ARTIFICIAL INTELLIGENCE
BUYER’S GUIDE: 2021 EDITION
# Artificial Intelligence 2021 Buyer’s Guide

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**About**


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Welcome to Legal Tech Publishing’s 2021 Artificial Intelligence (AI) Buyer’s Guide
By: Cathy Kenton and Brian Dalton

Much has been written over the last few years about AI. Questions have been asked, and alarm bells have been rung over what AI and machine learning means for the future of lawyers and the legal profession. As the dust settles, we find that AI means different things to different people in legal.

From mining time spent on projects to contract management, document management, and eDiscovery, AI is adding value to our practices and so far doesn't appear to be the threat that was earlier imagined.

Use this guide to explore the latest in this constantly evolving legal tech category.

To your success,

Cathy Kenton,
CEO, Legal Tech Media Group/Legal Tech Publishing

Brian Dalton,
SVP, Breaking Media
Contract Review/Document Management

iManage

iManage Puts AI in the Hands of Users to Extract and Use Knowledge in the DMS

LegalSifter

LegalSifter AI Software Automates Contract Review While Keeping You in Control to Negotiate and Organize Contracts, Reduce Risk, and Save Time

Onit

Onit Contract Lifecycle Management Combines Automation and Artificial Intelligence to Facilitate and Accelerate Contract Review and Management
iManage puts artificial intelligence (AI) into the hands of every user, so they can identify knowledge and contracts in a document repository, extract it, and deliver or transform it into a new context. This includes iManage Work, task automation, or contract review workflows such as contract audits, due diligence, or playbook reviews.

iManage Extract uses machine learning (ML) to identify and extract information from legal documents, creating structured data that increases productivity, improves quality, reduces cost, and mitigates risk. iManage Extract powers Contract Intelligence, a solution that combines AI and searches to gain visibility into contracts and provide insight into business and contractual risk to facilitate better business decisions.

Figure 1: iManage extractor for share purchase agreements identifies and extracts knowledge to identify risks and rewards.
Contract Intelligence

iManage has focused its use of ML extraction capabilities to transform how its customers review and manage contracts within the DMS. They call this Contract Intelligence. The ML is used to identify and extract information from legal contracts. It collects documents from various sources, including iManage Work, virtual data rooms, and other data repositories. Additionally, you can upload documents using drag and drop functionality. iManage’s ML technology clusters and classifies documents based on their content. The software can interpret similarities and differences in agreements, cluster documents by type, and weed out duplicates to support review prioritization.

iManage Extract then identifies and extracts critical information in agreements, such as performance obligations. You can use extractors from iManage’s Extractor Library or train new extractors with the Extractor Toolbox. Use the extracted data in workflows to manage contract reviews and kick off quality assurance processes.

By accurately capturing and extracting information from agreements, you can respond to identified risks and other events that may impact the organization. You can also use the data to create amendments or new contracts while integrating with their solution partner technology to streamline contract-related processes further.

iManage has nearly 300 pre-trained extractors for contract use cases, such as due diligence, statutory audits, compliance review, and repapering. The company centralizes, trains, and delivers ML models and classification by document type from their Knowledge Engineering Factory that populates its Extractor Library. The library includes pre-built extractors for bond prospectuses, commercial agreements, facility agreements, share purchase agreements, and more. See Figure 1 on the previous page.

Customers use iManage Extract studio to customize a model to extract entity types and applicable clauses in nuanced agreements. Advanced ML is available for complex terms with a high degree of language variability. In contrast, quick ML with sample documents is suitable for consistent terms and low variability of language. You can apply rules for document types with structured data, such as order forms, invoices, and tabular data. You can also train, store, and customize the models on data stored in geolocations to comply with local privacy regulations. See Figure 2.

You can share ML and extraction models across geolocations and projects. Use an open application programming interface (API) to integrate Extract into processes and workflows that create and manage agreements.

Search with Flexibility

One search does not fit all users in iManage. Users undergo context switching throughout their day—from a DMS to Microsoft Teams to Outlook. Search queries include clients, business development, experts, recent documents, and more. iManage users can create custom fields and order them to prioritize documents. They can also configure search results in various ways, such as sorting by dates, priority, status, and other criteria. Figure 2 shows an example of iManage Extract results for contracts with software asset management.

