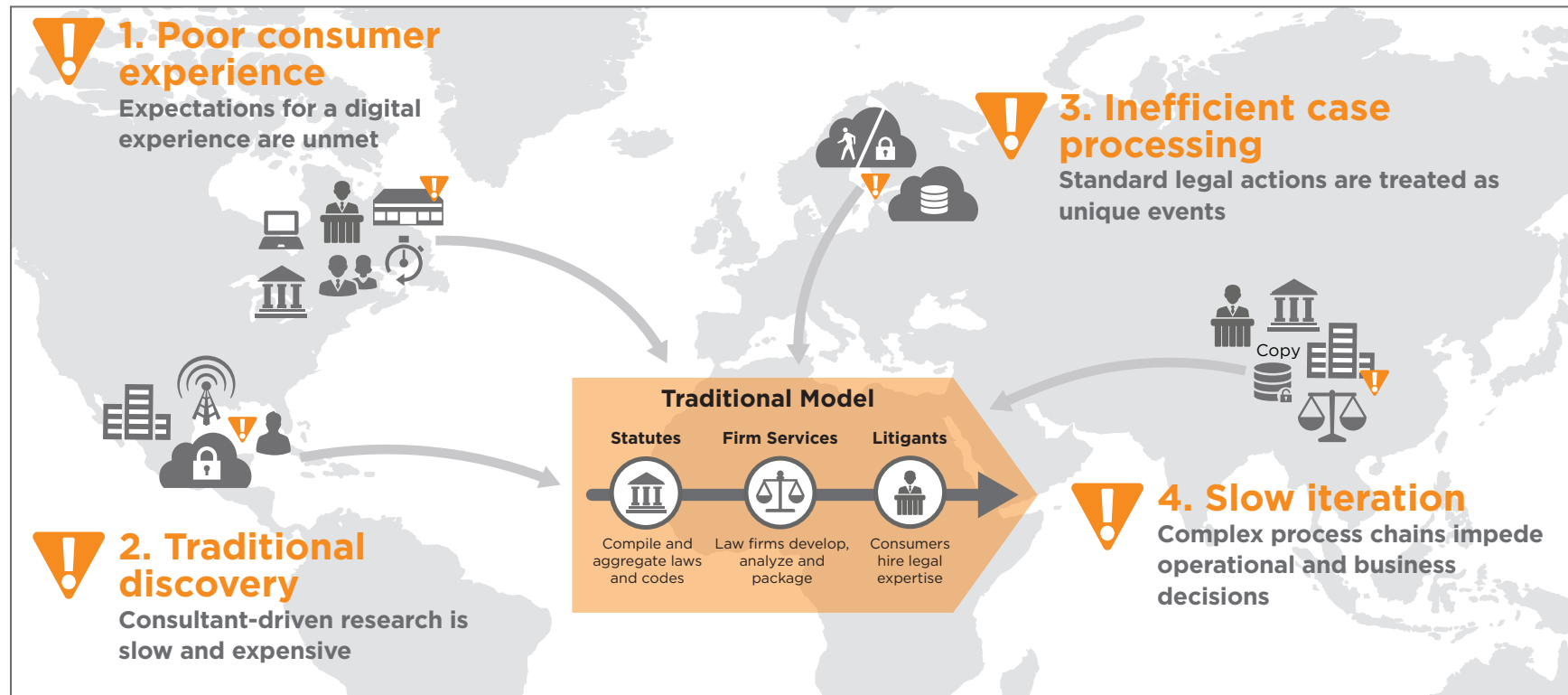
Equinix, Global Interconnection Index Volume 2

Opportunity

Enterprise Interconnection to cloud and IT providers is expected to grow by 98% between 2017-2021. Legal services firms interconnect to service providers to rapidly deliver high-performance, value-added solutions and services.

