Harness the Power of Data and AI for Legal Services

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Rediscover
the meaning of technology

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Technology moves extremely fast. Finding the right partner will help you take advantage of it.

Agenda

Intro Microsoft and Plain Concepts

Who we are in a nutshell

Transforming Data Silos with Sidra

Address Legal industry challenges around data management, quality, security, and data governance

Knowledge Mining with AI

Knowledge Mining benefits and examples
Legal Innovation with AI

Next steps

How we can help You!
2nd webinar end of August – invite to follow

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Accelerating digital journey for Legal Services

Azure Data and AI Platform
Microsoft Security

Digital Finance & Operations

Automate case billing and reduce billing errors. Use ML to create accurate bills for customers based on the files analysed.
Automate P&L accounts that can be viewed in nearer real-time and at practice level.

Digitise Sales & Tenders

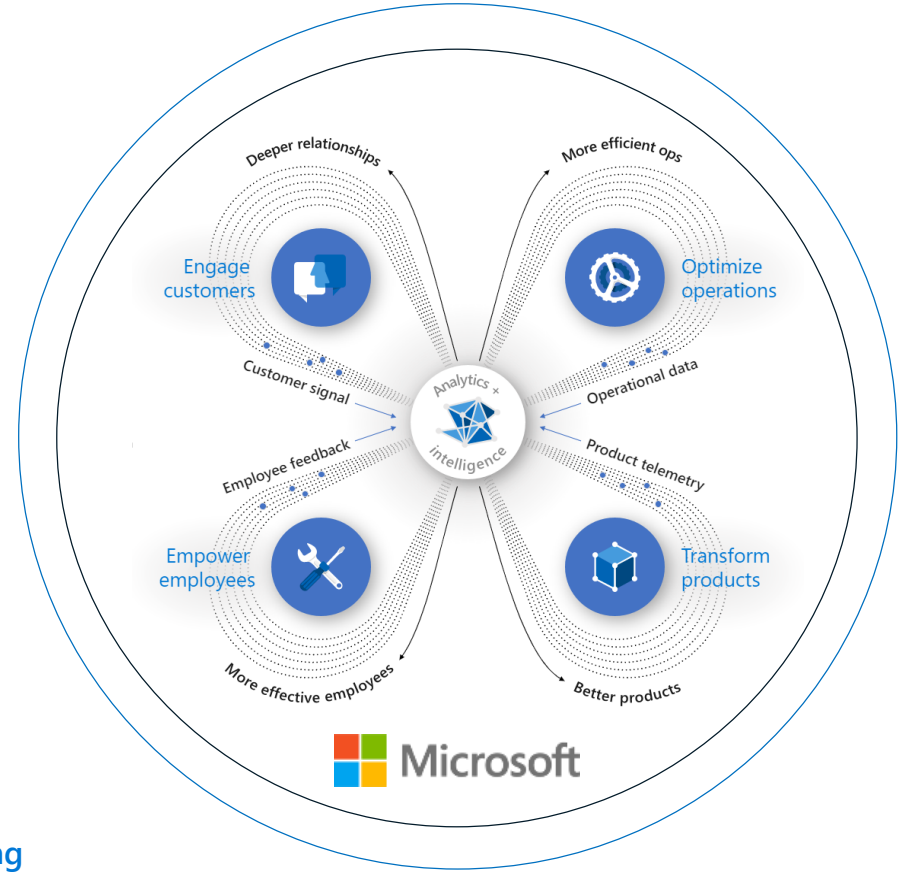
Automate tender process and matter assignment to the fee earner.
ML to enable bid optimization and meet industry demands of fixed fee contracts and maximise profit margins

Digital Fee Earner

Automate manual, paper-based processes and create self-serve culture to maximise case efficiency
Cognitive Services to reduce manual repetitive tasks
Conversational AI for capturing/surfacing matter-related insights

Digital Marketing

ML to identify high value leads (cases or lifetime value).
Models to predict golden window for lead to conversation across engagement touchpoints.
Measure ROI of Marketing efforts.



Digitise/Automate Document Creation

Leveraging **AI/RPA** for automated document/contract creation. Quickly create and work with standardised documents (E.g NDAs) for improved efficiency and customer experience

Transform Data Silos

Leverage Data Platform to merge data sources and improve data quality
Centralised Data Store for improved analysis/insights and enable innovation

Contract Analysis

Leveraging **ML/Search** for analysis of contracts and surface key insights/risks/clauses
Search and redact key information for GDPR purposes

Digital Innovation

Reducing cost and time to market by faster modelling and improved innovation through **Big Data**
Identify new products/services through Data Science to differentiate and disrupt

Litigation Prediction

ML to predict litigation/matter outcomes based on previous matter trends and precedants
Digitise and document assets such as knowledge/precedents from experienced fee earners to enable the ability to quickly surface insights and improve efficiency.

