



# AI-Powered Revenue Strategies for Legal Practices

Singapore





## Disclaimer:

**Some of the images used in this presentation are AI generated. Any resemblance to anyone living or dead is purely unintentional, coincidental...and probably just creepy!**





# Suhas P S

Regional Senior Consultant Data and AI  
ASEAN & India



18+ years in business development and client advisory roles  
9+ years in AI solution advisory  
3+ Years in AI Presales  
Helped 100+ customers adopt AI / GenAI across ASEAN & India  
Multiple Certifications in AI

*“The key to success with AI is not just having the right data, but also asking the right questions.”*



A QUICK POLL

**Before we dive in...What is your current relationship status with AI?**

**(we're not judging...right now...just curious)**



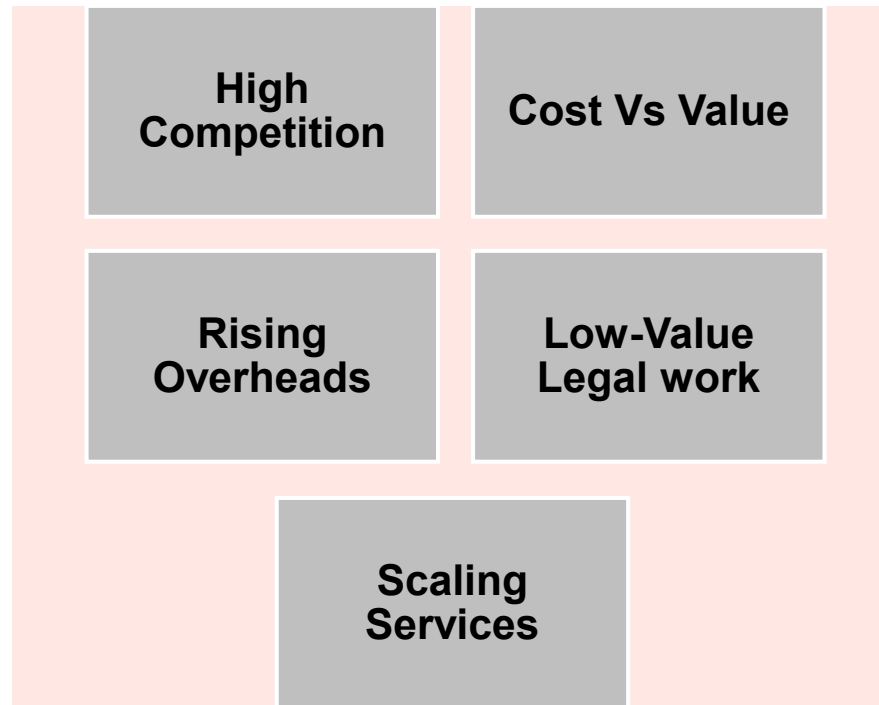
A QUICK POLL

# If Your Firm Could Fix **ONE** Revenue Pain Point Today...What would that be?

(No promises yet...still just curious)