Figure 2: An example showing iManage Extract results for contracts with software asset management.
Integration and Pricing
The Contract Intelligence solution connects to a wide range of document automation, workflow processes, and document repositories with pre-built third-party integrations. It integrates with iManage Work, Thomson Reuters ContractExpress and HighQ, Autologyx, Microsoft Office software, PowerBI, and more.

There are three editions of Contract Intelligence: Essentials, Professional, and Enterprise. Each version unlocks feature bundles suited to different user roles and organization sizes. The Professional and Enterprise editions add services, including ML training and support from knowledge engineers.

Who is iManage?
Founded in 1995, iManage delivers on-premise and cloud-based services spanning document and email management, contract intelligence, records management, governance, and security for leading law firms and corporate law departments worldwide.

After several mergers and acquisitions, in 2015 iManage leadership executed a management buyout from HP, and the company settled into its headquarters in Chicago, Illinois, with approximately 150 employees. Today, iManage has grown to over 650 employees who support more than 2,500 of the largest law firms and more than 1,200 corporate enterprise and legal customers, including more than 100 Fortune 500 companies worldwide.

Why Buy iManage Contract Intelligence and Extract
• Contract Intelligence with Extract combines AI and search to improve visibility into legal risk in contracts and provides insight into the business, allowing you to make better decisions.
• Blend multiple extraction techniques into customized models applicable across geolocations, projects, and processes.
• Use an open API to integrate iManage Extract, document automation, and contract management capabilities.

Try iManage Today!
Get more information on iManage Contract Intelligence today!

Figure 3: The iManage search interface shows filters for document class and execution.
LegalSifter Review uses supervised machine learning (ML) and natural language processing (NLP) to sift and identify essential concepts either included in or missing from a contract.”

LegalSifter Review uses supervised ML and natural language processing (NLP) to sift and identify essential concepts either included in or missing from a contract. Staff attorneys and subject matter experts are empowered to find categorized examples of contract language, while data scientists then use ML to find patterns that match the language. The software allows users to review and approve the system’s machine-generated responses before applying them, a continuing learning process that benefits all LegalSifter customers.

Sifting Contracts
LegalSifter aims to make contracts easier—supporting business activity starting at the negotiation phase. The

Figure 1: When you open a sifted contract, LegalSifter’s split view shows you the important concepts you require in an agreement that were missing, indicated at the top with a red bar. The full text of the contract with concepts found is shown below with a purple bar.
LegalSifter’s artificial intelligence (AI) software reads contracts and gives in-context advice before signing which reduces risk and saves time."

The company’s AI software reads contracts and gives in-context advice before you sign, which reduces risk and saves time. It works equally well with hard copies or third-party paper-based documents submitted to you for signature.

The company’s AI includes Sifters and each one looks for a different concept in an agreement. LegalSifter has default Sifters that address standard contract types such as a nondisclosure agreement (NDA) or end-user license agreement (EULA). Sifters are effective off-the-shelf, providing educational and directional advice, and they are included whether you’re a Small Business or Essentials subscriber.

Professional subscribers can start with the standard Sifters and customize them into a playbook. You can also embed Sifters into software using the company’s APIs. With LegalSifter Engine, you can use the company’s cloud API that runs on Amazon Web Services (AWS) or its on-premises API that runs on servers in a Docker image.

You can analyze a contract with just a few clicks from the home or landing page. Click Sift Document and select a template by a standard contract type, or a custom template with Sifters based on your company’s requirements. Then choose a contract from an accessible repository and upload it for review or sifting.

When sifting, LegalSifter uses a combination of Sifters from a growing library of more than 800 to read a selected document. On average, this takes anywhere from thirty seconds to two minutes. Sifters learn from experience and improve over time. They build from contracts submitted by customers who consent to their use for research. More than 75 percent of customers consent to using their contracts to help improve LegalSifter. When customers see a Sifter error, they can report it to the company and improvements are typically seen within a week.

The Sifter library contains descriptions of Sifters by concept name or phrase, such as equitable remedy, and the information includes what a Sifter searches for along with some use-case examples. An equitable remedy Sifter, for example, searches for provisions stating whether a party is entitled to such remedy for a breach of contract by using a variety of word combinations. It will further identify when a remedy in equity is available, or where injunctive relief is the exclusive remedy. The Sifter will read through the entire contract and point out each clause containing the concept or inform you of its absence.

