



PRESS RELEASE

Simplex Legal launches *Legal Storm*, a crowdstorming campaign to give legal consumers a voice.

Asks all business that consume legal services to participate

Calgary, November 8, 2017, Simplex Legal LLP (DzSimplexdz), the Canadian in-house counsel boutique, is launching Legal Storm, a crowdstorming campaign aimed at giving buyers of legal services a voice on their experience as users of those services and how they could be improved.

"As in-house counsel, we work closely with all functions of our client companies and have heard loud and clear how frustrated they are with the legal industry," says Martine Boucher, Founder and Managing Partner.

Legal Storm is their answer to that frustration. It is a method to engage with any client of the legal industry, to capture clearly where legal providers fail (and delight) their Canadian clients. Simplex will use that data in two ways: to iterate their current offering to better align with what their crowd wishes and to push and share with other legal influencers in the hope of invoking change. "Stormers" will be invited to share ideas and brainstorm solutions through monthly surveys, peer forums and virtual roundtables.

"We realize nobody in this industry works in a bubble. We are all impinged by the gaps in the service model as a whole" says Ashley McInnis, VP of Business Development. "We hope other legal providers will join us in this candid look at the wants of our business clients."

To join the conversation, visit: www.simplexlegal.ca/legal-storm

Simplex Legal

Simplex is a unique national law firm built to bring in-house counsel to every Canadian business. Their model strips out overhead and delivers the services of an experienced legal team through flexible channels — from a few hours a month to a full-time, on-site lawyer. They have infused in-house values into every corner of Simplex Legal.

Simplex practices in French and English, in Civil and Common Law.

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