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About us

2006

Award-winning MSFT-only partner founded by 4 MVPs

350+

Employees and growing.
12 MVPs MSFT

14 offices

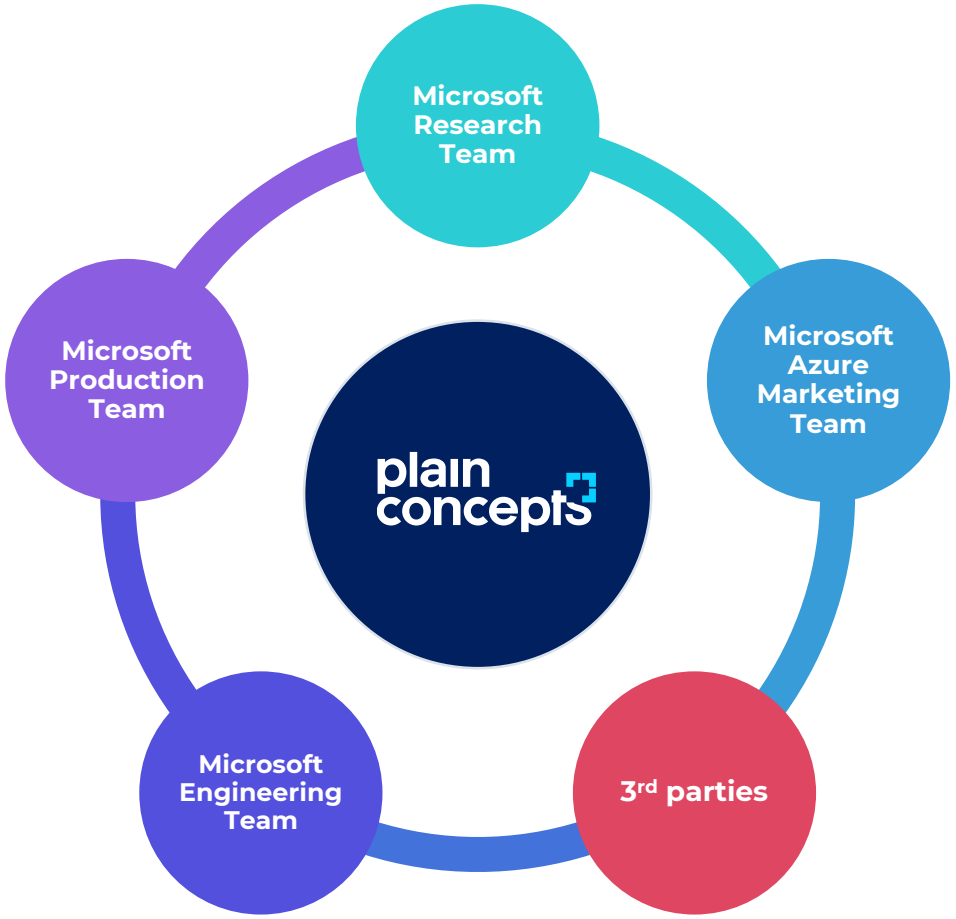
Global presence
Europe, USA, Dubai

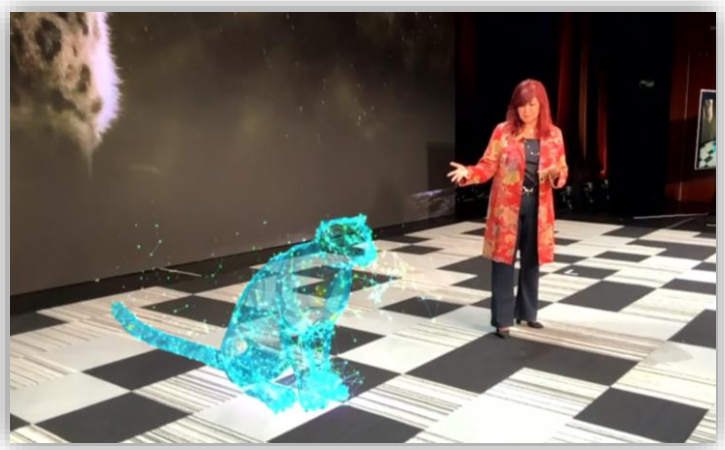
>2000 projects

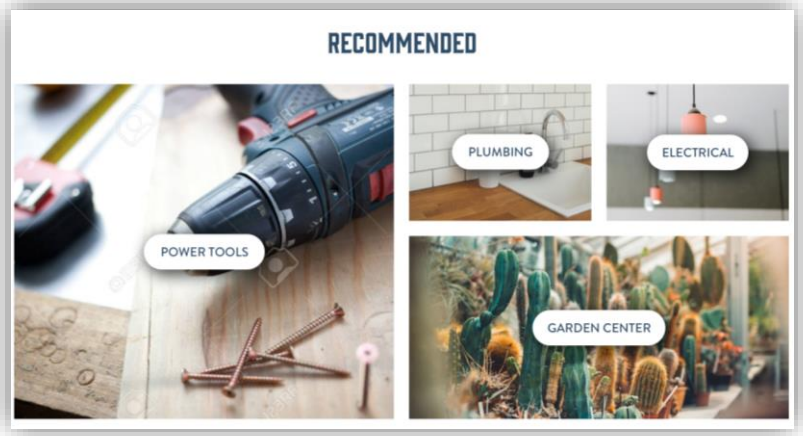
Cross-industry
Latest technologies
Agile methodology

Our Partnership

Global Engagement







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Our customers

Our customers are vast and cover a variety of business such as tourism and hospitality, construction, energy, telecommunications, banking, media, communications, entertainment and creative agencies.

