

Think Axiom is Expensive? Think Again.

Three independent data sources — third-party independent market research, client surveys, and peer benchmarks — tell the same story: Axiom is highly price competitive.

Fully 80% of clients are satisfied with Axiom's price.

Source: Conjoint Study

Only 6% of engagement losses are due to price.

Source: Axiom internal loss analysis

Axiom is among the top 2 vendors on price/value perception.

Source: Top 5 Global Consultancy Survey 2025

Just \$152/hr average engagement rate.

Source: Axiom won engagement data, 2026, Commercial & Contract Law

GLOBAL ALSP BILL RATES

Apples-to-apples: equivalent talent, practice area, engagement type. Source: Third-Party Independent Market Research (N=69 competitor submissions)

WHERE AXIOM ACTUALLY SITS



Quality Rankings

Source: Top 5 Global Consultancy Survey 2025 (N=298)

AXIOM IS BEST IN CLASS

A top 5 global consultancy asked GCs to rate the same flexible legal talent providers. Axiom ranked **#1 on 8 of 9 dimensions**. No competitor came close.



Chart shows % of GCs rating each provider "best in class" per dimension. Orange ♦ = Axiom score. Shaded band = competitor range. Vertical line = competitor average. Survey conducted blind. Current and past customers with >\$1B annual revenue. Source: Top 5 Global Consultancy Survey 2025 (N=298).

WHY THIS MATTERS

Perception is Not Always Reality

Like any company, Axiom has many competitors. We invented the alternative legal services industry 26 years ago and now serve more than 3,500 legal departments globally, including 75% of the Fortune 100, who place their trust in Axiom, with 95% client satisfaction.

Smaller competitors in the ALSP category who don't have anything close to Axiom's talent quality, depth, and breadth run the same play that competitors in all industries run: they actively cultivate the myth that Axiom is more expensive. It's a framing designed to shift the conversation to price to avoid getting into a fact-based comparison of what you'd be giving up.

Hard data tells the true story. Third-party independent market research across 12 competitors in the US and four international markets (UK, Singapore, Australia, and Hong Kong) places Axiom price-competitively on daily bill rates. Not at the top. Not at a premium. Price-competitive, with quality rankings that no competitor comes close to matching.

The competitors pitching you on price are asking you to make a trade. The data shows you'd be trading down on almost every dimension that GCs say actually matters — expertise, coverage, availability, platform, client service, and reputation. The reality is that you get what you pay for, and no one delivers greater client satisfaction than Axiom.



Ranked First On Quality. Priced Competitively.

When a competitor pitches you on price, ask what they're offering on quality, breadth of coverage, talent pedigree, client service, and platform sophistication — the dimensions GCs actually use to make decisions. On 8 of 9, Axiom ranked first.

Data sources: Third-Party Independent Market Research (US, UK, Singapore, Australia, Hong Kong); Conjoint Study (current clients n=117, lapsed clients n=63); Top 5 Global Consultancy Survey 2025 (N=298, blind); 15,000+ Axiom client feedback surveys. Rate comparisons based on Commercial & Contract Law, 12+ years PQE, full-time and part-time constructs. 12 competitors, 69 competitor submissions across global markets; international rates converted to USD.

Next time you hear it, ask for the data.

