



Morgan Lewis

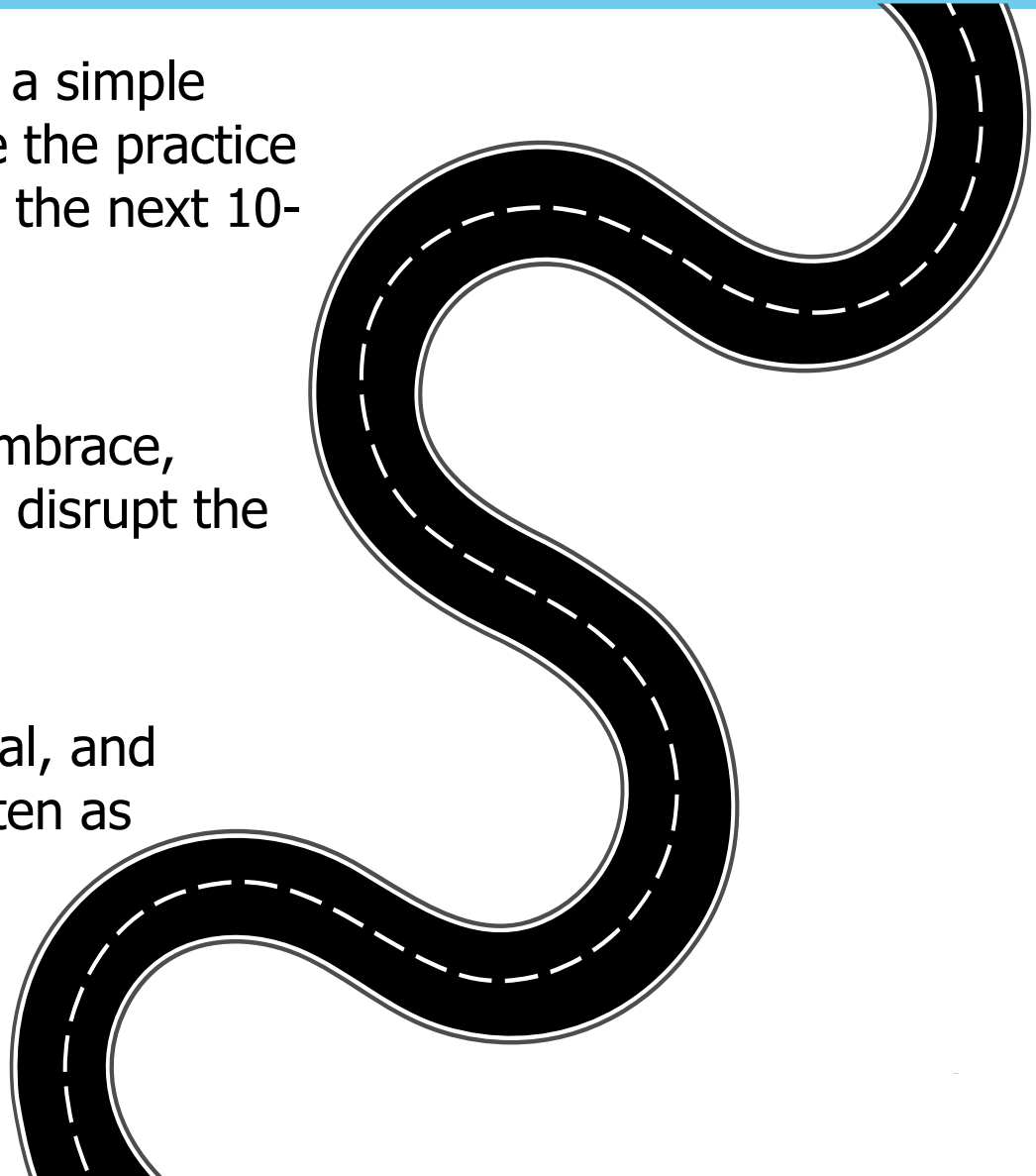
**10TH ANNUAL IBA LAW
FIRM MANAGEMENT
CONFERENCE IN MOSCOW**

**Thoughts on Technology and Innovation:
Impacts for Law Firm Management**

Brian L. Zimble
December 2, 2016

Technology Driving Change in Law Firms

- Media, studies all converge on a simple point: technology will reshape the practice (and the business) of law over the next 10-20 years.
- Critical to understand, if not embrace, technology and its potential to disrupt the legal market.
- Explore legal, regulatory, ethical, and security concerns early and often as this space evolves.



Technology Trends in Law Firms

AUTOMATION

Platforms that automate routine parts of legal work so that lawyers focus on complex, high value client work, e.g., creation of legal forms.

ACCESS TO INFO

Platforms that push relevant legal, client content to user based on context, perceived need, e.g., practice specific portals, checklists, expertise engines.

Morgan Lewis



ANALYTICS

Platforms that digest and display large quantities of “big data” to drive better understanding of cases, deals, legal spend, e.g., client dashboards.

COLLABORATION

Platforms that connect communities of practice to encourage knowledge sharing, embrace mobile workforce, e.g., Skype for Business.

Examples of Technology Challenges for Partners and Legal Managers:

- **Which applications should be available to mobile users – internal, external**
- **Whether and how to use cloud computing and deal with associated security and confidentiality issues**
- **Use of technology in legal process and work product, such as e-Discovery**
- **Use of social media (Twitter, LinkedIn etc.) for marketing and client communications**

Artificial Intelligence (AI) is Here

- AI is the development of computer platforms designed to perform tasks that normally require human intelligence.
 - Think of AI as an overlay to existing technology to make those platforms more relevant, faster, requiring less human intervention.
- AI is slowly starting to solidify its presence across law firms, with growing use cases:



- Automatically extracts key terms for review and analysis of large grouping of contracts during the due diligence process for mergers and acquisitions transactions.



- Extract data from standard real estate documents, cross-check the data internally, check it against external sources, and write the output into a spreadsheet, ready for the next stage of the process.



- Powered by Watson, ask ROSS a research question in natural language, then ROSS reads through the law, gathers evidence, draws inferences and returns an evidence-based answer.

Our Global Reach

Africa
Asia Pacific
Europe
Latin America
Middle East
North America

Our Locations

Almaty	Dallas	Los Angeles	Philadelphia	Shanghai
Astana	Dubai	Miami	Pittsburgh	Singapore
Beijing	Frankfurt	Moscow	Princeton	Tokyo
Boston	Hartford	New York	San Francisco	Washington, DC
Brussels	Houston	Orange County	Santa Monica	Wilmington
Chicago	London	Paris	Silicon Valley	



Morgan Lewis