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Our products

sidra Data Platform

Our **Data Lake platform** that helps companies access and **leverage their data quickly and effectively**. Focused on **scalability, ease of maintenance** and simplifying the **development of business use cases.**

MVP up & running in 4 weeks

sidra.dev

Slater Gordon Lawyers

Trasmediterránea

groupm

asisa

QPV QualifyingPhotoVoltaics

EVO BANCA INTELIGENTE

carreras

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Transforming Data Silos

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Legal Innovation through AI...

Real Time Churn Analysis	Knowledge Extraction	Lead Cases Selection
Automatic Case Classifier	Document Classification	Semantic Search
Case Outcome Forecasting	Clause Outlier Detection	Settlement Forecast

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Requires qualified data

Available	Trustworthy	Accurate
Easy to Use	Timely	Authoritative

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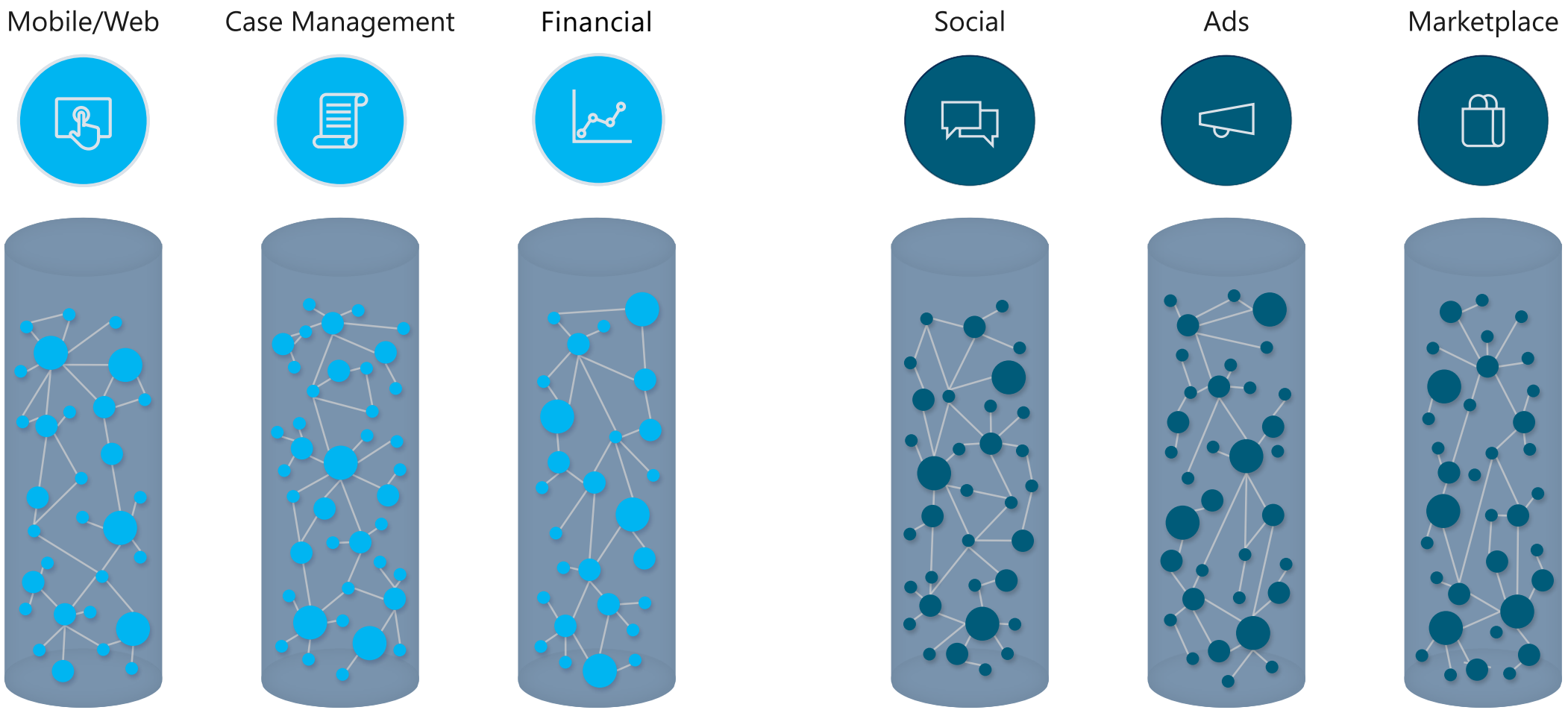
Challenges – Data Storage



