

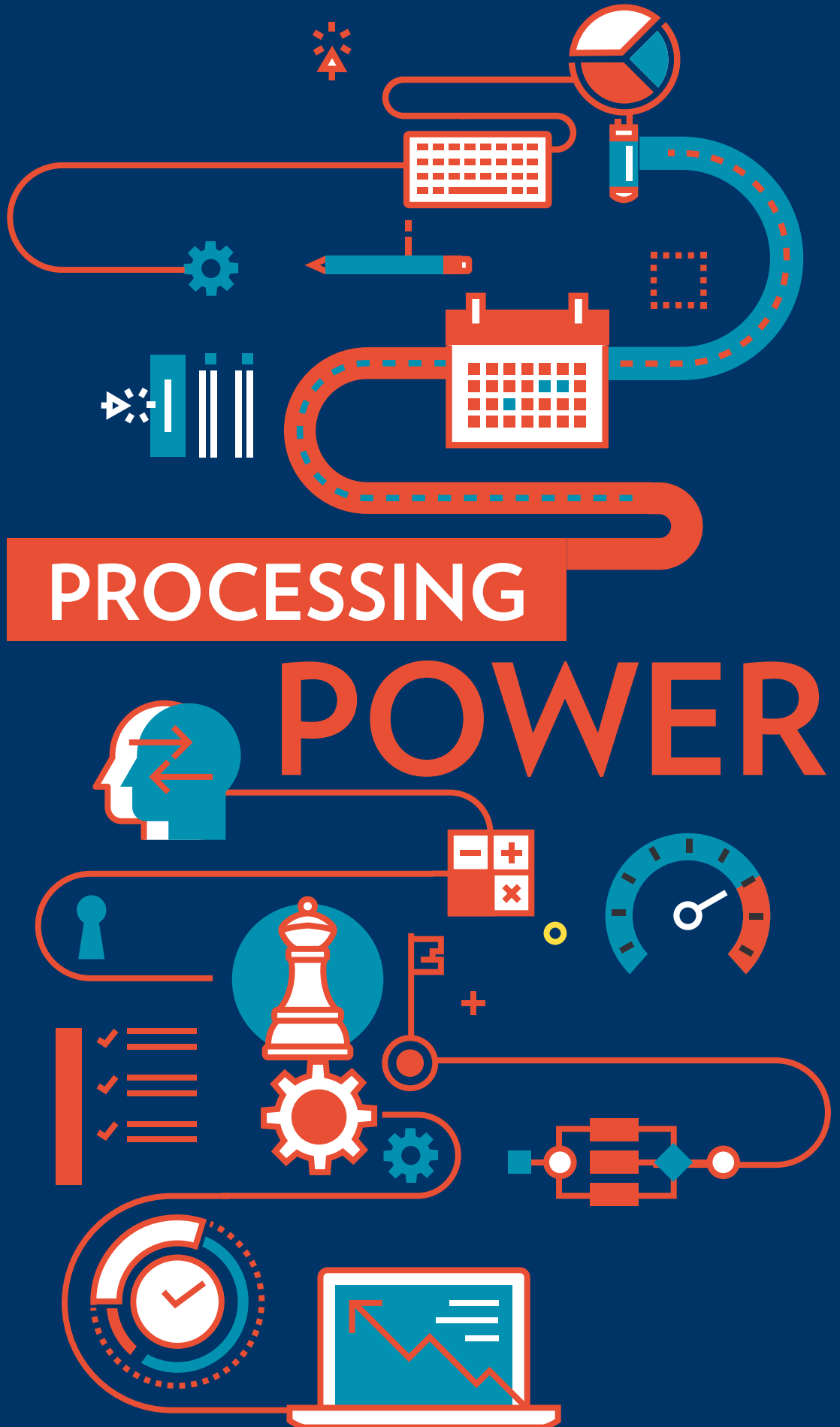
# Briefing

CHECK AND  
AUTOMATE

Where – and why – is  
legal business learning  
to love process  
automation?