## Key Factors Influencing Revenue in Law Firms



## Client's Expectations Vs Reality

### Expectations / Decision Factors

- Faster Turnaround
- Transparent Pricing
- Value
- Flexibility

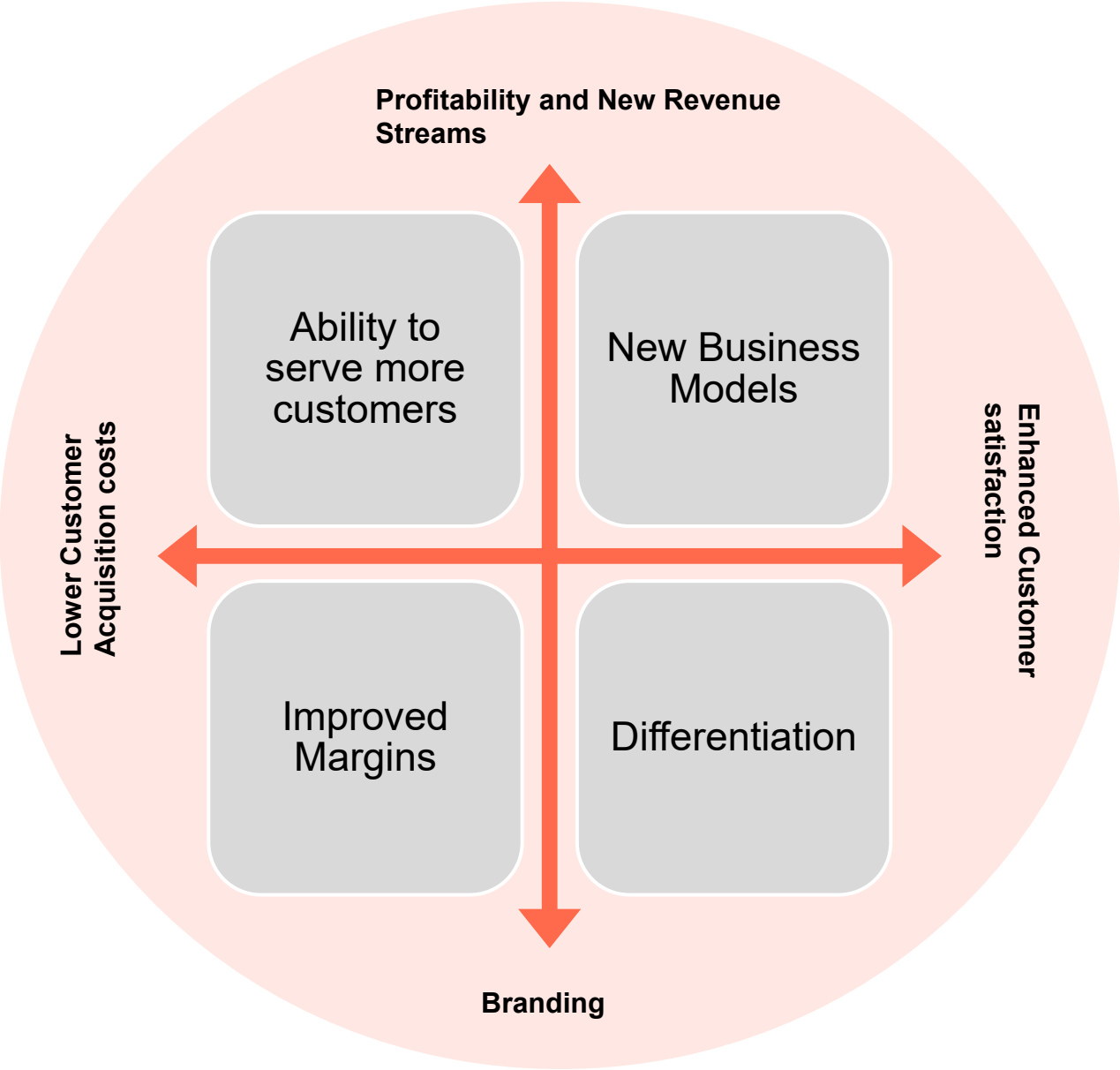
- High Legal Fees
- Delays in Legal Reviews
- Inconsistent Quality
- Risk of missed compliance
- Difficulty obtaining specialized legal help (for SMEs)

### Client Fears / Pain Points





The Opportunity...





The Time is right...

