

# Tackling a new legal with AI

LegalMation helps legal teams draft high  
quality litigation work in minutes

Explore Watson Discovery



Learn





< Business challenge Transformation Out

Over the past decade, markets and economies are recovering from the 2008 financial crisis, now with a recession since World War II.

The aftereffects of the meltdown were particularly stark. The world is now enjoying a long period of unprecedented prosperity and a stark new economic era.

Under enormous pressure to drive down costs, budgets and demanding greater efficiency from that previously relied on a single firm to handle breaking projects into components, engaging of house resources to handle various tasks more c



In this new legal landscape, competitive differentiation is becoming more difficult than before. Despite decreasing budgets, law firms still needed to distinguish themselves through high-quality legal delivery.

As founders and managing partners of a small boutique law firm, Lee and Thomas Suh understood the challenge. “When we started, we had to be more efficient and effective in how you handle legal work,” says Suh. “When we started, we had to be more efficient and effective in how you handle legal work,” says Suh. “When we started, we had to be more efficient and effective in how you handle legal work,” says Suh.



LegalMation uses Watson to enable 60-80% time savings on legal tasks (1:59 min)

**Document  
Creation time**



Early-phase response  
documentation crafted in < 2  
minutes

---

“Watson is the clear  
businesses.”

**James Lee**

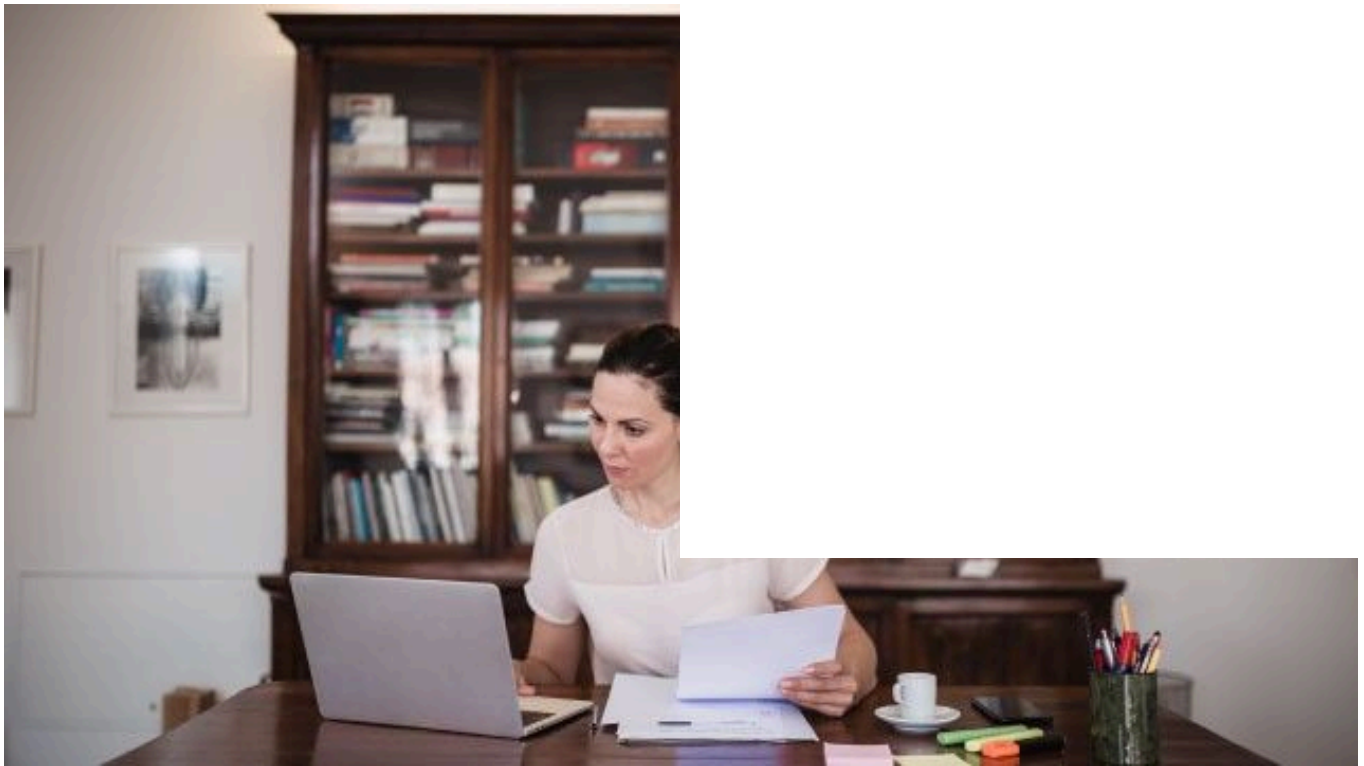
Cofounder and Chief Executive Officer  
LegalMation

Despite the legal industry’s historically slower-t  
Lee and Suh recognized the power and importa

“Technology is the great equalizer,” says Lee. “I  
in our profession don’t fully realize yet.”

