

# DWF uses FT Integrated Solutions to equip lawyers and improve business relationships

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## Success story

Leading legal business, DWF, is recognised as one of Europe's 50 most innovative law firms by the Financial Times. Its legal services span 6 sectors including Financial Services, Retail, Transport, Technology, Energy & Industrials and Central & Local Government.

As a dynamic practice with over 2,300 employees, DWF needed a smarter way to bring relevant & timely content to its intranet by matching the lawyers' professional interests. Current awareness services were being developed to integrate across a number of internal and external platforms, including a new intranet and the business was of the view that the FT Headline API, an FT Integrated Solution, could be a key part of that activity.

By integrating a bespoke FT API into their intranet, the widget automatically updates with the latest content through matching the search criteria defined by one of the firm's knowledge specialists. With a smart tagging mechanism, lawyers are equipped with a customised feed of pre-curated content. It also drills into content areas that are sector or client specific, enhancing relevance and ensuring everyone is up to date in the firm's key areas.

## Goals of the API

- Integrate concise news from an established, credible business news source that matched lawyers' interests and professional areas of concern
- Optimise the use of the firm's intranet platform and encourage further engagement
- Enabling the firm's knowledge specialists to provide and disseminate useful, relevant information

## Results

- Simplified process of selecting relevant, credible articles across 6 business sectors
- Reduced technical development and thus enabling the Knowledge Services team to integrate and provide targeted information without the need for additional coding
- Equipped lawyers with instant, relevant news related to their legal specialism and client areas of interest
- Strengthen relationships with stakeholders, clients and prospects by demonstrating knowledge, understanding and commerciality