Rapid maturity of GenAI / LLMs

Rise of AgenticAI

Acceptance of  
remote/digital legal  
services

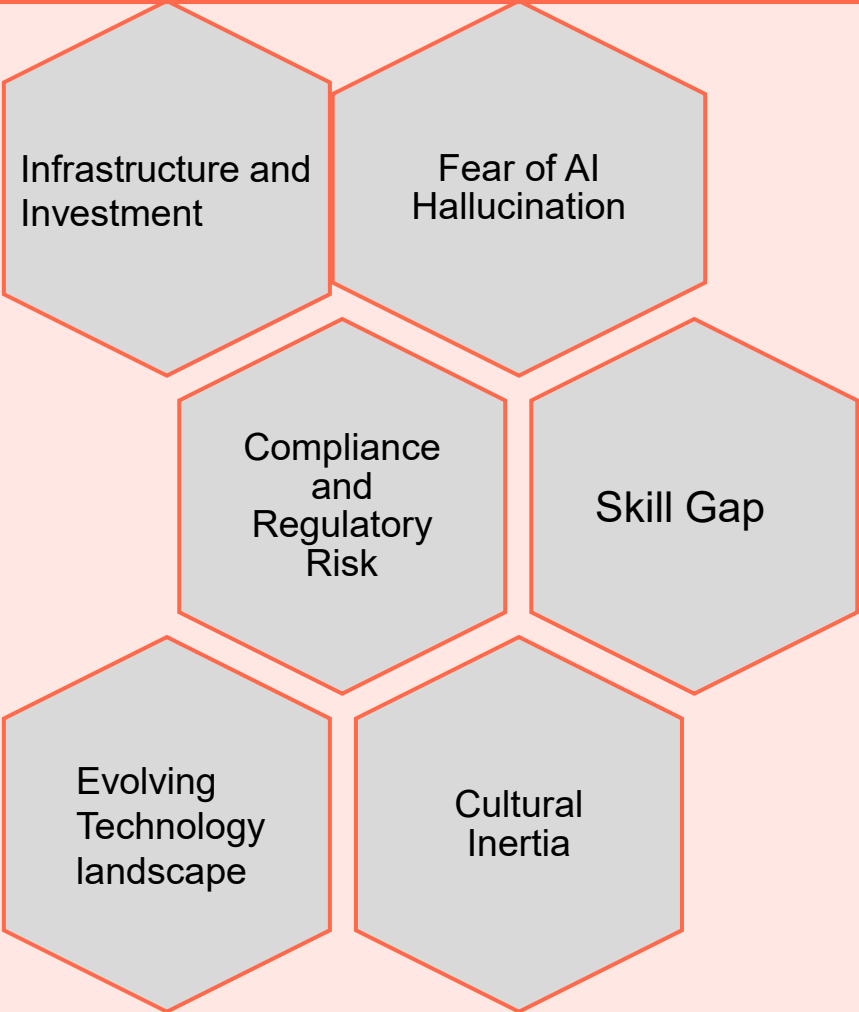
Pressure on  
margins and  
competition

Speed, cost  
efficiency  
compliance  
automation

Regulatory and  
compliance  
complexity

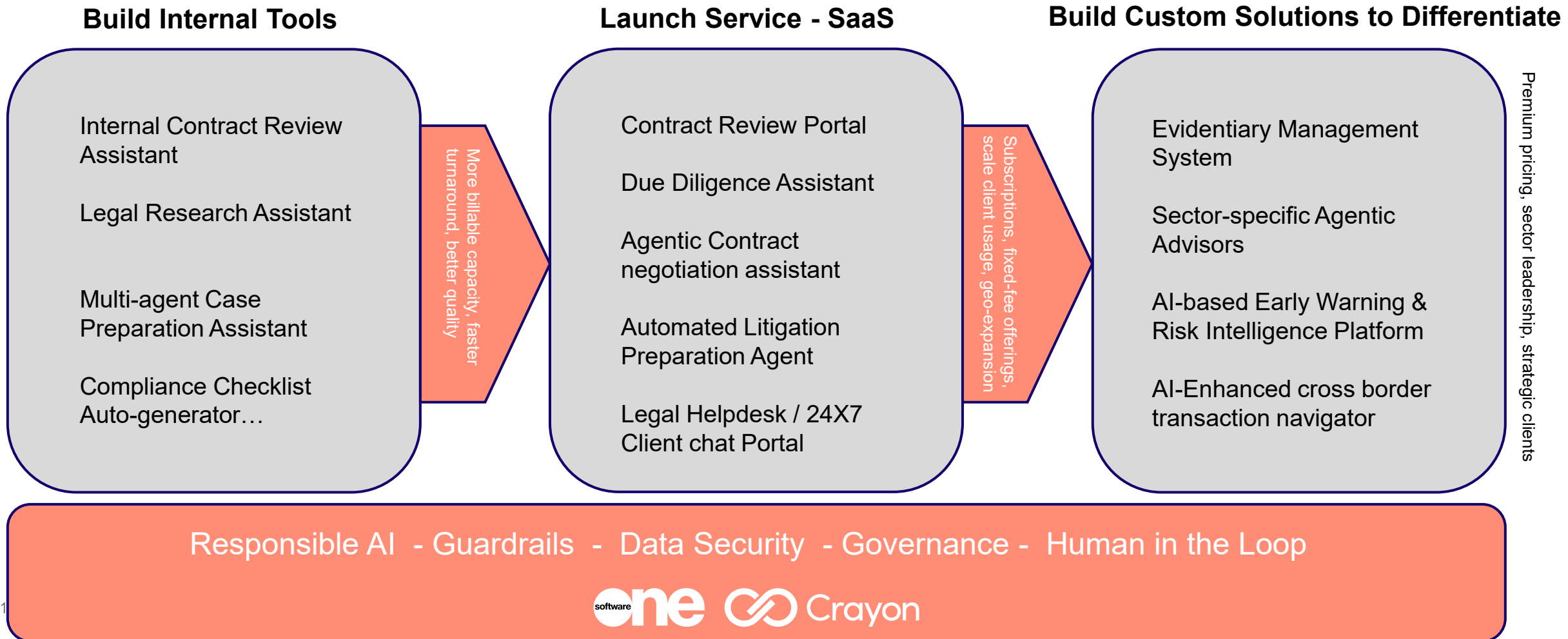


## The look before the leap...



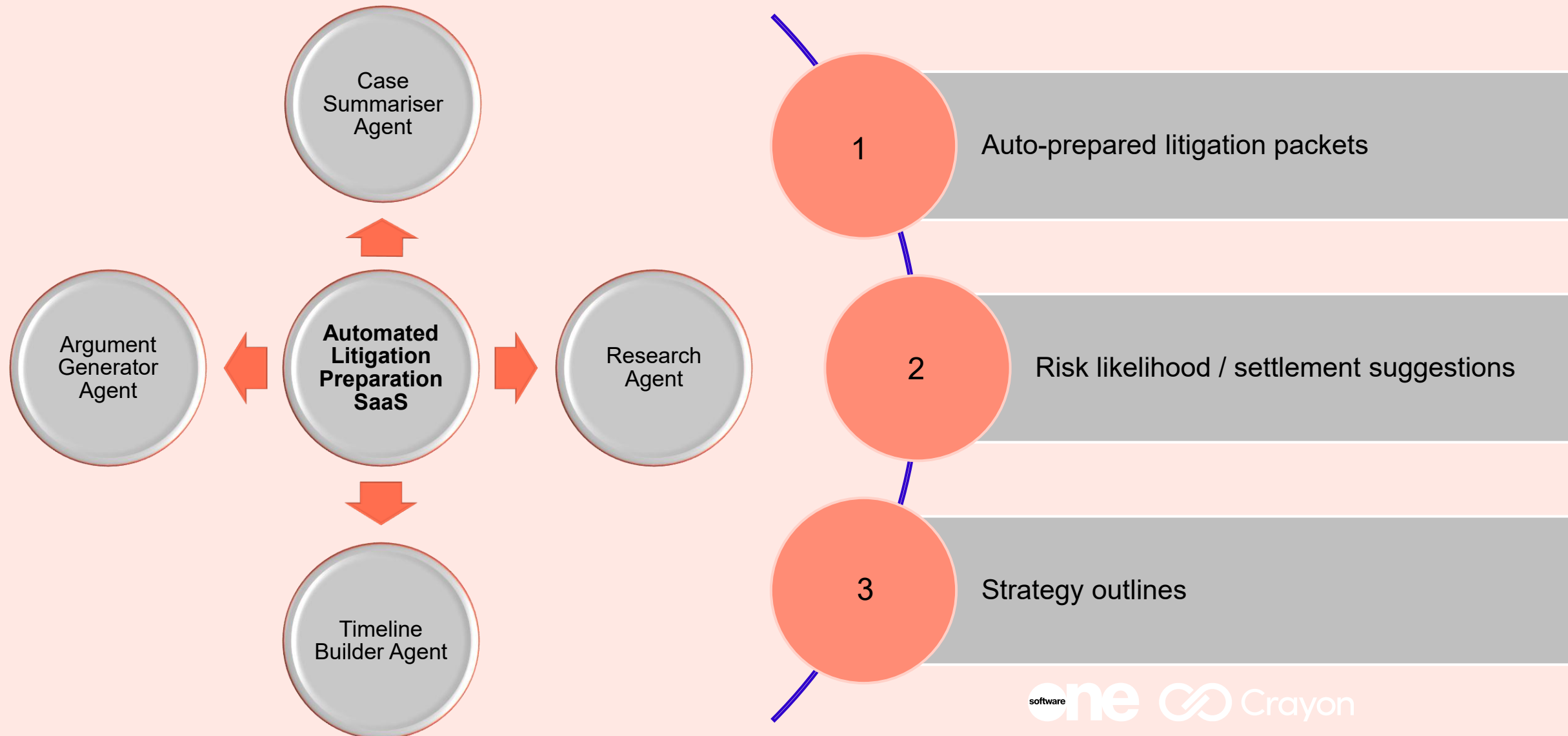
“Think Big...Start small...”

A phased approach to AI adoption and scaling





## Agentic AI – the future is happening now...



## Agentic AI Case Preparation Assistant

### What is it?

A multi-agent litigation prep system that automates 70–80% of groundwork—summaries, evidence mapping, research, timelines, and strategy insights—so lawyers focus on high-value analysis and client work.

