



Fisher Phillips' Chief Knowledge & Innovation Officer Discusses Customized Data Analytics

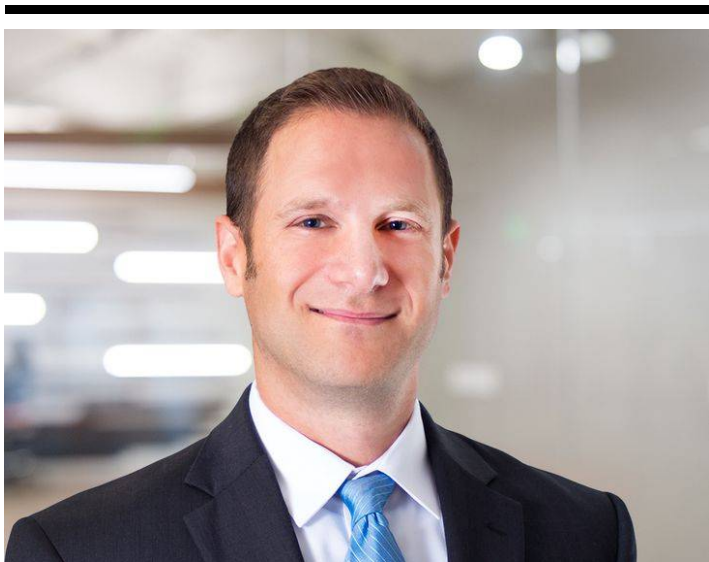
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In an interview with Law360, **Evan Shenkman** discusses how the firm leverages existing data analytics tool to better predict outcomes of legal motions and to gain insights on parties involved in a legal matter, therefore ensuring good outcomes for clients. "Anytime we show clients or prospects that we're willing to use technology to come up with better decisions, we're willing to innovate, we're using whatever we can to help advance the ball for our clients, that's a good thing for us," Evan says. Evan discusses how the firm built its own in-house tool that combines external data with the firm's internal data, such as financial information, to provide more accurate predictions about what could happen in a case. He adds: "We're able to really make a much better assessment now using internal [and] external data on a tool we built."

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