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Challenges – Data Storage

Mobile/Web

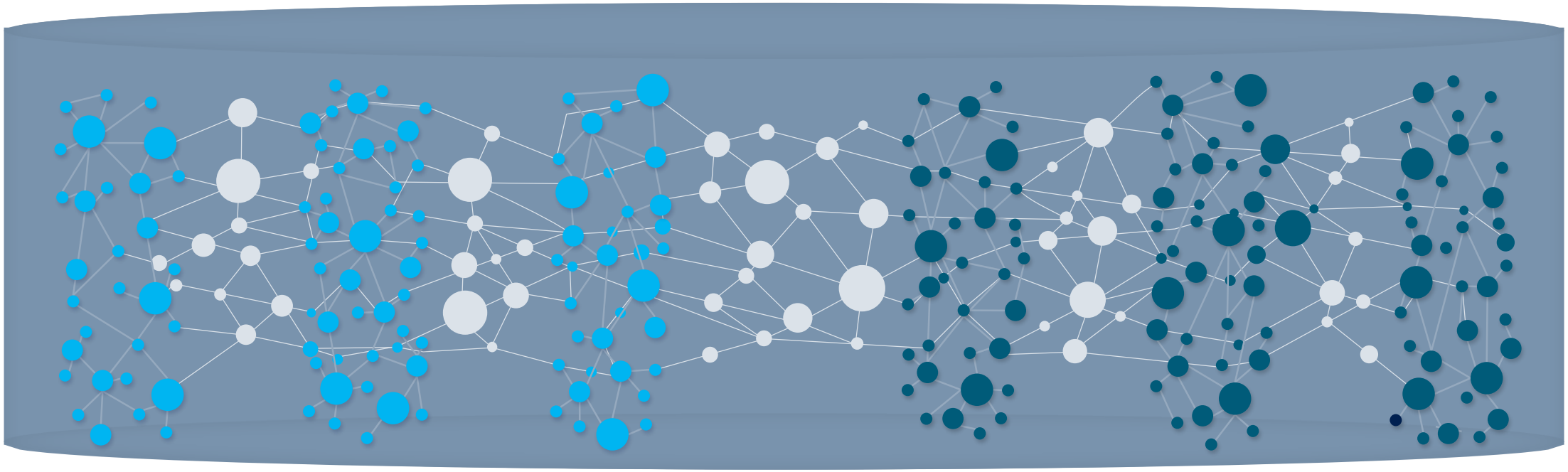
Case Management

Financial

Social

Ads

Marketplace



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Challenges – Access Control

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Challenges – Access Control

Our Azure Active Directory

Partner / Customer AAD

Other Identity Providers

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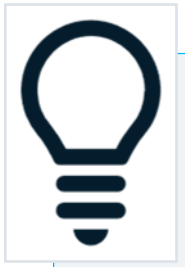
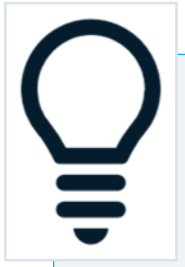
Challenges – Compliance



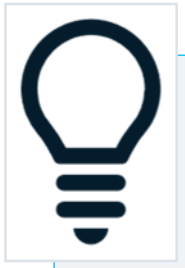
Data Segregation

PII Classification



Personal Data Identification

Complex Data Retention Policies



Right to be Forgotten

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Data Strategy at Law Firms

Agile development of Use Cases

- BI, ML, Web, Mobile
- Complete Lifecycle for cost management

Single surface for **Data Governance and GDPR**

- Data Catalog
- Single Security Model
- Archival and Retention
- Right to be Forgotten