CURRENT-STATE CONSTRAINTS

Traditional business architectures can't meet changing consumer expectations for legal services delivery

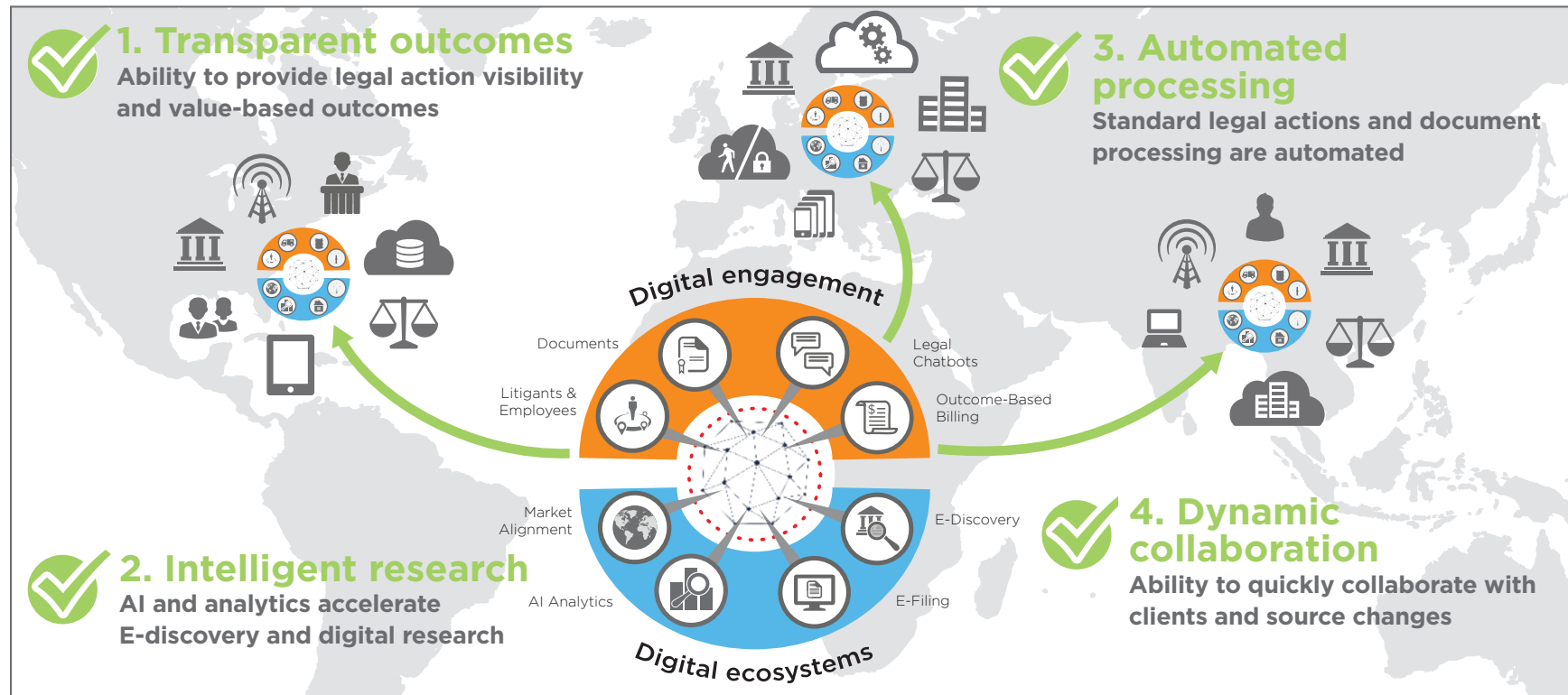


Summary

Traditional, centralized IT infrastructures inhibit collaboration with legal value chain partners and prevent the adoption of new technologies such as big data analytics and artificial intelligence. The result is a lack of transparency and an inability to use data-driven insights for improving the customer experience. To compete in the market, legal services firms must offer new delivery models that meet customer demand for choice, economy and access.

FUTURE-STATE CAPABILITIES

A distributed interconnection platform increases flexibility and delivers exceptional client experience



Summary

Business architectures built on an interconnection platform gain the ability to integrate value chains, enable ecosystem collaboration and provide transparency. Data captured and analyzed near business partners, consumers and service providers enables real-time insights that drive efficiency and reduce costs. The result is a digital legal services firm that is customer-centric and industry-leading.

STRATEGY

Architecting for digital law requires an interconnection-first approach

Summary

Legal firms are being forced to provide greater end-to-end visibility into logistics and an enhanced consumer experience. They need to provide case visibility, simplify service delivery and offer timely intelligence to customers and technology partners.

