



Laurel to drive +\$15.7M in annual profit for AmLaw firm

A Philadelphia law firm adopted Laurel's AI Time platform, initially rolling out to 70 timekeepers. The Firm observed an 8.2% increase in utilization attributable to Laurel, as well as an 11% increase in billing velocity.

Laurel & AmLaw ROI Results

The Firm saw a utilization increase of +27 chargeable minutes/timekeeper/day, driving an additional \$612k in realized profit.

The Firm will roll out Laurel to 450 timekeepers in 2025, driving \$15M in additional profit.

+0.45

billable hours (+27 mins) recovered
per timekeeper per day

\$34,992

billable fees recovered
per Laurel timekeeper annually

\$612,360

additional annual profit
from current cohort of 70 Laurel timekeepers

\$15,746,400

projected annual profit growth for AmLaw Firm
when rolled out to all 450 timekeepers



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A Note on Laurel's ROI Methodology

Laurel measured impact on utilization by comparing the Firm's initial Laurel adopters—a cohort of 70 users—against a representative control group, randomly selected, balanced by both practice group and rank level. This analysis was run for both monthly adoption group periods and longer-term time frames to fully assess impact.

Laurel's ROI methodology has been independently audited and verified by a Big-4 accounting firm.

About Laurel

Laurel is the AI Time platform that automates timesheets for professional services firms. Laurel grows profit 4-11% for its customers, saves professionals an average of 1 hour a week on timesheet creation, and supplies its customers with work data analytics that provide insight on where organizational time is *actually* being spent.