Sharing data, models and apps with **third parties**

- Integration Hub
- Identity Management

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Sidra

Approach & Capabilities

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Architecture – Data Lake

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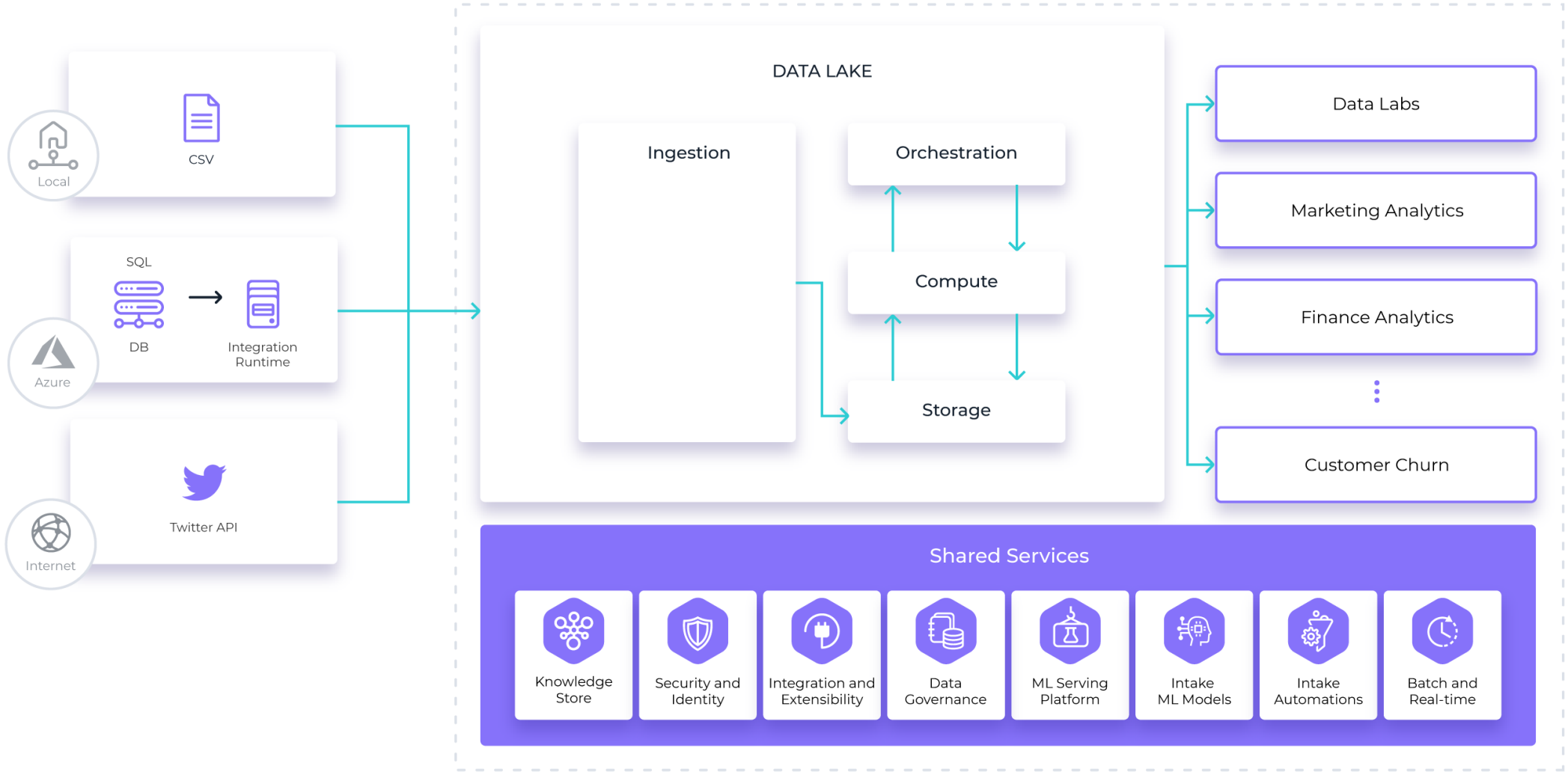
Architecture – Components



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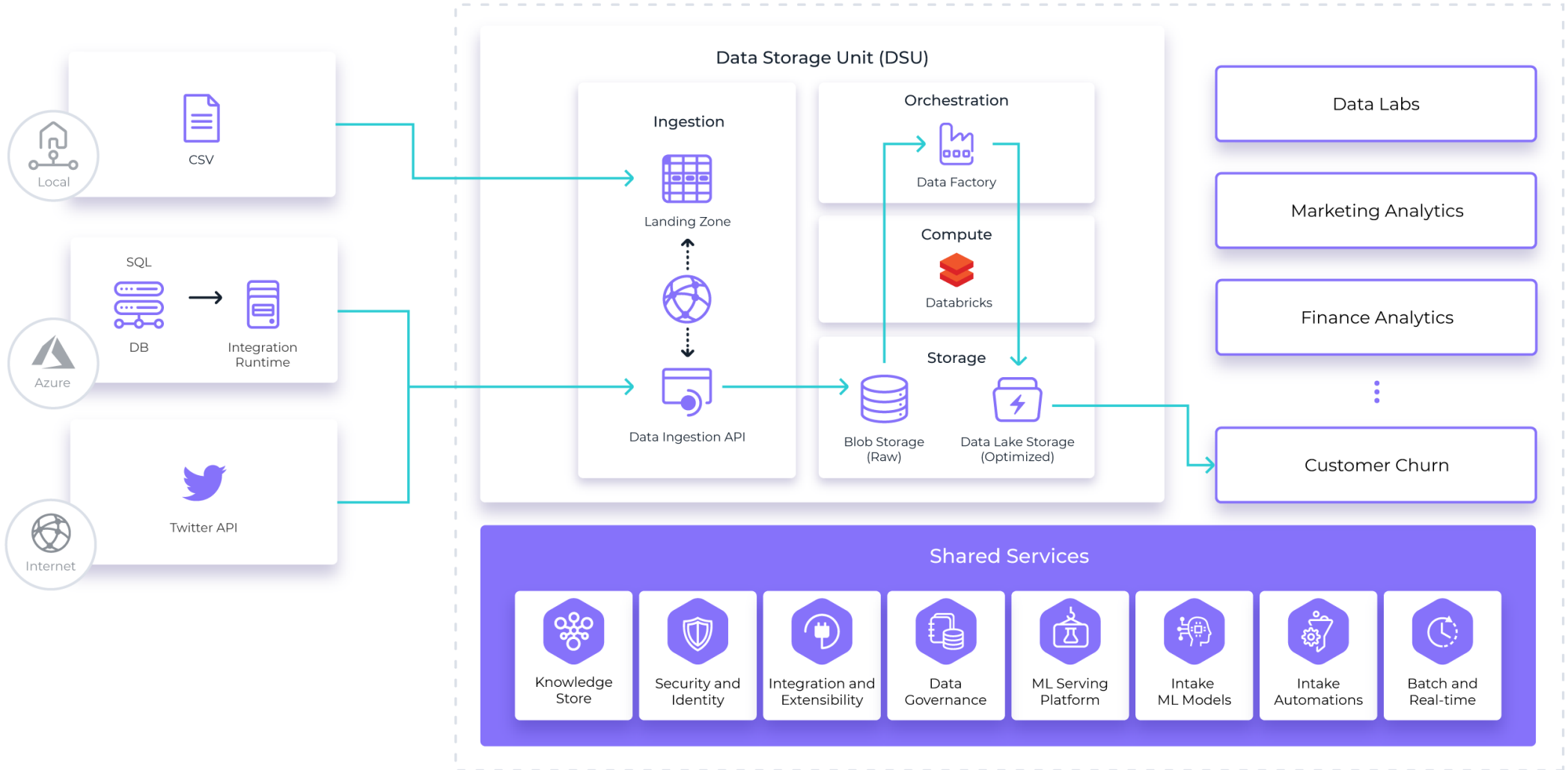
Architecture – DSU



