TiPS | Technology in Professional Services

Accelerating digital adoption in law and accounting firms

Technology in Professional Services (TiPS) is a centre of expertise and support for digital adoption in mid-tier and smaller law and accounting firms.

Launched in May 2023, TiPS is a collaboration between Lancaster University, Oxford Brookes University, the University of Salford, and Hyperscale Group Ltd., funded by ESRC and Innovate UK.

Unlike conventional accelerators, which focus on technology start-ups, TiPS is designed for firms adopting technology. Its dual aims are to:

- support professional service firms to accelerate technology adoption, and
- serve as a test-bed for understanding how adoption itself can be accelerated.

How we've helped mid-tier and smaller law and accounting firms since January 2024

Provided over **500 hours** of training, development and advisory support to 60+ professional service firms across the UK from Truro to Edinburgh.

Successfully accelerated technology adoption in **75%** of the firms we have worked with.

Engaged with hundreds more firms and policy makers through **events.**

Unlocked **further investment** and capability-building in most of these firms.

Gathered over **350 hours** of data on firms and the wider sector, to support impact and new insights.

Developed a draft blueprint for **innovation adoption acceleration** that can be used in other sectors.

TiPS Activities

Path A: Foundational Acceleration
Helps smaller firms adopt tools they often already have.

5 cohorts / Total: 50 firms

Path B: Proof-of-Concept Acceleration
Designed for firms with some digital experience.

1 cohort / Total: 8 firms

Path C: Strategic Acceleration
Aimed at larger firms with established digital capacity.

1 cohort / Total: 3 firms

Market-making
Understanding how the market for technology adoption is constructed and how it could work better.

TiPS Advice
Building technology adoption advice for professional service firms:

Online content

Toolkits

Self-help advice

Engagement activities

Key to acceleration components
- Online content
- Technology training/advice
- Residential induction
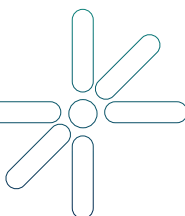- Action learning sets
- Interviews
- Masterclass
- Mentoring
- Graduation event
- Funding
- Roundtables

Impact

Between January 2024 and May 2025, TiPS has directly supported over 60 firms. Impacts include:

- Direct gains: faster processes, improved accuracy, and better client outcomes.

- Long-term benefits: enhanced capacity within firms to pursue innovation independently.

Examples range from small practices using automation tools for the first time, to larger firms embedding new digital workflows and creating internal champions for change.

Research

TiPS also provides a unique research platform. Insights focus on:

- how professional service firms adopt technology, including emerging tools such as generative AI, and

- how acceleration practices, usually applied to start-ups, can be adapted to support technology adopters.

Beyond individual firms, TiPS engages with the wider ecosystem of regulators, professional bodies, and policymakers to better understand systemic barriers to adoption and inform future policy recommendations.

TiPS Insights

Successful adoption is about people and organisations, not just technology.

Adoption is most durable when scoped to a well defined task rather than attempting firm-wide deployments of generic tools.

A complex and opaque market makes comparing tools and judging risks hard. Practical buyer checklists, model clauses and peer demonstrations make choices faster and safer.

> **The journey with TiPS has been fantastic because what started as an idea has suddenly become a fully formed product for us.**

Paul Harker
Anthony Collins Solicitors

> **The TiPS project has been an absolute joy. It's really helped our organisation move from one place to another.**

Peter Masters
PSM/Tolvern

TiPS
Technology
in Professional
Services