

BTI Law Firms Best at Cybersecurity

Corporate Counsel Rank the Law Firms
Leading the Charge on Change

2017

Table of Contents

BTI Law Firms Best at Cybersecurity

- Cybersecurity and Data Privacy Practice Overview 2
- Law Firms Best at Cybersecurity 3
- Leading Cybersecurity Law Firms 4
- Honor Roll of Cybersecurity Law Firms 5

BTI Research Methodology

- Methodology and Approach 8

About BTI

- Who We Are 10
- Conduct Your Client Feedback with BTI 11
- Immediately Fuel Growth and Profits 12
- Key Services to Help Our Clients 13
- BTI Research and Publications 14
- Terms of Use 15
- [Contact BTI](#) 16

Cybersecurity and Data Privacy Practice Overview

Cybersecurity and Data Privacy is the fastest growing segment of outside counsel spending and the biggest issue keeping clients awake at night.

Top legal officers and Boards are taking the initiative and seeking out counsel to help them take the best steps to avoid problems and develop plans for the worst.

Clients are taking many actions including the following:

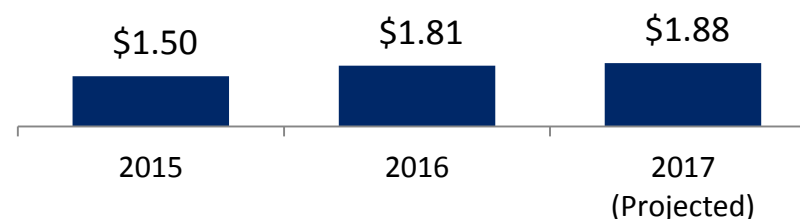
- Avoid and manage threats and attacks for:
 - Their company
 - Throughout their supply chain
 - Customer channels
 - Email scams and phishing
- Ensure compliance with emerging guidelines and legislation
- Incorporate cybersecurity risk into their company's insurance program

Who's Getting the Work and Why:

Cybersecurity leaders are proactively taking a ground-up approach. They are starting with hosting client-specific briefings educating clients on the business implications and risks—and then the legal details. Still other firms are finding their ways to Boards to help them understand their risk and exposure.

The firms with the best understanding of the client, and who communicate cybersecurity risk in business terms, win the work for the counselling—and this is the opening for the rest of the cybersecurity-related work.

CYBERSECURITY AND DATA PRIVACY MARKET SIZE (\$B)



Law Firms Best at Cybersecurity

BAKER MCKENZIE

DENTONS

DLA PIPER

GIBSON DUNN

JONES DAY

LATHAM & WATKINS

SKADDEN

Congratulations to the Law Firms Best at Cybersecurity:

7 firms are leading the charge on cybersecurity and privacy issues, according to top legal decision makers. These firms are proactively reaching out to help prepare clients for future threats.

Leading Cybersecurity Law Firms

BAKERHOSTETLER	KIRKLAND & ELLIS
CLEARY GOTTLIB	LOCKE LORD
COOLEY	MCGUIREWOODS
COVINGTON	PAUL HASTINGS
CRAVATH, SWAINE & MOORE	POLSINELLI
DAVIS POLK	REED SMITH
DECHERT	SIDLEY
FRIED FRANK	SULLIVAN & CROMWELL
GREENBERG TRAURIG	SUTHERLAND*
HOGAN LOVELLS	WEIL
HUNTON & WILLIAMS	WHITE & CASE
K&L GATES	

**BTI congratulates the
Leading Cybersecurity
Law Firms:**

23 additional law firms
also stand out for their
cybersecurity practices.

*BTI Note: As of February 1, 2017, Sutherland Asbill & Brennan combined with Eversheds to form Eversheds Sutherland.

Honor Roll of Cybersecurity Law Firms

AKERMAN	BASS, BERRY & SIMS	FAEGRE BAKER DANIELS
AKIN GUMP STRAUSS HAUER & FELD	BRACEWELL	FISH & RICHARDSON
ALLEN & OVERY	BRYAN CAVE	FISHER PHILLIPS
ALSTON & BIRD	BUCHANAN INGERSOLL & ROONEY	FOLEY & LARDNER
ARMSTRONG TEASDALE	BURNS & LEVINSON	FOX ROTHSCHILD
ARNALL GOLDEN GREGORY	BURR & FORMAN	GOODWIN
ARNOLD & PORTER KAYE SCHOLER	CADWALADER	GORDON REES SCULLY MANSUKHANI
BAKER BOTTS	COZEN O'CONNOR	GRAVES GARRETT
BAKER DONELSON	CROWELL & MORING	HOLLAND & HART
BALLARD SPAHR	CURTIS	HOLLAND & KNIGHT

Continued on the next page

BTI congratulates the Cybersecurity Honor Roll:

These 56 law firms are strong cybersecurity performers as recognized by corporate counsel.