With AI becoming increasingly prevalent in the  
its potential to automate and accelerate the mo  
practice. Forming a small team to investigate AI  
LegalMation. To bring its ideas to fruition, the ne  
well-established IT leader offering advanced —





## Creating drafts in minutes, not hours

Reaching out to IBM, LegalMation received access to an [IBM Watson® Discovery](#) sandbox environment to begin exploring the services. “Watson is the clear leader in AI for businesses,” says Lee. “Not only does it offer the natural language capabilities we need, but from a marketing perspective, the Watson brand automatically reduces a lot of the skepticism people in the legal profession may initially have about AI solutions.”

Backed by market-leading AI functionality and a trusted advisor, LegalMation’s founders identified a critical pain point to address with the technology: the hours spent drafting responses during the early stages of litigation.

“We asked ourselves, what is the most tedious task faced by a young lawyer?” says Suh. “It’s basically the first phase, when you receive a complaint and have to draft a first bundle of work, which can take 6 - 10 hours.”

By creating an AI solution designed to analyze complaints and create early-phase response drafts, LegalMation saw enormous potential to help legal organizations not

only save time and drive down costs, but shift limited resources to focus on higher-value tasks, such as litigation strategy. To develop the first-of-its-kind offering, the business first needed to train Watson in the unique language of civil litigation.

LegalMation assembled a team of subject matter experts (SMEs) to use [IBM Watson Knowledge Studio](#) and [IBM Watson Natural Language Understanding](#) running on [IBM Cloud®](#) infrastructure to create a domain-specific model focused on legal terminology and concepts. The team uploaded thousands of lawsuit complaints and responses, specifying entities and relationships to analyze, understand and draw upon in formulating new early-phase documentation. Refining the results over time, LegalMation developed a highly effective, intelligent model to combine with its own proprietary software.

In just six months, LegalMation created a proof of concept to test internally and with several potential clients. After another nine months of testing and refinement, the company launched its offering into production for an official public release.



“ We asked ourselves, what is the most tedious task faced by a young lawyer? It’s basically the first phase, when you receive a complaint and have to draft a first bundle of work, which can take 6 - 10 hours.”

**Thomas Suh**

Cofounder and Chief Operating Officer

LegalMation

## Transforming the legal business model

With the LegalMation platform, legal practitioners can use simple drag-and-drop functionality to draft early-phase response documentation in just two minutes or less — an incredible acceleration of the standard process, which typically requires at least one full day of effort from an associate.

Shifting the workload to the LegalMation application also drives down the costs for creating this documentation significantly; estimates calculate that users are reducing costs by approximately 80%. “The accuracy and consistency of the drafts tend to be better with our system as well,” notes Suh.

Automating one of litigation’s more tedious, time-consuming aspects has enormous transformational potential for law firms and in-house legal teams. By freeing time

and resources for higher-tier services, law practices deliver demonstrably greater value to their clients, improving their competitive standing in the marketplace.

And in an era in which employing the best and the brightest legal talent is more critical than ever before, firms benefit greatly from reducing the load of repetitive tasks and empowering associates to focus on more strategic activities. “When management implements tools like these, associates won’t want to go to another firm that requires them to focus largely on doing repetitive work,” says Suh. “What we’re offering really goes deeper into transforming the business model for law firms.”

LegalMation credits the Watson brand for contributing to the widespread embrace of its game-changing AI platform. “Name recognition really goes a long way, particularly in an industry that isn’t highly technical,” says Lee. “But lawyers certainly know about Watson and that really reduces the acceptance barrier you might see with AI.”

Providing intuitive, easy-to-use tools, the Watson Discovery offerings helped the business rapidly and seamlessly bring its solution to market. Without coding or specialized data science skills, LegalMation’s SMEs performed highly technical tasks. Guided by the color-coded functionality and simple interface of Watson Knowledge Studio, the team quickly and easily developed its innovative platform.

The IBM Watson ecosystem and membership in the [With Watson®](#) client success program also proved instrumental for the growing company, offering resources for specialized support and key marketing opportunities. “The With Watson partnership is very valuable for LegalMation, and we see great potential in continuing to grow together,” says Lee.

**LEGALMATION®**

**| With  
Watson®**

## About LegalMation



Founded in 2016 and headquartered in the US in Irvine, California, [LegalMation](#) is harnessing AI to change the way legal professionals provide value to their customers. The company brings together award-winning lawyers and technologists to create solutions that automate and accelerate routine tasks, allowing law firms and corporate legal departments to redirect resources to more critical activities.

The With Watson Program is a global customer success program providing exclusive brand, marketing and enablement resources to organizations that are embedding Watson technologies into their offerings.

**Solution components**

<a href="#">IBM Cloud®</a>	→	<a href="#">IBM Watson® Discovery</a>	→
<a href="#">IBM Watson Knowledge Studio</a>	→	<a href="#">IBM Watson Natural Language Understanding</a>	→

Take the next step

Start your Watson Discovery free trial →

**How Watson Discovery helps  
ContractPodAi provide legal excellence**

[Watson Blog →](#)

**AI for Document Insights**

[Overview of AI →](#)

**LegalMation + IBM: Using Watson to save  
Walmart money and make lawyers more  
human**

[Video →](#)