## PROCESSING

# POWER

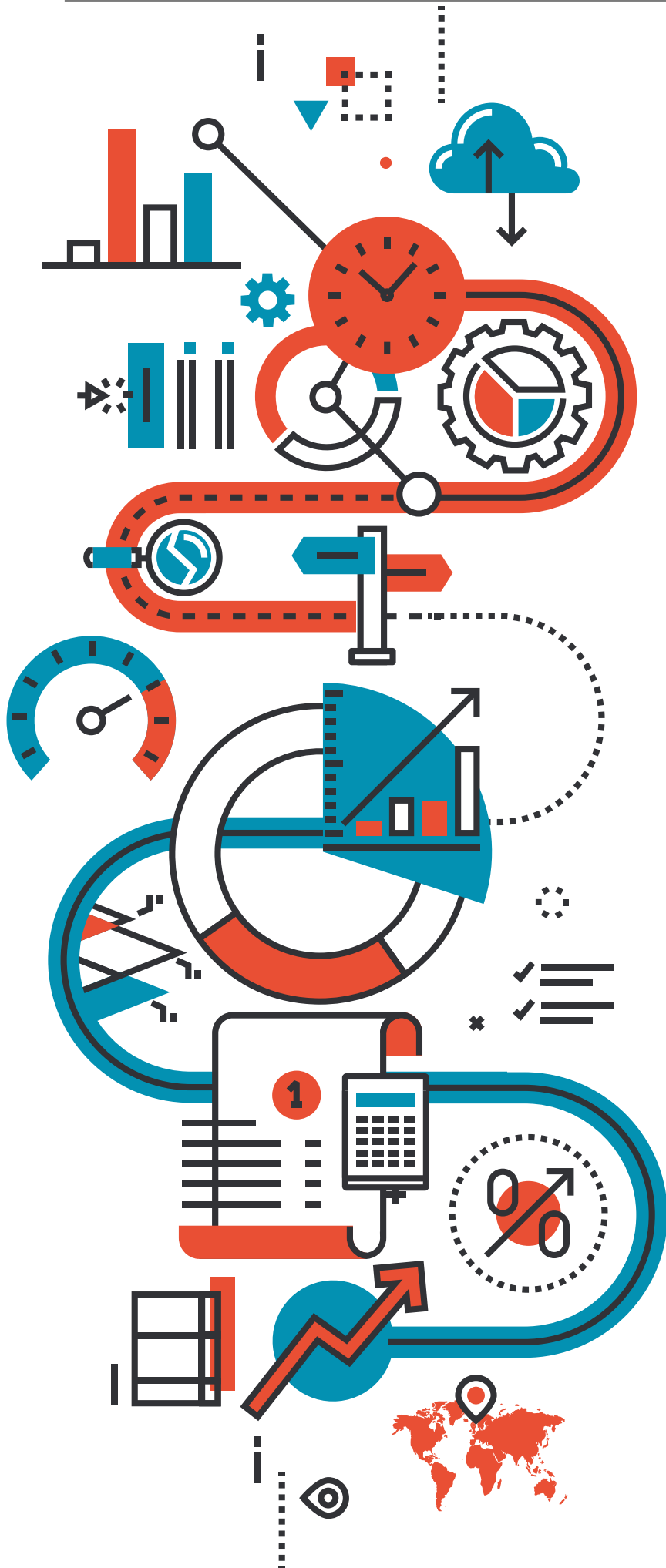


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**INDUSTRY ANALYSIS**

# It's embed time

Peter Wallqvist, vice president of strategy at iManage, says maximise the full value of your data with an embedded AI strategy

**L**awyers have long been known to keep around-the-clock hours, managing tedious tasks such as digging through piles and piles of documents, but as we see the job market tightening this year, it is becoming more important than ever for law firms to reduce the risk of burnout and ensure employees are engaged in stimulating, fulfilling work.

Artificial intelligence (AI) technologies are directly addressing this need by automating some routine cognitive tasks – software-based robots that can classify or extract terms from thousands of documents, freeing up lawyers to work on more fulfilling client work. And rest assured, lawyers' jobs are secure for now. I can promise you that AI will not be cross-examining or arguing cases any time in the near future.

AI is also hand delivering the opportunity to rethink legal service offerings through automation – services that would have been impossible previously due to the disproportionate cost in terms of both time and spend. Automation can dramatically increase efficiency, reduce risk, and deliver valuable insights – benefits that enable legal professionals to deliver better business outcomes for their clients who demand and expect

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fast and accurate legal advice.

This really is a welcome time of growth, opportunity and promise for modern legal professionals. And now is the time to act, as many have embraced AI technology, but they really haven't done much more than use it as a point solution so far. It's not being used to its full potential – as it isn't embedded in the organisation.

Busy lawyers should be taking advantage of full AI functionality, exploiting it to its full potential, gaining more competitive advantages than just cost competitiveness, while they remain focused on high-value, analytical elements for their clients such as interpreting the output and analysing legal documents, identifying information which is privileged or subject to compliance, and automating document classification for easier search and governance.

### Twist of automate

Just one example to share is Keoghs, which went from simple automation to a fully embedded AI solution to streamline business and deliver value to its clients.

The firm recognised the potential of AI to help automate its processes and streamline the 100,000 claims it handles per year. It needed true machine learning to make the end-user experience seamlessly comparable with a human interaction.

Now, when it receives unstructured documents like claim forms or medical reports, it can access key pieces of information, such as claimant name,



**“There are entire segments of claims that can be processed in an automated end-to-end fashion now, with no need for the human touch.”**

### iManage Extract key benefits:

- **Transform project economics.** Save 50% or more in manual labour cost by automating data extraction from large document and data sets.
- **Save time.** Build solutions faster, streamline review processes and complete projects in less time, with out-of-the-box and self-trained extractors and reuse of previous models across multiple projects.
- **Find relevant information faster.** Accurately reveal relevant information from large document sets and improve overall user productivity by filtering search results based on metadata.
- **Improve review accuracy.** Eliminate human errors caused by inconsistent decisions applied by different personnel.
- **Implement large projects without sacrificing security.** Ensure that only relevant team members have access to critical project information with a user-based security mode.

defendant name and date of medical examination, and turn it into structured data that can be pushed into the firm's automated case management system.

There are entire segments of claims that can be processed in an automated end-to-end fashion now, with no need for the human touch – but the human element still remains central to the process as it's human knowledge and experience being leveraged. The legal team ultimately teaches the system 'how to think'. They continuously refine it to make it even smarter. That's a key reason it's embraced and trusted by the legal users.

AI is one of the hottest topics of conversation as I visit clients and colleagues, and with good reason. AI impacts our lives practically every day as we are living in an era where productivity requires information to be readily accessible and available at all times. Law firms around the world can be harnessing the full power of advanced analytics to gain competitive advantages that go much further than immediate cost – improving efficiency, minimising human error and mitigating key risks. ▴