

Get Into the Secret Directory that GCs Use to Find Law Firms

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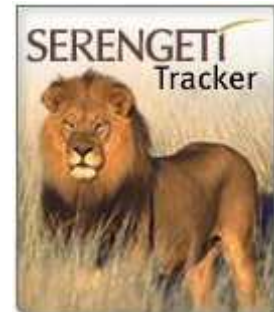


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We all know about Chambers, Best Lawyers, Leading Lawyers and other directories sold by commercial publishers. But there's a **near-secret online directory that corporations and in-house counsel actually use** to find a law firm, and chances are you've never heard of it.

It's the "**Find a Law Firm**" feature of [Serengeti Tracker](#), a project management and billing software program used by 100,000 individuals at 300 corporations in 180 countries. So far about 20,000 law firms -- including all of the AmLaw 100 and 200 -- are in the client-created database. But if none of your clients are using Serengeti, then you're not in the system and cannot be found by the vast majority of corporations.

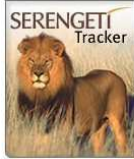
For example, a quick search (with no filters) for law firms in Chicago turned up 550 results. **Corporate counsel can look up a law firm by name, expertise, location and practice area.** The feature is built into the system, which is primarily designed for e-billing, tracking expenses, creating reports, storing documents and measuring the progress of an assignment against budget.



Serengeti also has a separate evaluation form to grade a law firm's performance on a particular matter. It was considered so good that the Association of Corporate Counsel based their members only [ACC Value Index](#) on it.

So how do you get into the "Find a Lawyer" listing? **Be the first law firm to advise your clients to use the Serengeti system, which will put you into the database.** Right now, most corporations are using home-made excel spreadsheets to manage outside legal expenses, and you'll be doing your clients a big favor by advising them to use Serengeti.

(See graphic on next page)



Home Matters Financial Documents Reports Users/Firms Logout Help

Home > Users/Firms > Find Firm [System Setup]

Users Firms Company Offices My Profile Bulk Update

Find Firm 1 to 500 (550 items)

STEP 1: Determine if the law firm/vendor exists on the Tracker Worldwide Directory of Firms.

- If you know the name of the vendor, type in the first name only of the firm in the "Name" field.
- If you are looking for a vendor with certain credentials (e.g. expertise or location), click the [advanced search] link and then fill out the "Practice Area," "Country," and/or "State" fields.
- After completing your search, if the vendor appears in the Tracker Worldwide Directory of Firms, click the "Add" link. If you do not find a vendor from the search results, click the "Continue Adding Firm" action on the left.

[Click here](#) for more information.

Quick Search: GO

Name: Rob Casemanager
System Role: Co. Sys Admin

What You Can Do
Continue Adding Firm

Firm Search Criteria

Firm Search Results

- Firm is part of the Tracker Worldwide Directory - NOT connected to Acme, Inc.)

Status	Full Name	Office Name	State/Province	Country
add	6500 INDUSTRIAL HWY PRP GROUP FUND	CHICAGO	Illinois	United States
add	Aegis Advantage	Chicago	Illinois	United States
add	Allianz Global Risk US	Chicago	Illinois	United States
add	Allied Security	Lincolnshire	Illinois	United States
add	Althelmer & Gray	Chicago	Illinois	United States
add	AMERICAN BAR ASSOCIATION	CAROL STREAM	Illinois	United States
add	Anchuetz, Rose Ann Ph.D.	Chicago	Illinois	United States
add	Anderson & Thomas	Chicago	Illinois	United States
add	Arnstein & Lehr	Chicago	Illinois	United States
add	Aronberg Goldaehn Davis & Garmisa	Chicago	Illinois	United States
add	Askounis & Borst, P.C.	Chicago	Illinois	United States
add	Asperger Associates LLC	Chicago	Illinois	United States
add	Baker & Daniels	Chicago	Illinois	United States
add	Baker & McKenzie LLP	Chicago Global Services	Illinois	United States United States
add	Baker Robbins & Company	Chicago	Illinois	United States
add	Banner & Witcoff, LTD	Chicago	Illinois	United States
add	Barack Ferrazzano Kirschbaum Perlman & Nagelberg LLP	Chicago	Illinois	United States
add	Barlit Beck Herman Palenchar & Scott	Chicago	Illinois	United States
add	Barnes & Thornburg	Chicago	Illinois	United States
add	Barnes Richardson & Colburn	Chicago	Illinois	United States
add	Barrick, Switzer, Long, Balslev & Van Evera, LLP	Rockford	Illinois	United States
add	Barni Hoque Associates	Belleville	Illinois	United States
add	Bartell & Banichman, LLP	Champaign	Illinois	United States
add	Bates & Carey	Chicago	Illinois	United States
add	Battrell Photography	Chicago	Illinois	United States
add	Baugh, Carlson & Ryan, LLC	Chicago	Illinois	United States
add	Belorade and O'Donnell, P.C.	Chicago	Illinois	United States
add	Bell, Boyd & Lloyd LLC	Chicago	Illinois	United States
add		Chicago, IL	Illinois	United States

Internet 100%