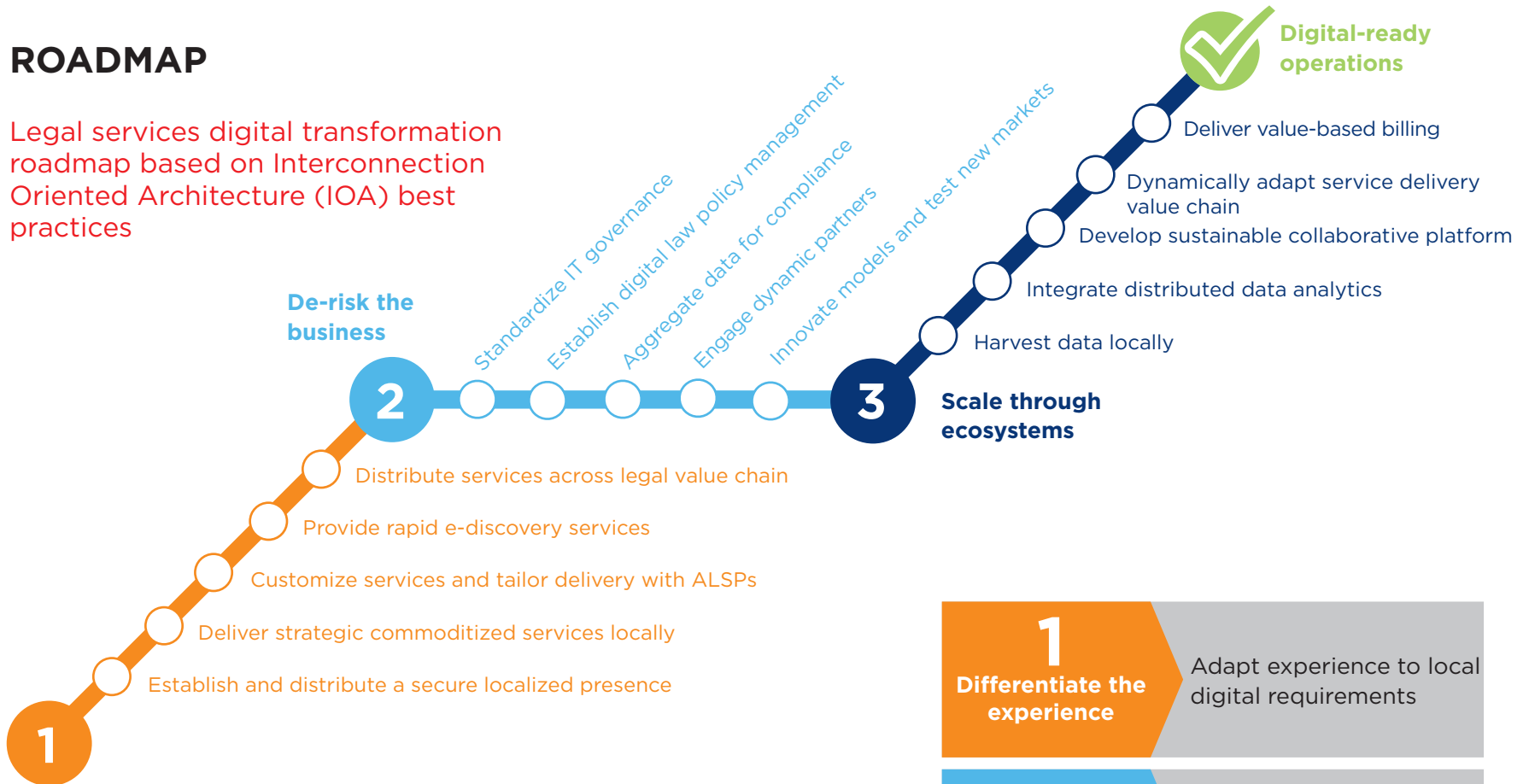
Network, cloud, SaaS, content and other service providers enable new digital platforms and information exchanges by deploying services for legal firms at the digital edge in a highly scalable, pay-as-you-go model.

Managed services providers help legal firms architect interconnection options and integrate greater automation and business partner collaboration tools for rapid delivery of differentiated offerings.