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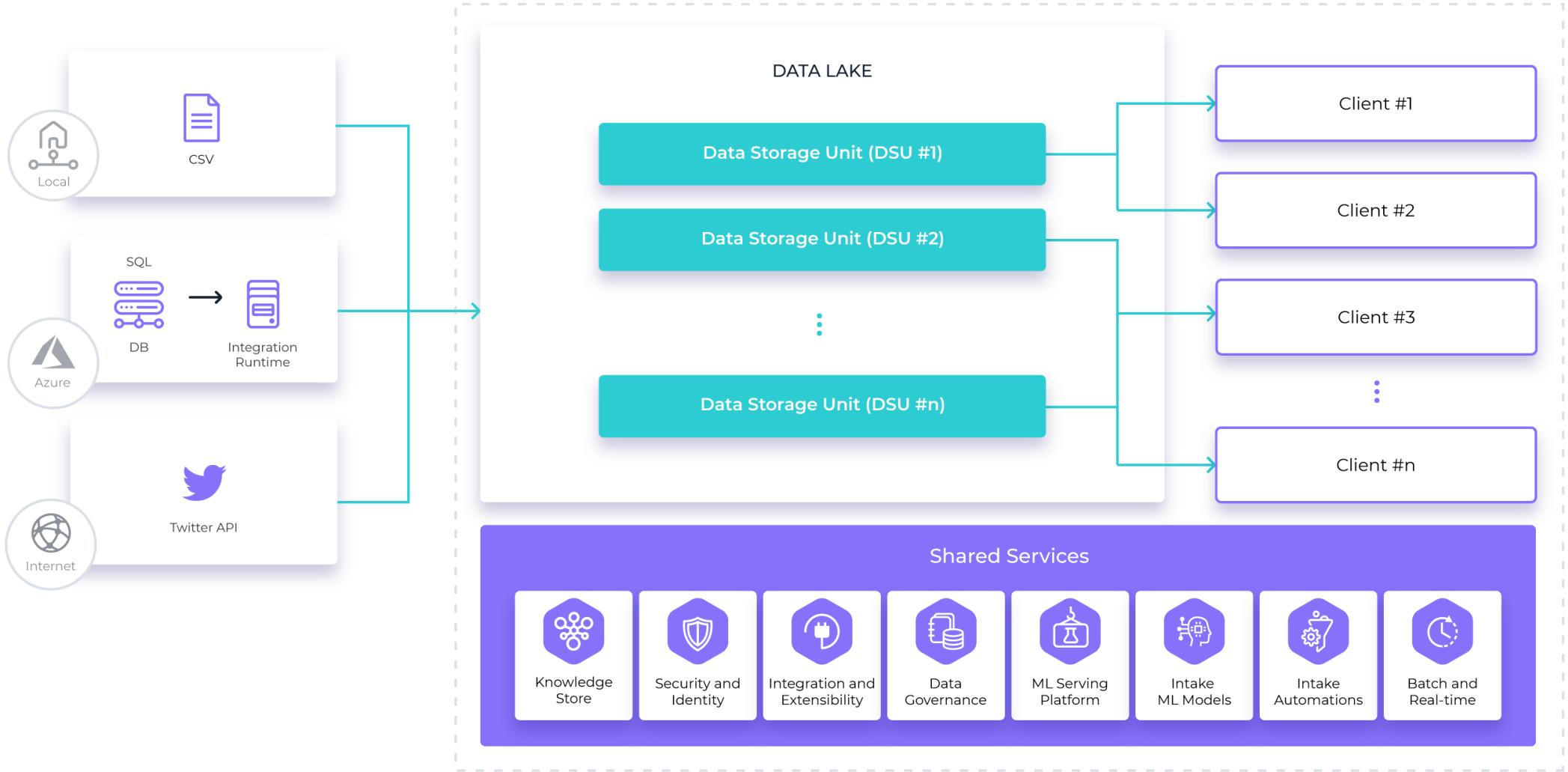
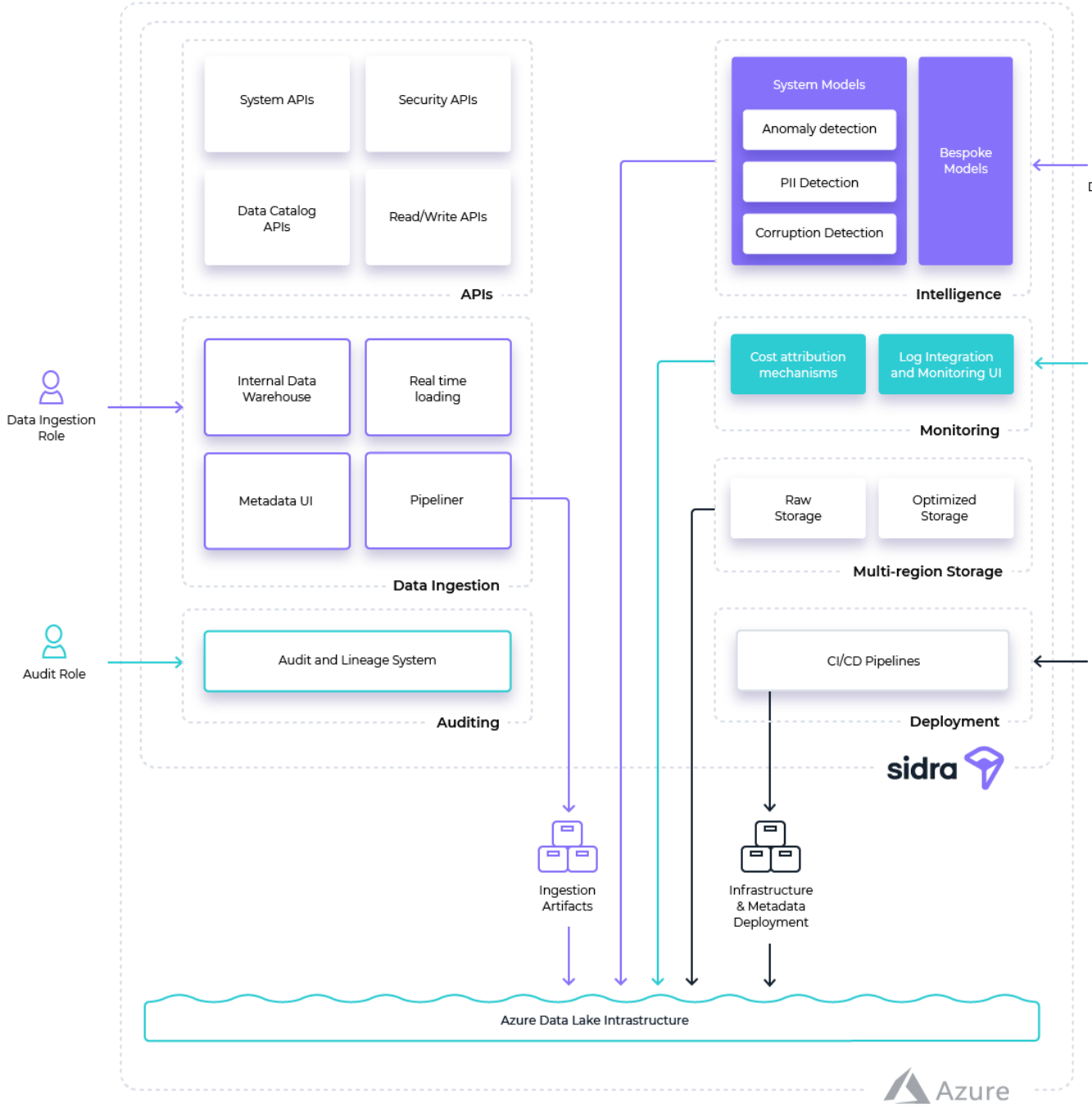
Architecture – Multiple DSUs