Honor Roll of Cybersecurity Law Firms

Continued from the previous page

JACKSON LEWIS	O'MELVENY	SIMMONS & SIMMONS
KNOBBE MARTENS	ORRICK	SIMPSON THACHER
LITTLER	OSLER, HOSKIN & HARCOURT	STEVENS & LEE
MAYER BROWN	PAUL, WEISS	TORYS
MCDERMOTT WILL & EMERY	PERKINS COIE	VENABLE
MILES & STOCKBRIDGE	PILLSBURY	WILLKIE FARR & GALLAGHER
MORGAN LEWIS	QUINN EMANUEL	WILMERHALE
MORRISON & FOERSTER	ROPES & GRAY	WOMBLE CARLYLE
NORTON ROSE FULBRIGHT	SEYFARTH SHAW	

BTI congratulates the Cybersecurity Honor Roll:

These 56 law firms are strong cybersecurity performers as recognized by corporate counsel.

Methodology

INDEPENDENT, UNBIASED RESEARCH

Methodology and Approach

INDEPENDENT, UNBIASED RESEARCH

2017 Survey Participant Demographics

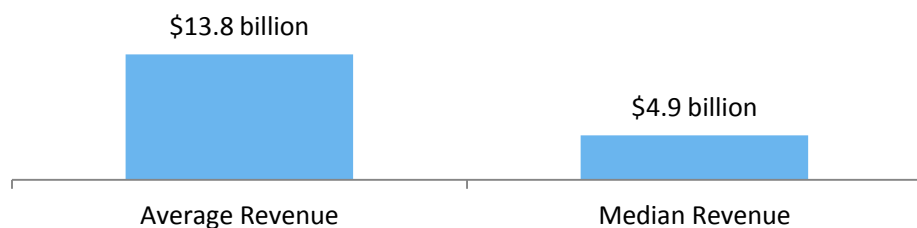
OVERVIEW

Interviews	324 in-depth telephone interviews
Time Frame	Conducted between February 18 and August 1, 2016
Incentives	Respondents receive a complimentary report of legal benchmarks and metrics

HIGHEST-RANKING LEGAL DECISION MAKERS

- General Counsel/Chief Legal Officer
- Direct Report to General Counsel
- Other Legal Decision Maker

ORGANIZATIONS WITH HIGHEST LEVELS OF LEGAL SPENDING



REPRESENTATIVE OF MORE THAN 15 INDUSTRY SEGMENTS

- Banking
- Chemicals
- Consumer Goods
- Energy
- Financial Services
- Food & Agriculture
- Health Care
- High Tech
- Insurance
- Investment Banks
- Manufacturing
- Pharmaceuticals
- Professional Services
- Retail Trade
- Telecom
- Transportation
- Wholesale Trade

BTI Law Firms Best at Cybersecurity 2017 is based solely on in-depth telephone interviews with leading legal decision makers. This comprehensive analysis trends data from more than 4,800 corporate counsel client interviews conducted over the span of 17 years.

This research is independent and unbiased—no law firm or organization other than BTI sponsors this study.

Each year, BTI reaches out to a sample of legal decision makers at large organizations with \$1 billion or more in revenue.

Participants are granted confidentiality at the individual and organizational level.

About The BTI Consulting Group

HOW WE CAN HELP YOUR FIRM

Who We Are

Driving Superior Client Relationships. Fueling Superior Growth and Profits.

BTI conducts more independent and custom-commissioned research on how clients acquire, manage, and evaluate their professional services providers than virtually anyone.

We benchmark how Fortune 1000 companies buy, how professional services firms sell, and how to manage service provider performance. Through more than 14,000 independent interviews with C-level executives and systematic analysis, BTI has helped professionals boost client service for over 25 years.

We examine the market from the client's perspective. Our proprietary methods include open-ended interviews with high-level executives and decision makers, carried out by highly trained senior interviewers. These are not to be confused with check-off-the-box surveys. Our reports and findings are based on what your clients and users say: We don't put words in their mouths and we don't look to third parties to report what your clients are saying.

BTI is the leading provider of strategic, client-based research to the legal community. BTI has helped more than 200 law firms and professional services firms improve client service through compelling research and advice. We conduct the only continuous benchmarking market study in the legal services industry, now in its 17th year.