When sifting is complete, the user interface indicates you can open the document for review. See Figure 1 on the previous page.

Review, Revise, and Negotiate
LegalSifter Review software is fully automated, and keeps you in the loop to review and negotiate a contract. As you check the entire agreement and hover over Sifters in the right panel, the user interface (UI) highlights the corresponding text in the

**Figure 2:** Use the Sifter Summary panel as a navigation tool to find all instances of important and hidden concepts; for example, indemnification, limitation of liability, or intellectual property.
LegalSifter Review software is fully automated and keeps you in the loop to review and negotiate a contract."

You do not need to start with your own contracts. With a LegalSifter playbook, the other party’s paper can inform the process while you negotiate your own terms. The software also accepts redlined contracts that are created by numerous individuals. The UI distinguishes the editors by color. Besides redlining support, you can share the content with others for review assistance. Highlight a clause or section of an agreement, comment on it, and click the share button. Email a secure link to a collaborator to access the contract in LegalSifter. They can then review the highlighted text and reply to your comment. Future updates to that feature will notify you when collaborators make comments.

For missing concepts, copy and paste the concept language from a Sifter and insert it into the agreement. Then you can checkmark the missing Sifter to remove it as a completed to-do item. Checkboxes for missing or found Sifters can be selected to add or remove Sifters from view.

Click the Sifter Summary to open a panel of missing and found Sifters for review and then easily navigate to the text in the contract by selecting a Sifter. Suppose you want to redline or change text for one Sifter. With the navigation panel, you can easily see all the Sifters for the edited concept arranged in alphabetical order so that your change is consistent throughout the document. See Figure 2 on the previous page.

Training Sifters and Customization
If an error is discovered using a Sifter, click the vertical dots associated with it to view the Sifter’s description and a Train Sifter form to log details of the error and alert LegalSifter. Be aware that LegalSifter will not change the Sifter unless it is beneficial to all subscribers. They may suggest using a different Sifter or possibly even create a new one.

When you complete a contract review, click the export button at the top of the UI to save the document in Microsoft Word format even if you provided LegalSifter a PDF of the contract. The Word document contains the redlined edits and comments from LegalSifter. Rather than keep named responsibility for individual corrections and comments when exporting to Word, you have the option to make them all generic and use the company name as the editor.

For Professional subscribers, configure LegalSifter by building as many document types as you want without a charge. To get

"Figure 3: The Sifter settings allow customers to edit document types to include Sifters and to customize the advice given when the Sifter finds or does not find its concept in a contract."
started, send the company a contract type playbook or template and a staff lawyer will help build your first document type with the appropriate Sifters, in addition to text help and recommended language. See Figure 3 on the previous page.

You can also configure how a Sifter reacts when it identifies a concept’s presence or absence, such as, ignore, display, flag, or warn. For example, flag a sift for payment terms found in an NDA because it should not be there and ignore it if they are not found.

**Platform, Training, and Help**

LegalSifter hosts its AI-based software in AWS in a multitenancy architecture with multifactor authentication (MFA) and single sign-on (SSO) support. The company can deploy the application in specific AWS regions to accommodate privacy and compliance requirements such as the European Union’s General Data Protection Regulation (GDPR). The software includes reports on training Sifters and who is sifting what to help advance and drive user adoption.

**Pricing**

LegalSifter Review prices its software in three editions: Small Business, Essentials, and Professional. Small Business and Essentials subscribers use the software out of the box with no configuration. Small Business customers may sift up to five contracts per month from unlimited users starting at $29 per month, with discounts for one and two-year subscriptions.

Essentials and Professional subscriptions are sold on a per user per month basis. Each user has unlimited sifts. Essentials is available in monthly, one year, and two-year subscriptions. Professional is available in one year and two-year subscriptions.

Essentials pricing starts at $49 per user per month. Professional starts at $229 per user per month and has a mandatory implementation service and fee of $4,000.

Professional subscribers are provided an account manager to handle the customer relationship and help organizations with change management.

**Who is LegalSifter?**

Pittsburgh-based LegalSifter has worked on its namesake artificial intelligence software since 2013. Originally founded out of Carnegie Mellon University, the company’s mission is to bring affordable legal services to the world by empowering people with artificial intelligence. CEO Kevin Miller, Co-Founder and Chief Science Officer, Lars Mahler, and Chief Content Officer and best-selling author, Ken Adams, are a few of the global leaders in the company.

