

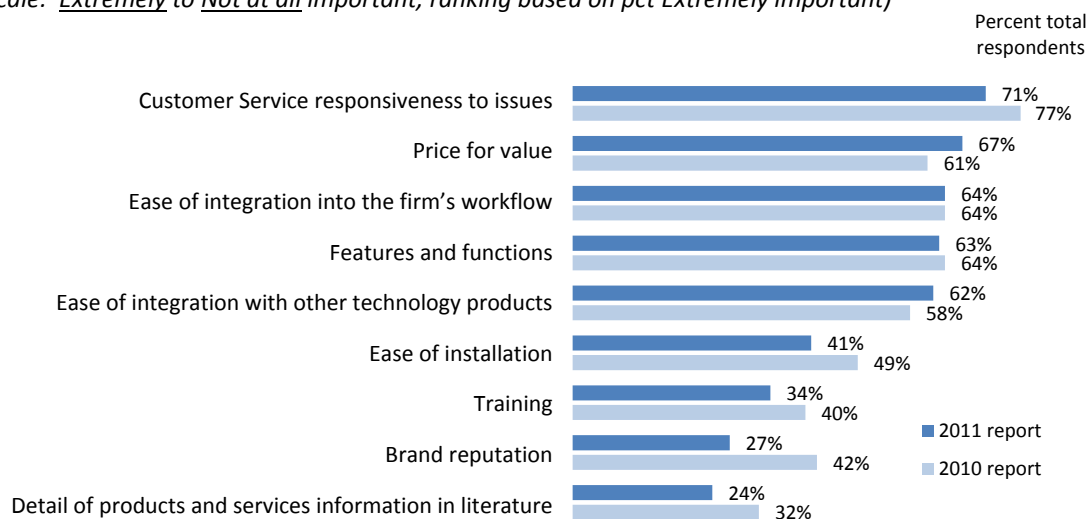
Executive Summary

The most important factors in the tech evaluation process have not changed from year to year.

- Independent of category of technology or any one vendor, respondents continue to find the most important factor in the technology evaluation process to be the responsiveness of customer service.
- Ease of integration into the firm's workflow, price-for-value, and features and functions of the technology continue to be the three next most important factors, as they were in 2010.
- Brand reputation and the level of detail of vendor literature are lowest on the importance scale relative to the other listed factors.

Fig. 1 — Rank importance of attributes

(Scale: Extremely to Not at all important; ranking based on pct Extremely important)



- There is no significant difference between law firms and law departments when ranking attributes by importance, except for features and functions, which law departments tend to rank a little higher in importance than law firms.
- There are differences in importance ranking when we look at the different law firm sizes. Although firms of all sizes find customer service and price-for-value to be two of the three most important factors, large firms rank **ease of integration with a firm's technology** higher in importance (number 2, bold in the chart on the next page) than small or midsize firms (number 4).

(see following page)