Clients use BTI's insightful, custom client feedback surveys to drive change, create urgency, and substantially boost performance.

For details on how to
FUEL PROFITS through
Clientelligence®
[see page 12](#)

For details on how to
DRIVE GROWTH with
Client Feedback
[see page 11](#)

Drive Profits and Growth—Conduct Your Client Feedback with BTI

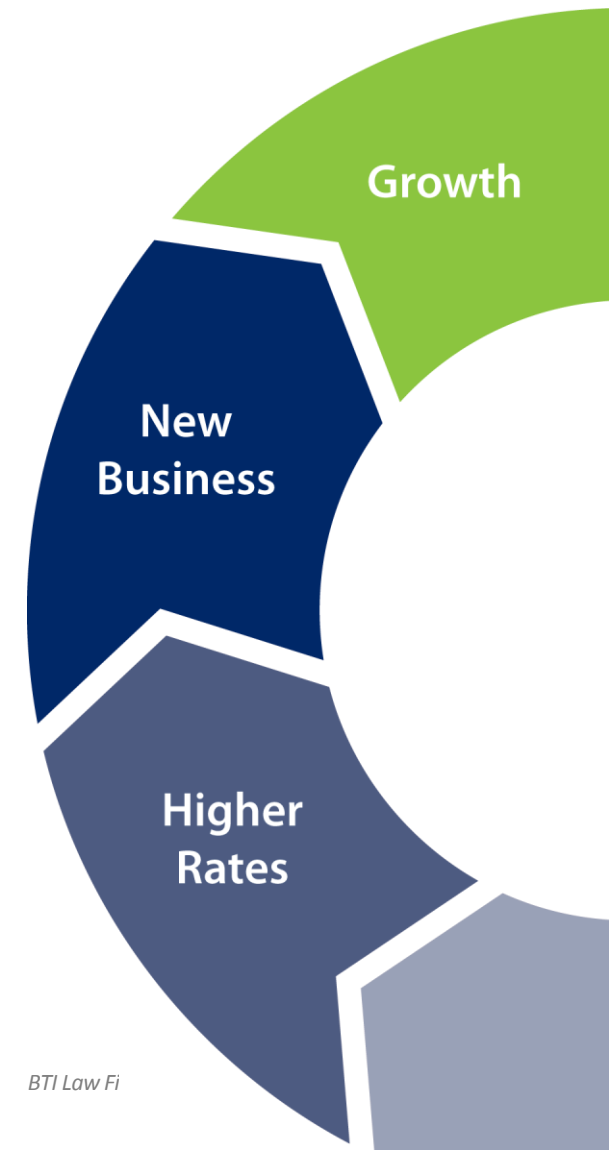
Only BTI can help you immediately drive growth, profits, and increase retention through high-impact client feedback.

BTI research shows strategic use of in-depth client feedback translates into:

- 33% higher profits
- 19.5% rate premiums across all staffing levels
- 2x the fees from a single client
- 33% higher client retention

BTI works directly with you to design a custom client feedback program to drive new business.

Please contact Michael B. Rynowecer at +1 617 439 0333 or mrynowecer@bticonsulting.com to learn more about BTI's custom research & services.



Clientelligence

IMMEDIATELY FUEL GROWTH AND PROFITS

Pinpoint your strengths—and weaknesses— in the activities proven to drive growth

BTI's more than 25 years of research pinpoint the 17 activities responsible for driving the absolute best client relationships. In essence, they are how clients define client service excellence and what clients expect out of the firms with whom they have the best relationships. The best-in-class performances in these activities are proven to drive superior financial performance.

There's only 1 way to determine if you are hitting the best-in-class threshold: Ask.

Client feedback allows you to unequivocally pinpoint where you are excelling and where you need systematic improvements in your relationships.

The best feedback initiatives not only assess how you and your firm perform, but also look at the performance of the competitors also serving your clients. At the end of the day, what does it matter if a client thinks you are doing great, if a competitor is doing better?