LegalSifter has clients of all sizes ranging from the Fortune 500 to small business. It offers its products to thousands of people in nineteen countries and thirty-nine different industries. Over 80 percent of its clients are companies, universities, and government entities while 20 percent of its clients are law firms.

Law firms are both LegalSifter clients and channel partners. LegalSifter’s Combined Intelligence Partner program co-brands the LegalSifter software with a law firm’s brand and puts the law firm’s attorneys’ “brains in our box.” The Combined Intelligence Partners configure and sell LegalSifter directly to their clients, complimenting their full-service contract reviews with their own AI-review software.

LegalSifter also partners with contract lifecycle management (CLM) software companies. With its new LegalSifter API, it integrates its flagship AI contract review software with other packages, enhancing the opportunity to add value and revenue.

**Why Buy LegalSifter Review?**

- Automate and drive contract review and negotiation by identifying pre-signature contract challenges.
- Quickly provide in-context advice on contract language found or missing in an agreement.
- Redline, comment, edit, and share documents with team members.
- Export contracts to Microsoft Word, Google Docs, or WordPerfect.

**Try LegalSifter Today**

Schedule a demonstration of LegalSifter.
Onit Contract Lifecycle Management Combines Automation and Artificial Intelligence to Facilitate and Accelerate Contract Review and Management

“...You can download a contract from CLM and edit it in Microsoft Word or Microsoft Online using Onit’s add-in, which saves any changes back to CLM.”

Company Name Brand
Onit, Inc.

Product Name Brands
Onit Contract Lifecycle Management (CLM), Apptitude, Precedent, ReviewAI, ExtractAI

Latest Developments and Updates
- Contract Lifecycle Management with ReviewAI combines automation and AI to accelerate contract review and management.
- ReviewAI includes smart checklists in a Microsoft Word add-in to speed up contract review.
- Apptitude platform adopts an enhanced design with Process Builder allowing customers to build and manage workflows using a visual interface.

Improve Workflow and Revenue with CLM
Legal operations can be a black box to other corporate departments, tying up anticipated revenue in contract review, frustrating sales and procurement departments, and even derailing deals. A contract lifecycle management product can provide an organization with a centralized contract repository and efficient and transparent contract review workflows to facilitate sales and increase revenue.

Onit CLM is a contract management tool with artificial intelligence (AI) technologies that relieve legal operations of routine contract monitoring and first-pass contract review. Onit CLM runs on Apptitude, a workflow and business process automation platform.

Onit CLM uses machine learning (ML) and natural language processing (NLP) in pre- and post-contract processes. In the pre-contract stages, ReviewAI can quickly review, redline, and edit contracts. ExtractAI automatically extracts usable data from executed, legacy, and third-party paper contracts in post-contract stages.

ReviewAI and ExtractAI run on Onit’s Precedent platform. Precedent rapidly deploys AI applications by automating manual and costly legal processes, such as contract review, editing, and drafting. The platform can interpret documents and identify concepts, details, risks, and issues requiring action.

ReviewAI
Onit’s ReviewAI software allows business users to send contracts for AI review by email or through a web form. ReviewAI routes and edits the contracts based on the organization’s guidelines which are compiled into a playbook.

ReviewAI reads each contract, identifies concepts, data details, sections, and document references, and takes dynamic actions. For example, if it determines an indemnity clause or waiver is present in a non-disclosure agreement, the software can strike out the text. If it does not find a term or clause, ReviewAI can add it. If ReviewAI needs to modify a clause, such as a site for governing law, it will change the location to adhere to guidelines.

When ReviewAI completes its analysis, it emails the redlined contract back to the sender with a summary of actions taken. See Figure 1 on the next page.

Out of the box, ReviewAI has pre-trained skills applicable to many different contracts and use cases, such as NDAs, master service agreements (MSAs), purchase agreements, and third-party contract reviews.
Besides email, ReviewAI can receive contracts via an online portal, or you can upload documents to Onit CLM to kick off automated, pre-signature workflows. See Figure 2 on the next page.

Document Management Functionality & Microsoft Word Integration
Onit CLM has document management system (DMS) properties supporting version control and check-in/check-out features. It has built-in workflow capabilities for internal and external contract approvals. You can download a contract from CLM and edit it in Microsoft Word or Microsoft Online using Onit's add-in, which saves any changes back to CLM.