ROADMAP

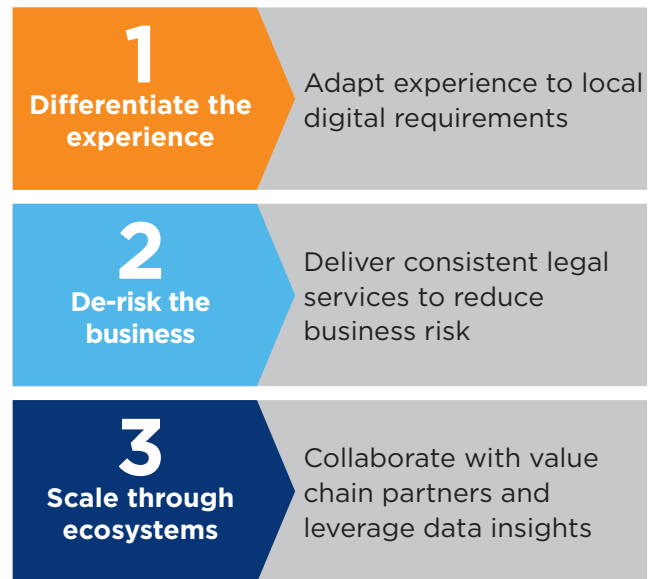
Legal services digital transformation roadmap based on Interconnection Oriented Architecture (IOA) best practices



Differentiate the experience

Summary

The business transformation roadmap shows legal services firms how to achieve a digital-ready business model for greater revenue growth. Follow the three-step plan to differentiate the experience for technology partners and consumers. Minimize business risk through automation and standardization, and enable scale through partner and service provider ecosystems. The result is an integrated interconnection platform that allows legal services firms to lead in the emerging digital legal services market.



PLATFORM

To achieve the benefits of the strategy and the roadmap steps in this playbook, your architecture and platform require three critical elements: global location coverage, private interconnection with rich digital ecosystems and the capability to integrate, standardize and simplify control.

Global Coverage



Digital edge control point locations where you need them, close to...

Customers

Employees

Partners

Things

Reach Everywhere

- Global, metro cities and markets.
- Geographical compliance and sovereignty.
- Business operations and offices.

Interconnection and Ecosystems



Direct and dynamic private exchange of data across...

Networks

Clouds

Payments

Supply Chain

Interconnect Everyone

- Access network and cloud providers.
- Participate in ecosystems exchange.
- Leverage commoditized services.
- Share and exchange data.
- Transact using digital commerce.

Integration and Control



Integrate digital and physical services to control and optimize...

Security

Data

Applications

Business

Integrate Everything

- Marketplace of control functions.
- Cloud and managed services.
- Private data and distribution repositories.
- Globally standard policies.
- Business continuity and control.
- Digital commerce and payments.

GETTING STARTED

Playbook
Companion
Resources

The Platform Equinix Vision



See how law firms can differentiate practice, deliver services and provide an excellent consumer experience in a rapidly evolving market.
eqix.it/PlatformEquinixVision

Request a detailed briefing or strategy workshop with our experts.

Contact your Equinix account executive and learn more at equinix.com

Global Interconnection Index



Learn how Interconnection Bandwidth growth is creating new opportunities for law and legal services firms.
eqix.it/InterconnectionIndex

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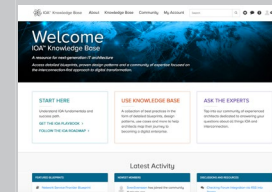
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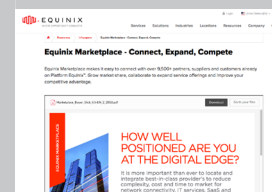
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IOA Knowledge Base



Download proven network architecture blueprints and design patterns based on industry-leading IOA implementations.
eqix.it/IOAKB

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Equinix, Inc. (Nasdaq: EQIX) connects the world's leading businesses to their customers, employees and partners inside the most-interconnected data centers. In 52 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies. In a digital economy where enterprise business models are increasingly interdependent, interconnection is essential to success. Equinix operates the only global interconnection platform, sparking new opportunities that are only possible when companies come together.

Learn more at equinix.com

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