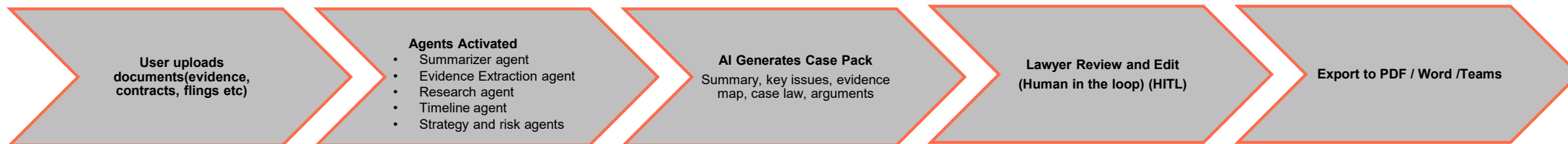
### Revenue Model?

Internal: Faster Prep -> more capacity, higher billables, reduced junior labour

External:

- Subscription SaaS for clients
- Per-case 'AI prep pack' fee
- White label for smaller firms
- Premium AI-enhanced litigation services

### Workflow



### Azure Tech to back you up.

- Azure OpenAI Service
- Azure AI Studio
- Azure Cognitive Search
- Azure Document Intelligence
- Azure Functions and Logic Apps
- Azure Blobs + Cosmos / SQL
- Azure Key vault, Purview, Monitor

## Sector-Specific Agentic AI advisor

### What is it?

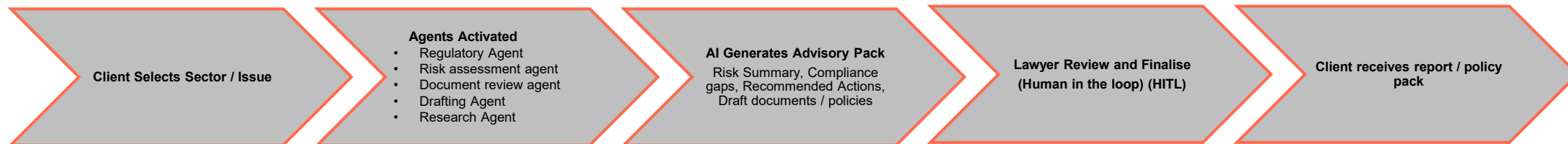
A domain-trained, multi-agent AI advisory system that provides specialised legal insight for industries such as Financial Services, Healthcare, Maritime, Tech, Real Estate, Energy, etc.