DATA INTAKE

USE CASES

SECURITY AND COMPLIANCE

DATA GOVERNANCE

AI & ML ENABLEMENT

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Data focused Scenarios

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Data Management Modernization

Challenge

Lack of a company-wide data strategy.

Each team was responsible of every step of the process.

Combined systems from 11 departments and 3rd party external stakeholders.

Solution

Deployed Sidra Data Platform and performed data intake of a wide variety of data.

Work with the client and third parties to develop client applications.

Benefit

Ability to explore their data and the capabilities it offers faster than before.

Controlled development workflow that minimizes surprises.

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360° Customer View

Challenge

Integrate data from mainframe as well as operational and reporting databases.

Obtain a 360° view of customer data in real time.

Solution

Deployed Sidra to perform the data integration process in a record time.

Built a client app to leverage the capabilities of Power BI.

Integrate CRM real time data with their data lake.

Benefit

Faster integration of all the data sources in the company.

Real time 360° view of customer data enables faster decision making.

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Knowledge mining focused Scenarios

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Knowledge Mining

Information Overload

Hidden Insights

Frustrating, repetitive tasks

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Key Use Cases and Pain Points

Digital Content Management

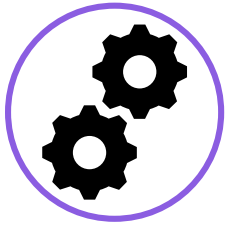
Search index to access what you are looking faster.

