

Revenue-Related Research Connect with Clients and Counsel

External Research

An external industry research study is designed to raise nationwide awareness of your brand and portfolio. It permits the company underwriting the research to extend its reach beyond existing clients and prospects into the broader community to provide benchmarking data that will help counsel make better decisions.

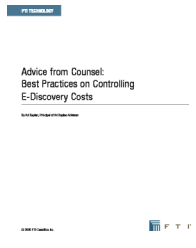


Ari Kaplan Advisors personally interacts with each research participant and engages individuals in conversation, rather than a coordinated campaign to simply collect data. Principal researcher, Ari Kaplan, has conducted hundreds of interviews with many of the most prominent members of the professional community. Upon publication

of the research, Kaplan will host a webinar unveiling the findings and provide a media briefing.

Contact Ari Kaplan Advisors for a customized quote. Recent studies available upon request include:

- **Fios, Inc.** - A Conversation with Corporate Counsel: E-Discovery Trends and Perspectives
- **FTI Technology** - Advice from Counsel: Best Practices on Controlling E-Discovery Costs



Internal Research

In the current market, listening to present and former clients is a key component of future success. Firms and companies that survey their clients to evaluate their performance, determine their needs for additional services, and gain greater insight to build their relationship will be rewarded with increased access to information and a powerful advantage for future opportunities.

Ari Kaplan Advisors works with firms and companies to identify key interview subjects and strategic queries to provide a detailed report that enables institutions to spotlight areas of strength, highlight the breadth of their offerings, and develop metrics for client satisfaction. The depth of the research is often related to the revenue realized.

Impact:

"Ari is a gifted writer, shrewd business man and marketeer and a pleasure to work with. He is a true professional and I would recommend him or anything he is connected with. His instincts are great!"

Diane Barrasso, Deloitte Financial Advisory Services LLP

"We were extremely pleased to be working with Ari Kaplan."

Jeanette Slepian, Fios, Inc.

"My former organization hired Ari in several capacities, both as a freelance writer and as a presenter/facilitator. As a writer Ari did an exceptional job for our company. He was extremely detailed oriented, easy to work with, attentive to deadlines, and the work product was beyond our already high standards. Without question I would recommend Ari to any organization."

Marco Nasca, Iris Data Services

About Ari Kaplan



Ari Kaplan is the author of the Amazon.com bestseller *The Opportunity Maker: Strategies for Inspiring Your Legal Career Through Creative Networking and Business Development* (Thomson-West, 2008), which the New York Law Journal called "a must-have treasure box of marketing ideas." He practiced law with large firms in New York

City for nearly 9 years and has been recognized in The Wall Street Journal's Law Blog, the Houston Chronicle, the Miami

Herald, the New York Post and other publications.

He serves on the Editorial Advisory Board for Law Technology News and is on the Board of Editors for the Legal Tech newsletter. A nationally-recognized legal consultant, he is the 2010 keynote speaker at the ABA Techshow. As the principal of Ari Kaplan Advisors, he provides career guidance, ghostwriting and business development training. He received Apex Awards in 2007 and 2008 for feature writing and was named a "Law Star" by LawCrossing.