It delivers tailored guidance, compliance checks, risk assessments, and draft documents based on sector-specific laws, regulations, and best practices.

### Revenue Model?

- Subscription SaaS
- Premium Reports
- Retainers
- SME Packages
- White-labeling

### Workflow



### Azure Tech Stack

- Azure OpenAI Service
- Azure AI Studio
- Azure Cognitive Search
- Azure Document Intelligence
- Azure Functions and Logic Apps
- Azure Key vault, Purview, Monitor
- Microsoft Fabric / PowerBI



## AI-Augmented Due Diligence (M&A, Real Estate, Corporate)

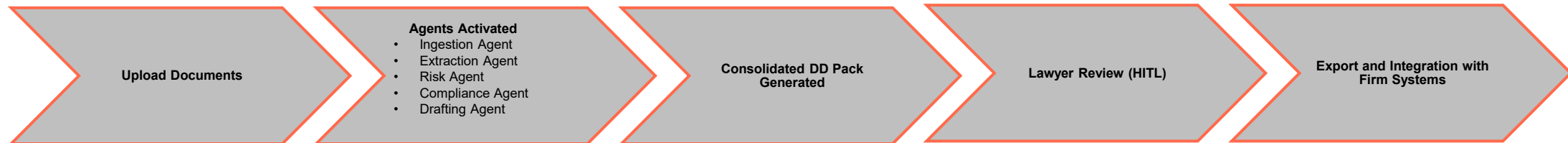
### What is it?

A multi-agent AI system that accelerates due-diligence by automatically analysing documents, extracting risks, validating evidence, mapping inconsistencies, and generating structured DD reports—reducing effort by 60–80% and improving accuracy, speed, and deal confidence.

### Revenue Model?

- Per-deal fees
- Subscription DD Platform
- Premium “AI-enhanced DD” advisory pack
- White-label DD Tool
- Faster Turnaround = higher deal throughput + more billables

### Workflow



### Azure Tech to back to you up.

- Azure OpenAI Service
- Azure AI Studio
- Azure Cognitive Search
- Azure Document Intelligence
- Azure Functions + Event grid
- Azure App Service
- Azure Blob storage
- Azure CosmosDB / SQL
- Azure Key vault
- Microsoft Purview
- Azure Monitor / App insights

## AI-Powered Revenue Strategies for Law Firms

DEMO – Swap to demo screen

## AI-Powered Revenue Strategies for Law Firms

The Best Strategy...albeit a simple one....

That guarantees 100% success...

Start Now!!

Start Today!!






A man in a dark suit, white shirt, and blue tie is sitting at a desk. He is wearing glasses and has his hands clasped in front of him. He is looking towards another person whose back is to the camera. The background is a blurred office setting with bookshelves.

“All this sounds great...

Now tell me how can you and Microsoft help me?”

A group of four people are sitting around a large wooden conference table in a bright office with large windows. They are looking at documents and talking. A woman in a blue blazer is gesturing with her hands while speaking. The room has a modern feel with large windows overlooking a city.

## Overview

# United to help our clients win

**80k+**

Clients worldwide



**30+**

Years of expertise in  
software & cloud advisory

**13k+**

Employees who are  
experts in their fields

**15k+**

Certifications on a wide  
range of technology  
solutions



Combined global market coverage with  
presence across **69** countries

**7.5k**

Software vendor  
relationships

**2030**

Net zero ambition

## CAPABILITIES AND EXPERTISE

# Top-tier partnership with Microsoft to power client success

### All 6 Microsoft Solution Partner designations



One of few  
Microsoft Jumpstart Partner  
for M365 Copilot\*

Microsoft  
FastTrack  
Partner

Microsoft  
Solutions Partner  
Digital & App Innovation  
Azure

Microsoft  
Solutions Partner  
Modern Work

Microsoft  
Solutions Partner  
Infrastructure  
Azure

Microsoft  
Solutions Partner  
Business Applications

Microsoft  
Solutions Partner  
Data & AI  
Azure

Microsoft  
Solutions Partner  
Security

### Azure Expert MSP

Microsoft  
Solutions Partner  
Microsoft Cloud

Microsoft  
Partner  
Microsoft

Azure  
Expert  
MSP

### Security

Member of  
Microsoft Intelligent  
Security Association  
Microsoft Security

### Partner of the Year

Microsoft  
2025 Partner of the Year

Winner  
Colombia  
Hong Kong SAR  
Puerto Rico  
Secure Productivity Award  
Finalist  
Scale Solutions Award