In Microsoft Word, Onit’s add-in panel displays contract sections based on the organization’s playbook with checklists of tasks to complete. See Figure 3 on the next page.

Collaboration, Workflow, and Playbooks
ReviewAI’s Word add-in helpfully pre-actions and presents your contract review playbook as a checklist within the Word document. The checklist shows reviewed issues, issues that violate your playbook, and issues that the AI could not determine. Clicking Issues allows you to jump directly to that location in the contract, linking you to fallback and negotiation language, guidance notes, and the ability to comment, create, and assign tasks to other users.

As you validate deletions and additions and complete to-do items, they get marked appropriately in the panel view. You can group issues with drag-and-drop functionality, create new topics, and assign them to others. CLM supports multiple subject-matter experts collaborating on work. You can arrange detailed notes on a per-task basis for collaborators and reference specific hyperlinked sections of the contract for them to review.

ReviewAI speeds up the work required to complete a contract review by assigning work, automating workflows, and dynamically routing work based on what the AI identifies. When escalation is required, Onit’s AI can create dynamic paths for review and approval.

Figure 1: ReviewAI returns a redlined contract to the sender in an email containing a summary of actions taken on the agreement.

Figure 2: The review process is automated and pre-actions are presented in a checklist within Microsoft Word.

Figure 3: CLM supports collaborative work, with detailed notes per task and hyperlinked sections for reference.

ExtractAI identifies critical clauses, terms, and details in documents and extracts the data into AI-assisted workflows for Onit CLM or other enterprise applications.”
Onit provides out-of-the-box playbooks which customers can configure to get started quickly. The company’s legal engineering team onboards customers and assists them in creating their own playbooks. Onit also uses its extraction technology to assist clients in creating clause libraries.

**ExtractAI**
Onit’s ExtractAI software uses ML and NLP to extract and obtain usable data from third-party, executed, and legacy contracts. The software can turn contract data into actionable information. It identifies critical clauses, terms, and details in documents and extracts the data into AI-assisted workflows for Onit CLM or other enterprise applications.

Onit’s Precedent platform is hosted in a private cloud in a multi-tenant architecture, compliant with SOC II and the EU’s General Data Protection Regulation (GDPR). Precedent supports several application programming interfaces (APIs) to embed AI technology and dynamic actions into various legal applications.

Precedent integrates with numerous enterprise resources that legal departments use, including Salesforce, SAP, Adobe Sign, DocuSign, Single Sign-On (SSO) software, and document management systems such as iManage and NetDocuments.

**Pricing**
Onit offers ReviewAI and ExtractAI as standalone products or add-ons to Onit CLM or other contract management software priced by contract volume.

**Who is Onit?**
Founded in 2011, Houston, Texas-based Onit provides enterprise software and artificial intelligence products for legal, compliance, sales, IT, HR, and finance departments. The company has 10,000 law firm customers and 543 corporate customers, with 35 in the Fortune 100. It has 75 global customers using contract lifecycle management, consisting primarily of corporate legal departments in midsize to large companies in high technology, healthcare, life sciences, media, and manufacturing industries. Onit has more than 425 employees. It secured a $200 million investment from K1 Investment Management in 2019.

**Why Buy Onit Contract Lifecycle?**
- **Onit CLM** runs on the Apptitude platform with access to prepackaged legal software and the capability for users to build custom applications.
- **CLM** integrates with ReviewAI and ExtractAI to automate workflows and engage in intelligent task and approval routing.
- Enables self-service contract review, visibility into contract status, and accelerates contract completion, reducing costs and risks while improving governance.
- ReviewAI and ExtractAI increase contract review capacity without adding lawyers.

**Try Onit Today!**
Contact us today to schedule a demo.
eDiscovery/ Document Review

Reveal and Brainspace Artificial Intelligence Powers Workflow to Discover Critical and Hidden Data
Reveal and Brainspace Artificial Intelligence Powers Workflow to Discover Critical and Hidden Data

When conducting a review in Reveal, users code documents by issue and determine relevancy. Behind the scenes, Reveal AI continuously learns and builds out models for issue codes and relevant and non-relevant documents.”

