

Building a Stronger Foundation: How Jackson Lewis Centralized Industry Intelligence and Transformed Client Insights

JacksonLewis

Jackson Lewis, a leading labor and employment law firm, saw a growing need to deepen its understanding of clients through consistent, centralized industry intelligence. Siloed data and inconsistent classifications were hindering growth, limiting cross-selling, and making it difficult to align with strategic priorities.

The Challenge

Despite having robust data across systems, Jackson Lewis faced a core problem: they could not optimally showcase their industry knowledge or target key sectors. The lack of accessible, centralized information about client demographics, corporate hierarchies, and industry classification hindered business development.

As the firm's focus on industry-based strategies intensified, the urgency to resolve these challenges grew.

The Solution

Jackson Lewis deployed Litera's Foundation as its enterprise experience and client intelligence platform, pairing it with a custom integration of S&P Global data to bring in industry and corporate demographic external insight.

Their core team, which included a business lead, Foundation administrator, project manager, and data analyst, built the integration from the ground up—normalizing data, setting workflows, and coordinating buy-in despite tight resources.

"Yes, Foundation is an experience management system, but it's much more than that when you consider the questions that arise each day that require accessible and easily retrievable answers."

Trina diNapoli

Business Lead and Director of Marketing & Business Development Operations and Systems, Jackson Lewis



LITERA

Foundation

CASE STUDY

The Results

The project has transformed how Jackson Lewis understands and uses client data.

- 80% of clients are now industry-coded, with full coverage in sight, giving the firm unprecedented visibility into client trends
- The S&P integration didn't just enhance Foundation it strengthened (and is strengthening) other firm systems as well bringing Jackson Lewis closer to a single source of truth model
- Foundation is rapidly becoming a core business development tool, enabling insightful targeting and deeper client engagement

"It was not only facilitating answers to questions on clients, matters and the firm's experience," diNapoli shared, "it was also to better understand our clients, where they are, and how we could build a strategy around what we know."

By integrating Foundation and S&P Global data, Jackson Lewis enhanced its insight into firm experience enabling attorneys and business services teams to think more strategically and compete more effectively.

Want to see how your firm can do the same? Learn more [here](#).



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