



# 5 Reasons to Support the SALI Matter Standard

By Adam Stock

**M**any legal technologies enable communication about law firm metrics and value. However, when such systems do not speak the same language, this defeats the purpose of such technology. When clients use different terminology to describe the services they want, things are further complicated.

For this reason, the SALI Alliance, of which LMA is a founding member, created a common set of codes to use across technologies called the Legal Matter Specification Standard (LMSS). The LMSS enables law firms and clients to better understand business processes and have a more informed, consistent dialogue with each other about delivery and pricing of legal services.

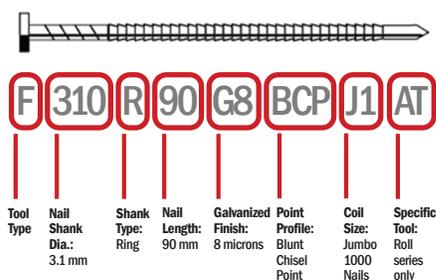
**Here are five reasons legal marketers should support the SALI Matter Standard:**

## 1. Get Relevant Matter, Pricing and Experience Information From Your IT Systems

The SALI LMSS defines a common set of relevant information about a matter that a buyer and seller of legal services wants to know — the type of matter, the jurisdiction, who represented the parties, the dates of the matter, etc. When you use an experience database or IT system that supports the standard, you can pull up matters that match important criteria.

## 2. Provide a Common Language to Describe the Services That Our Clients Want to Purchase

Clients want a common language around the work they put out for bid, to get responses from firms they can actually compare. In the same way a stock keeping unit (SKU) identifies a product across systems, SALI LMSS codes provide a defined way for clients to identify services to purchase. (See graphic below.)



## 3. It Is a Free, Open Standard

Anyone or any technology provider can use the standard, free of charge. This allows the industry to apply the standard in any way and fosters innovation and creativity to solve problems between clients and law firms.

## 4. It Is Not Controlled By Any Party With a Commercial Interest

The SALI Alliance is an independent non-profit organization of law firms, large companies, technology providers, associations and academics. It provides a voice for all stakeholders in the legal industry, and is not limited by the goals of a single interest.

## 5. You Have a Voice in How It Is Developed

The SALI LMSS 1.0 includes the publication of area of law, court codes, industry codes, legal role codes and process codes. A preview of the LMSS 1.0 is available to view and download here: <http://bit.ly/SALIV1>. Other codes will be released later in the year.

## Do Your Part to Support the SALI Matter Standard

If our marketing, business development, pricing, knowledge management and project management systems all support the SALI Matter Standard, we can reap its benefits. Here is how you can help:

- 1) Ask your technology providers to support the standard in their products.
- 2) Support the SALI Alliance by becoming a member. Membership supports funding to develop the standard and gives you a more direct way to participate in the creation of the standards.

Learn more at [www.sali.org](http://www.sali.org).