**Company Name Brand**
Reveal-Brainspace

**Product Name Brand(s)**
Reveal, Brainspace, Reveal AI (formerly NexLP)

**Latest Developments and Updates**
- Brainspace text extraction, concept search, and visualization integrate and synchronize with the Reveal platform.
- Image detection technology automatically identifies and applies labels to images to facilitate search and filtering strategies.
- Elastic search targets document or metadata text, or both, and features predictive search to dynamically add critical data points to a query.

**Leveraging Intelligence**
In Reveal’s core review functions, AI is woven throughout, but without distracting end-users from their core tasks. Reviewers can seamlessly take advantage of the AI with powerful content classification technologies, using supervised and unsupervised machine learning, and predicting data relevance with active learning and pre-built AI models.

The Reveal platform leverages unique AI capabilities to strengthen the AI model building capability, as well as using them each individually.

Examples of these unique AI technologies include:
- Emotional intelligence: an understanding of emotional signals in text and sentiment of content authors.
- Behavioral intelligence: analyzing communication patterns and detecting abnormal behavior.
- Linguistic intelligence: understanding what people talk about in the data.

**Frictionless AI Platform**
Reveal’s AI engine homes in on probability scores and identifies relevant documents in an intuitive, modern user interface (UI) as reviewers code documents. Reviewers can filter by issue codes and other metadata fields, sort to focus on high-probability documents, and use built-in automation to check documents in and out for review using the My Assignments feature. See Figure 1.

![Figure 1: Reveal's UI offers enhanced functionality with optimized workflows and AI under the hood. From the My Documents feature, reviewers can check document sets in and out with high probability scores for relevance to issue codes.](image)
When conducting a review in Reveal, users code documents by issue and determine relevancy. Behind the scenes, Reveal AI continuously learns and builds out models for issue codes and relevant and non-relevant documents. The interface can display AI iconography using thumbs up or down displays and calculate a responsiveness probability score. See Figure 2.

Images and video files in document review are typically an afterthought, requiring a brute force examination of the files to determine their relevance to a case or investigation. Reveal’s AI can automatically assign labels or tags to images from an extensive library. Use the tags to search and filter images associated with an issue, such as handwriting to identify signatures or handwritten notes, vehicles, driver’s licenses, and thousands more. The Reveal platform’s AI will also transcribe video files into a searchable text format and synchronize the transcribed text with the video frames.

Reveal takes a holistic approach to the challenge of “foreign language review.” Beyond detecting the presence of foreign languages in review sets, Reveal uses AI technology to translate documents from one language to many others. These documents then become searchable in both the original and translated language. The platform also offers the UI with localization in 105 languages to increase review throughput and platform adoption.

Reveal’s frictionless AI brings the technologies to the forefront of document-centric review. You can also use a visual approach to document exploration by selecting a flyout navigation feature to utilize Reveal AI and Brainspace’s visual analytics capabilities.

**Exploration and Modeling with AI**
A high-level view of Reveal’s AI features presents patterns or stories in data. Visualizations point to the most important events found and drilling down to individual documents reveals how they relate to issue tags and relevance rankings.

Reveal supplies AI models from their AI Model Marketplace, which customers apply to detect specific human behavior, conversational topics, entities, and more in processed data. Reveal’s industry experts develop models to discover, for example, key concepts and communications on human resource issues, privilege issues, and entity libraries that identify personally identifiable information (PII) and protected health information (PHI) in data sets. You can apply the models to more than 100 languages and use the models out of the box or build bespoke models for specific use cases. Service provider customers and/or law firms can build out and monetize their own AI models, such as DLA Piper’s Ascension, to detect unlawful cartel activity.

![Figure 2: Reveal’s document review platform displays probability scores of relevancy to issue codes.](image-url)
For additional assessment, you can explore applying an AI model to data using the Insights page. See Figure 3.

Text extraction technology finds the critical concepts of model libraries in documents. Click any slice of a pie chart display to dive deeper into the data using natural language search and find out who is talking to who about what. Visualizations of social network analysis (SNA) make it easy to identify conversational clusters and who is most influential in the groups. Drill down to an individual and get a complete dossier in a baseball card view of that person’s aliases and email addresses, topics of interest, meetings, interviews, highly emotional conversations, and more.

Brainspace
In the short time post-merger, data processed in Reveal synchronizes with Brainspace’s text and phrase extraction, clustering, and concept search capabilities. Reveal customers can visualize, explore, and interact with their data in Brainspace’s cluster wheel, communication analyses, and metadata dashboard. With Brainspace search, you can begin with a phrase, clause, or entire document from your data set and uncover hidden concepts.