Technical content review and research

Quickly review dense materials.

Unlocking new insights

Leverage information locked in formats such as images. Multi-modal data searchable.

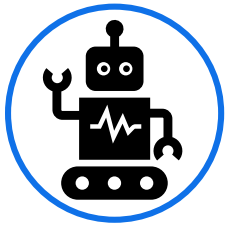


Data extraction and process management

Automate manual processes of information extraction.

Auditing and compliance management

Avoid mistakes in contracts when regulations change.



Knowledge Bot

Find the information requested by leveraging a body of data.

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Intelligent Search

Challenge

Millions of pages of documentation.

Regulations and agreement compliance change fast.

Human errors.

Fee-earners' time is expensive.

Financial consequences.

Solution

Custom machine learning models.

Automatize document processing and tagging.

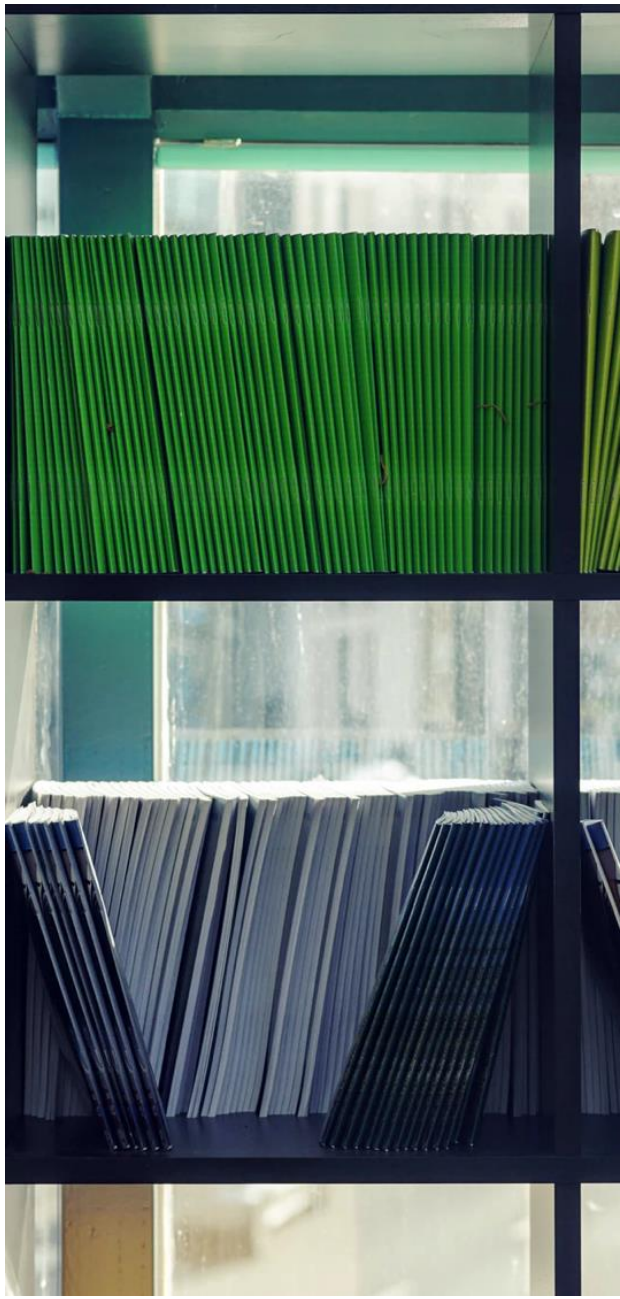
Extract inaccessible information (e.g. from images).

Benefit

Reduced costs, human error, process time and frustration.

Accelerated review increases employee productivity.

Identify new insights.



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Knowledge Extraction

Challenge

Case information on printed documents.
Meticulous, time-consuming to extract case information.

Poor quality scans, discolouring, paper folding marks etc.

Solution

Custom document ingestion with AI.

Custom knowledge extraction scripts.

Extract information faster.

Benefit

Reduced costs, human error and time to extract information.

Grow margins and increase profitability in fixed-cost project.

Helped company in pursue of the case.

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Contract Management & Analysis

Challenge

Various formats, text and tables.

Different lengths, 40-300 pages.

Recognize clauses' existence in contracts.

Solution

Custom document ingestion with AI.

Key clause and insight extraction scripts.

Sematic relationship between texts.

Benefit

Reduced costs, contract errors and process time.

Web UI for accelerated search and analysis.

Increased compliance through anomaly and PII detection.

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Legal Innovation through AI

Real Time Churn Analysis	New Digital Revenue Streams	Lead Cases Selection Segmentation
Automatic Case Classifier	Knowledge Classification and Search	Conversational AI (Bots)
ROI Measure and Forecast	Case Management & Integration	Settlement Forecast Smart Invoice

Ready to transform?

Complimentary Envisioning Session

Innovation and Data strategy consultation.

Accelerator Program

Define use case
Technical workshop
Build MVP and review impact

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Rediscover
the meaning of technology

Thank you for your time

www.plainconcepts.com

For further information

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