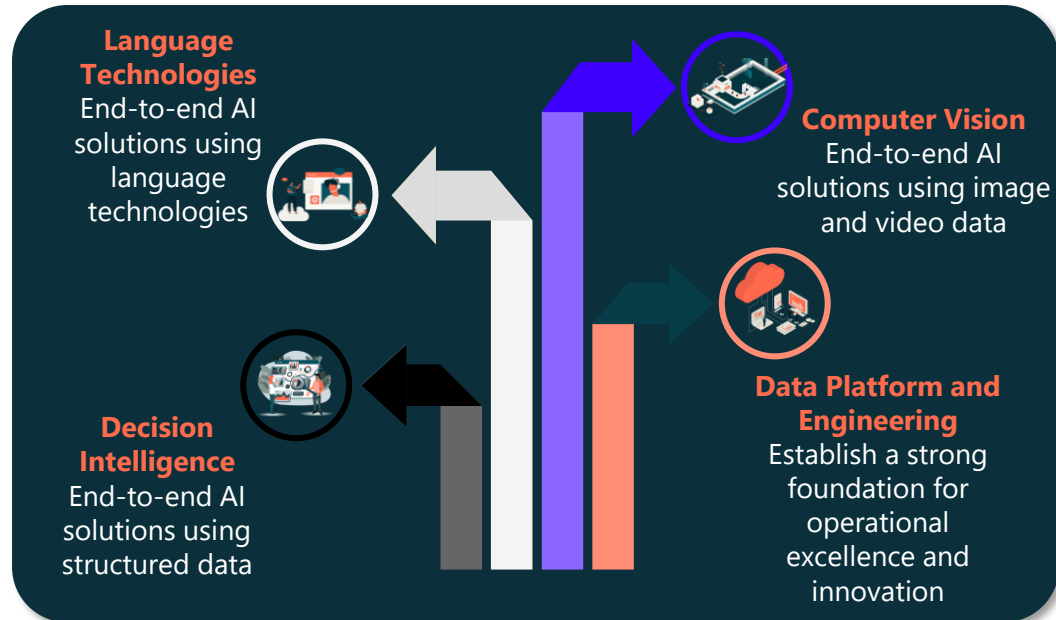
Microsoft  
2025 Partner of the Year

Winner  
Malaysia  
Sri Lanka  
Bulgaria

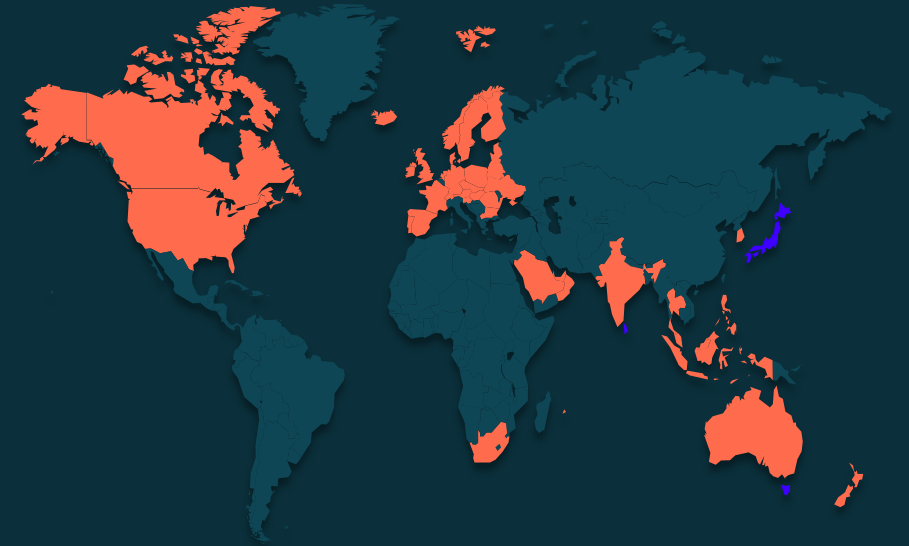
software **one**  Crayon



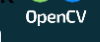
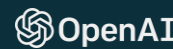
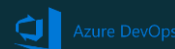
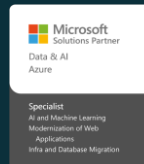
## Our Data and AI CoE - WIP



- ✓ **200+** dedicated AI resources globally across 5 regions and Centre of Excellences (CoEs)
- ✓ **11 plus years** of data and AI services with **500+** applied AI projects delivered
- ✓ **10,000 enterprise customers** across all industries and segments
- ✓ **47 countries, 5 AI CoE locations** established to serve the increasing global demand



- ✓ **Strategic partnerships** within all layers of data & AI from infrastructure to vision and NLP frameworks
- ✓ **Enterprise ML expertise** 2500+ models running with our MLOps framework for enterprise data science
- ✓ **Globally recognised AI expert** Microsoft AI & Machine Learning Advanced Specialisation Partner and AWS AI Competency Partner
- ✓ **Specialised Language Technology Team**, 100+ projects delivered with 35+ GenAI projects completed



## OUR CAPABILITIES

### Focused Industry Solutions for

FSI

Manufacturing

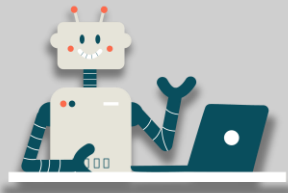
Media &  
Entertainment

Education

### Custom Solutions Experience in

Retail, Telco, Industry 4.0 (Engineering, Energy, Construction & Real Estate, Oil & Gas, Mining, etc)

