



LawProspector Builds Cloud-Based Litigation Market Intelligence Tool on Force.com



“The amazing thing about Force.com is being able to build and deploy an industry-changing app within months, at a low cost, without code, without hardware and without techy people. We are able to turn customer suggestions into features within days and are currently handling exponential growth in our subscriber base with ease. With Force.com our success has been A+.”

— Kenneth J. Lopez, J.D., Founder

Challenge

- ∴ Animators at Law, a leading provider of litigation graphics, litigation consulting & litigation technology for many of the largest law firms, pioneered a unique system for identifying the litigation activities of law firms and corporations and wanted to make the data available to third-parties through a subscription-based service. A new company, LawProspector, was created to serve the law firms and litigation support firms needing this litigation market intelligence.
- ∴ The LawProspector team wanted to quickly build an application to make the sales information housed in Salesforce CRM available to potential customers; the founders, who are attorneys by trade, did not want to invest heavily in development and operations.
- ∴ LawProspector chose the Force.com platform for its new tool; market information is readily available to subscribers in any geographic location at any time, and users can focus on business needs instead of software and infrastructure.

Solution

- ∴ In just a few months – with no added development staff – the team created LawProspector, the first comprehensive sales lead and litigation market intelligence tool. The application, built on the Force.com platform, integrates with Salesforce CRM Enterprise Edition and Salesforce CRM Partner Networks.
- ∴ The new service provides litigation market intelligence for and about large law firms, corporations, attorneys, and major litigation taking place around the country. Animators at Law and other client subscribers access information using Salesforce CRM Partner Networks customized with VisualForce.
- ∴ Data on more than 90,000 legal contacts and almost 20,000 opportunities (cases) is housed in Salesforce CRM SFA and is accessible to clients through Salesforce CRM Partner Portal.
- ∴ Custom tabs and objects give clients fast access to the information, metrics, and reports most relevant to them. The interface is customized for legal professionals.
- ∴ LawProspector is integrated with applications from the Force.com AppExchange. LinkedIn for Salesforce, enables users to access LinkedIn information directly from Salesforce CRM contact and account records, and Account News Feed powered by Google News displays relevant news items from Google alongside Salesforce CRM records.

Results

- ∴ Using Force.com, LawProspector’s founders quickly and cost-effectively built an application without the need for highly-specialized technical staff.
- ∴ The company expects to expand to over 1,000 customers within the next three years.
- ∴ Salesforce.com manages all the infrastructure, so LawProspector can stay focused on customer needs.
- ∴ The company plans to use Salesforce to Salesforce to share LawProspector data stored in its instance of Salesforce CRM with customers who also use Salesforce CRM.

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