



Laurel to drive +\$59M in annual profit for Big Four firm

A Big Four firm's Tax division adopted Laurel's AI Time platform, initially rolling out to 1,000 timekeepers. The Firm independently audited and validated a minimum 7% increase to the firm's chargeable hours attributable to Laurel.

Laurel & Big Four ROI Results

The Firm saw a utilization increase of +2.3 chargeable hours/timekeeper/week, driving an additional \$17M in realized profit.

+2.3

chargeable hours per timekeeper per week attributable to Laurel's AI Time platform

\$17,092,134

total annual profit growth for Big-4 across 1,000 timekeepers

The Firm will roll out Laurel to 3,500 timekeepers in 2025, driving \$59M in additional profit—and could grow Global profit by \$1.4B when rolled out to all 79k tax and legal professionals

\$59,822,469

projected annual profit growth for Big-4 when Laurel rolls out to 3,500 timekeepers

\$1,350,278,586

projected annual revenue profit for Big-4 when rolled out to all 79k timekeepers worldwide



Laurel to drive +\$39M in annual revenue for Big Four firm

A Note on Laurel's ROI Methodology

Laurel measured impact on utilization by comparing the Firm's initial Laurel adopters—a cohort of 1,000 users—against a representative control group, randomly selected, balanced by both sub-service line and rank level. This analysis was run for both monthly adoption group periods and longer-term time frames to fully assess impact.

The Firm independently audited and verified Laurel's ROI methodology.

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.