#### AI / GenAI – Custom Build

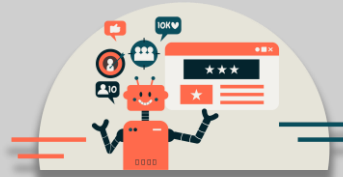


- AI workshops
- Assessments
- POCs/MVPs
- Productionisation

Delivery timelines: Custom projects: >2 months

Fixed Bid, Consulting Engagements

#### Off-the-shelf (customizable)

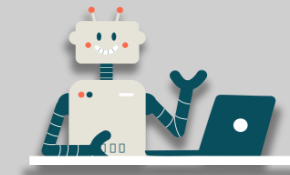


- Invoice processing
- Fine Tuned Query Engines (Domain Specific)
- Intelligent Document Processing

Delivery timeline: 2-4 Weeks approx.  
(+2 weeks for customization)

Managed Services, Monthly Subscription

#### 'Day 2' Offerings



- Machine Learning Operations
- Continuous fine-tuning
- Model Optimisation

Managed Services, Consulting Engagements

software

# Crayon Agentic Platform

**User interface**

Multipurpose GenAI UI/UX Q&A experience

**Orchestrator agents**

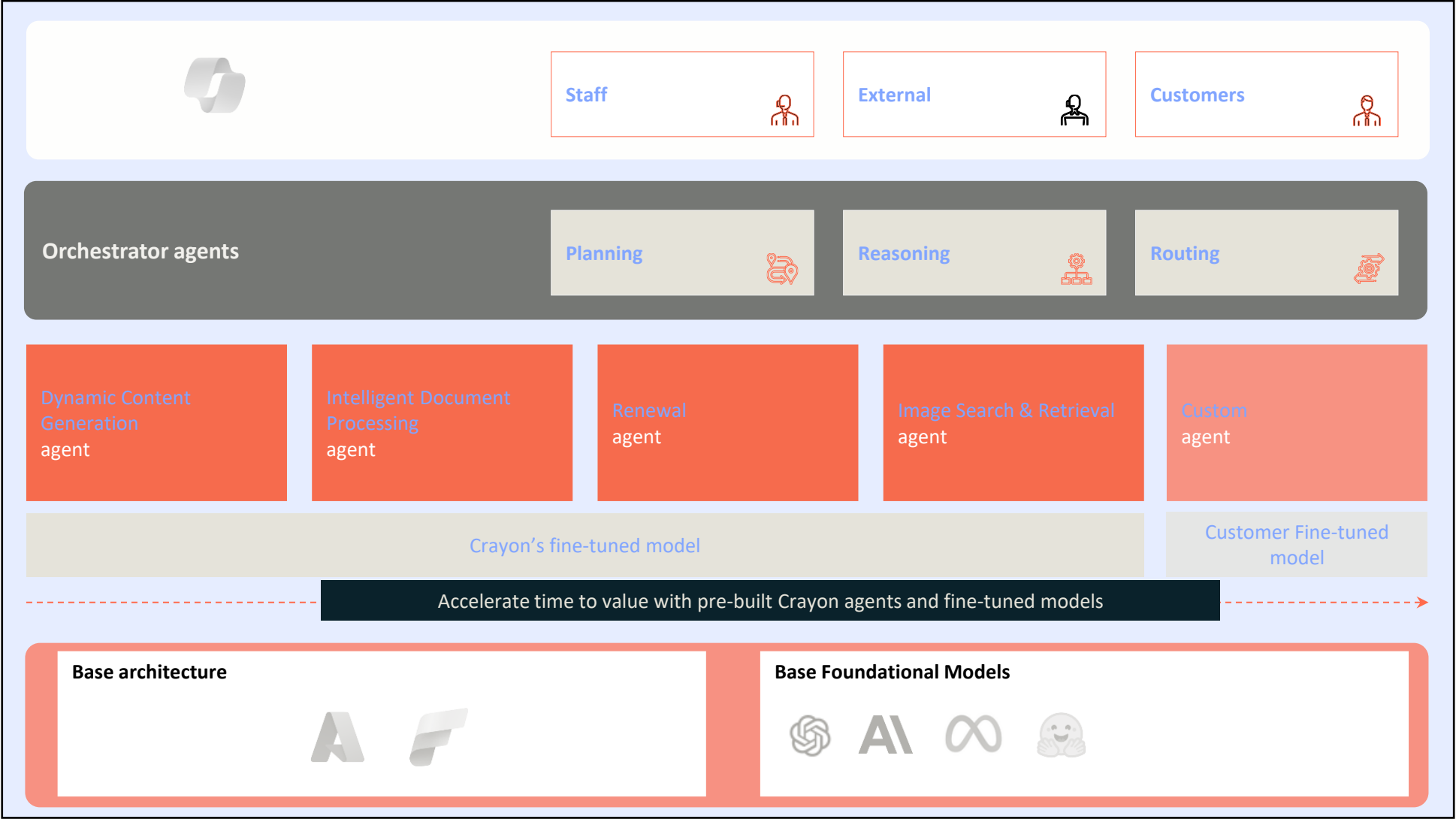
AI orchestrator agent manages the order how a set of agents are executed to achieve complex customer use cases

**AI agents**

Autonomous AI-driven execution of expert tasks that are human trained and designed.