**LEARN MORE ABOUT THE 17 ACTIVITIES AND
BTI'S NEWEST BOOK: *CLIENTEILLIGENCE:
HOW SUPERIOR CLIENT RELATIONSHIPS
FUEL GROWTH AND PROFITS*
www.bticonsulting.com/17**

THE 17 ACTIVITIES DRIVING GROWTH

Quadrant I: Relationship Bliss

1. Commitment to help
2. Client focus
3. Understanding the client's business
4. Providing value for the dollar

Quadrant II: Price of Admission

5. Legal skills
6. Quality
7. Meeting core scope
8. Keeping clients informed
9. Dealing with unexpected changes
10. Handling problems

Quadrant III: Relationship Builders

11. Breadth of services
12. Helping advise on business issues
13. Regional reputation
14. Unprompted communication
15. Bringing together resources

Quadrant IV: Business Magnets

16. Anticipating the client's needs
17. Innovative approach

Additional Services to Help Our Clients

BTI PROVIDES A BROAD RANGE OF SERVICES FOR OUR CLIENTS, INCLUDING:

BUSINESS DEVELOPMENT

BTI looks at PERFORMANCE in new ways—driving adoption of new tactics and better results.

- Strategic Business Planning
- Client-focused Business Practices
- Custom Training

MARKET ASSESSMENT

Establish a DIFFERENTIATED position—with less risk, lower costs, and a greater chance of success.

- Brand Health & Market Awareness Studies
- New Market Entry Assessments

STRATEGIC PLANNING

Assess your options to find the GROWTH best suited to your firm: from least risk to highest return and anything in between.

- Financial and Market Performance
- Competitive Analysis

CLIENT INSIGHT BRIEFINGS

Tailored to your firm and chock full of CLIENT-BASED insights, perspectives and facts, BTI briefings draw from our research and experience to help you boost client satisfaction, increase client retention, and improve your performance.

We can design our briefing to include specific feedback on your firm. Offered both in person and via the web.

USE BTI'S SERVICES AND RESEARCH TO:

Drive new business immediately

Keep competitors out of your client base

Find your strengths...and weaknesses

Learn what clients really want from you

Please contact Michael B. Rynowecer at
+1 617 439 0333 or mrynowecer@bticonsulting.com
to learn more about BTI's custom research & services.

BTI Research and Publications

ADDITIONAL INSIGHTS

The data and insight found in BTI's reports are used to train attorneys, guide business development, inform strategy, and calibrate market trends against firm tactics. In short, you get many of the benefits of a custom study commissioned for your firm, at a fraction of the cost. These insights are proven to drive growth and client retention and protect fees.

All of our reports come with a 100% satisfaction guarantee and complete telephone support to help you maximize the value from our publications.

You can order these and other compelling BTI research or publications at www.bticonsulting.com.

BTI LITIGATION OUTLOOK 2017



Your guide to understanding how clients' expectations are changing to help you grow and capture new market opportunities, take smart risks, and spur innovation. BTI Litigation Outlook 2017 helps you create and provide solutions before clients realize they need them.

BTI CLIENT SERVICE A-TEAM 2017

17 activities drive superior client relationships. 4 matter most. Discover how clients rate more than 300 law firms—by name—in these key activities, including Client Focus, Commitment to Help, Legal Skills, and Provides Value for the Dollar.



BTI BRAND ELITE 2017



Based on why clients hire and recommend law firms—not the services, size, or location of a law firm—BTI's research reveals how law firms of any size reap substantial new business by improving brand perceptions in the market.

BTI CLIENT SERVICE ALL-STARS 2017

319 attorneys step up to meet—and exceed—clients' expectations and earn recognition, by name, from corporate counsel for delivering the absolute best client service.



Terms of Use

This copy of *BTI Law Firms Best at Cybersecurity 2017* is licensed to you for private, noncommercial use for internal, company purposes. No portion of this information may be copied or transmitted in any form, shape or manner without the prior written consent of The BTI Consulting Group, Inc., of Wellesley, MA. Any violation of this license may be punishable by applicable federal statutes and subject the user to additional and compensatory licensing fees. Copyright ©The BTI Consulting Group, Inc., 2017.

Address any questions to:
The BTI Consulting Group, Inc.
396 Washington Street, Suite 314
Wellesley, MA 02481
+1 617 439 0333

Contact BTI

Questions? Research inquiries? Interested in becoming a BTI Client?

For more information on BTI's research, seminars, training, or workshops, please call:

+1.617.439.0333

Email Michael B. Rynowecer, BTI President, directly at:

mrynowecer@bticonsulting.com

Email Jennifer Dezso, BTI Principal, directly at:

jdezso@bticonsulting.com

Reach BTI on the web at:

www.bticonsulting.com

Read *The Mad Clientist*—BTI's blog at:

www.bticonsulting.com/themadclientist



The BTI Consulting Group, Inc.
396 Washington Street, Suite 314
Wellesley, MA 02481-6209

Tel: +1 617 439 0333
Fax: +1 617 439 9174

www.bticonsulting.com