WHY DO LAW FIRMS NEED AI SOLUTIONS?

No doubt your firm already subscribes to various legal technology products...so why do you need an AI solution?

There are 3 main reasons why savvy law firms are now adopting AI tools into their technology toolkits:

1: **CLIENTS:** Increasingly clients - reading about or experiencing AI in other fields such as medicine – are beginning to demand it. Many will no longer pay for work that is easily automated.

2. **OUTDATED TOOLS:** Legacy legaltech tools are based on old technology and inefficient sorting and categorization of data, meaning that attorneys waste energy on data retrieval, rather than focusing on more strategic, high-value tasks.

3: **COMPETITIVE ADVANTAGE:** AI enables firms to respond to clients more quickly and effectively, as well as attracting the best legal talent.

WHAT IS AI? AND HOW DOES IT APPLY TO LEGAL TECHNOLOGY?

- AI is a category of technologies in which computers learn and take on complex tasks that previously were possible only through substantial human effort. A new wave of AI solutions are now possible due to tremendous advances in computer processing power.
- Neural networks are the systems that enable machines to learn; deep learning occurs when multiple neural networks are strung together to gain deeper context and arrive at more nuanced answers (essential for legal research).
- Natural language processing is another critical aspect of AI technology for law firms. It allows users to communicate with an AI system as if speaking to another lawyer, and then receive only highly relevant answers.

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WHAT TO WATCH OUT FOR WHEN SELECTING AN AI SOLUTION

- **AI providers that don't actually use AI:** Now that AI is well known and in demand, many traditional legal research tech solutions claim to be AI. Legal technology providers which do not leverage deep learning and neural nets, are not AI systems, and any evaluation of their current and future merits should bear this in mind.
- **Black box training sets.** Many legal firms are rightly concerned about the "black box" of AI, meaning how the neural network is trained, and who is responsible for training it. Look for AI vendors who work with top law firms, and have access to world-class machine learning talent.
- **Non-Specified AI solutions.** Some vendors are leaders in the AI world, and their platforms have potential application across a wide variety of industries. While such companies may have impressive brand recognition, it's important to realize they don't provide any usable ROI out of the box. The costly tasks of training neural networks and ensuring their usefulness will fall to the firm.

WHAT TO LOOK FOR IN AN AI SOLUTION

☐ **True AI capability** – Without the underlying technology that powers true AI, the system won't offer any additional value beyond what your existing legal research tools already provide.

☐ **Plug & play system with intuitive interface** – The onboarding process should be streamlined and deliver value to your users from Day 1. The interface should not be a barrier to usage.

☐ **Willingness to collaborate with you on an ongoing basis** – You will want your AI solution to grow with your firm, adding new subject areas, and entire new AIs as the solution continues to grow alongside your firm's usage and goals.

☐ **Used by a broad spectrum of law firms, both large and small** – A tool that is universally applicable across a wide variety of firms is a good indication it will be useful to your attorneys from Day 1, and will also rapidly improve by learning from a large pool of users.

☐ **Vendor offers a robust AI adoption program** – Attorneys can be resistant to change, and success with a new technology depends on how quickly your users adopt it. Find a vendor who will help you overcome this problem.

QUESTIONS TO ASK WHEN EVALUATING AI TOOLS

- How many firms are using the AI tool for legal research today?
- How much time can this tool save users?
- How does the tool help lawyers, librarians and any other interested stakeholders at the firm do their jobs?
- Does the tool have the capacity for context specific querying by users, or does it rely on older keyword based methodologies?

- Does the vendor have a customer success team, and a framework to help promote adoption within your firm? If so, what is this framework and what demonstrable successes has the vendor accomplished with it thus far?
- Does the vendor provide user training (both initial, and ongoing)?
- Is the user interface intuitive? How quickly can a new user be brought up to speed?
- How easy is it to add features and entire new AIs that your firm may need in the future?