**GenAI platform**

Click and deploy agents using any platform and resources for current and future use cases



# Crayon's Fastrack to business success with AI



Explore & Qualify



Working Backwards & Co-Create



Land & Adopt



Expand



Renew

## What

Articulate strategy and value proposition

Showcase AI use-cases to encourage ideation

Halo Conversation

Key Concepts

Show & Tell

Define and prioritise business use cases

Identify technical & organisational AI capabilities to enable use cases

Envisioning Experience

01

Business Envisioning

02

Capability Envisioning

- Delivered by Crayon architects and specialists with your stakeholders
- Frameworks and AI use case solutioning

Demonstrate technical and/or business feasibility

PoV/C

Deliver MVP for business use cases and scale into production

MVP

Realise Value Catalogue

Crayon Accelerators

Crayon hybrid solutions

Crayon custom solutions

## Outcomes

Area of interest and sponsor

Prioritised business use case/s

Prioritised requirements and 'how to make it real'

Go/no-go to engage into MVP

MVP and scale to production workloads



# Microsoft and DISG launch Agentic AI Accelerator to help 300 Singapore businesses in AI transformation as part of the Enterprise Compute Initiative

01 Aug 2025 • 5 min read

[in](#) [f](#) [X](#)

## VENDOR PROGRAMS

# Azure Accelerate Program

## Supported Scenarios

### Core Migrate and Modernize

Migrate Windows Server, SQL Server, Linux and opensource databases to Azure Virtual Machines, AzureSQL, Azure PostgreSQL, Azure CosmosDB, Azure MySQL

### Modernize existing applications to Azure

### Migrate and Modernize VMware

Azure VMware Solution (AVS)

### Migrate SAP

SAP RISE, SAP Native to Azure, SAP Grow

### Migrate to Virtual Desktop Infrastructure (VDI)

Azure Virtual Desktop

### Core Migrate and Modernize with Microsoft Defender for Cloud

Secure Azure environment with Microsoft Defender for Cloud

Migrate Windows Server, SQL Server, Linux and open source databases to Azure Virtual Machines, AzureSQL, Azure PostgreSQL, Azure CosmosDB, Azure MySQL

### Data Platform

Microsoft Fabric, Azure Databricks

### AI Apps, Agents, and Developer

Azure AI Foundry & Platform (Agents and Models), Azure Kubernetes Service (AKS), Azure App Service, Azure Open AI, Azure AI Services, Developer (GitHub Enterprise, GitHub Advanced Security, GitHub Copilot, GitHub Actions, GitHub Code spaces etc.), plus complementary products

## VENDOR PROGRAMS

# Azure Accelerate Program

## Benefits

### Expert help

Get access to experts from Microsoft and/or partners to plan and implement a solution in Azure.

Partners are certified to perform work relevant to the scenario and holds either Azure Expert MSP or Azure Specialization.

### Partner funding

Microsoft funding to perform specific milestones in the project, including setting up a proof of value or implementing your solution in Azure.

### Azure credits\*

Microsoft will provide Azure usage credits to help offset dual run costs during your transition period, upon completion of the first project milestone.

### Technical skilling\*

Free or discounted Azure courses so your organization can learn. Includes Azure certification preparation.

### Azure Access

Azure sandbox testing environment enabling customers to setup an initial Azure workload and execute proof of value or hackathon engagements.

*\* Subject to approval by Microsoft on a case-to-case basis*

# Sign up for an AI workshop

## What You Get:

AI fundamentals for law, Agentic AI workflows, RAG for legal research, contract automation, compliance automation, client-facing AI products, and opportunity discovery. Participants will map their own use cases, evaluate feasibility, design pilot projects, and leave with a roadmap to safely integrate AI into their firm.

- Sample Agenda:
- Welcome and context setting
- State of AI in 2025: Trends in AI in Legal industry
- Deep Dive: RAG for Legal – Beyond the basics
- Agentic AI – From single models to autonomous Multi-agent system (with HITL)
- Building Production ready systems
- Use Case Discovery Workshop
- Prioritisation and Technical / Commercial Feasibility Mapping
- Blueprinting High-Value Use Cases
- Team Hackathon, Team Presentations
- Roadmap and next steps

**Pricing: Please reach out to a Crayon representative for more details**

**Disclaimer:** The workshop can be customized to a customer's specific ask and there could be extra charges for the same

## Engagement

5-6 Hour - 1 Day



## Users

10-20 Business/Technical Stakeholders



## Outcome

- AI capabilities
- AI readiness assessment
- AI Strategy Roadmap
- Potential Phase wise use cases discovery
- Use Case Prioritisation etc...





**Include Quiz**

**It's time for a quick quiz!**

**There might be a prize with your name  
on it!**

Insert QR code for feedback

# Thank you

[www.softwareone.com](http://www.softwareone.com) | [www.crayon.com](http://www.crayon.com)