Brainspace remains available to customers as a separate AI offering, but together with Reveal, will help you get more from your data faster. Soon, Reveal will incorporate Brainspace functionality into the platform, allowing customers to use Reveal AI and Brainspace analytics and visualizations in automated review workflows without changing gears.

Technology Platform & Pricing
Reveal offers its cloud-native platform in Amazon Web Services (AWS). The company develops an open API to integrate with customers’ computer resources. Pricing is based on three-year subscriptions that provide full access to the SaaS platform, Reveal AI, Brainspace, and tiers of data capacity measured in Gigabytes.

Who is Reveal?
Headquartered in Chicago, Illinois, and Dublin, Ireland, Reveal provides AI-powered eDiscovery, compliance, and risk software as a service to law firms, corporate legal departments, government agencies, advisory firms, and legal service providers, such as United Lex. This year, the company merged with Brainspace, software that derives meaning from human communication, after buying NexLP, software that derives patterns and stories from data. With over 200 employees, the company has more than tripled its employee count in the last year and received more than $200 million from K1 Investment Management this year to further accelerate growth.

Why Buy Reveal?
- In Reveal’s document review, frictionless AI accelerates workflows, speeds insight into data sets, and reduces eDiscovery costs.
- Data in Reveal synchronizes with Brainspace to visualize it in Brainspace’s cluster wheel, communication analyses, and metadata dashboard.
- Reveal’s modern UI makes it easy to use AI and automated workflows to uncover hidden conversations and data.

Try Reveal Today!
Request a demo today!

"Reveal’s unique set of AI and analytics tools allow our attorneys to navigate and identify key documents very early in the eDiscovery process, thus providing great value to our clients. With the addition of NexLP and Brainspace to complement their already robust review technology, Reveal is at the top of the list when it comes to innovation in the legal technology industry.”

Kevin Clark
Litigation Support Manager
at Thompson Knight

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**Figure 3:** Reveal’s Insights page provides drill-down visualization of models applied to data and displays documents in the right panel in a priority ranking for the selected model or issue.
Legal Operations/ Time & Billing

SimpleLegal
AI-Powered SimpleReview Efficiently Drives Legal Operations with Billing Data

timebyping
Time Automation that Frees Lawyers from the Burdens of Timekeeping
SimpleLegal uses flexible invoice routing workflows, advanced reporting capabilities, automated accruals, and artificial intelligence (AI) to identify common billing errors.”

Company Name
SimpleLegal, Inc.

Product Branding
SimpleLegal

Feature Branding
SimpleReview, CounselGO

Latest Developments and Updates
• SimpleReview uses machine learning and natural language processing to analyze invoices and identify common billing errors.
• A built-in document management system stores all matter files and ingests email and attachments directly from Microsoft Outlook.

Managing Legal Operations
A legal department should build processes that drive efficiencies and facilitate data-driven decision-making, allowing in-house attorneys to spend more time handling legal matters. These processes must develop and support a data infrastructure that tracks key performance indicators (KPIs) for optimal outcomes, understand legal spending across matters to calculate case budgets, and determine when to use in-house resources or engage outside counsel.

SimpleLegal is an electronic billing (e-billing), legal spend, and matter management software solution that supports data-driven legal operations departments. The company’s software solution tracks, manages, and reports on legal spending. The software uses flexible invoice routing workflows, advanced reporting capabilities, automated accruals, and artificial intelligence (AI) to identify common billing errors.

AI-Powered Billing Analysis
SimpleLegal’s software includes SimpleReview, an AI process that identifies common billing errors for legal teams to accept or reject. SimpleReview uses machine learning (ML) and natural language processing (NLP) technology to analyze invoices, line-item descriptions, and report exceptions.
SimpleReview derives billing rules that are most important to customers based on a thorough analysis and review of their vast historical billing data, which are then added to a supervised ML and NLP process. Customers further influence SimpleReview through the collection and analysis of their ongoing feedback. The rules identify and alert a reviewer to potential problems in an invoice, including block billing, vague line-item descriptions, and delivery and research charges. SimpleLegal engineers, along with legal professionals, train SimpleReview and maintain the algorithm with customer feedback.

If you had to write deterministic rules and program software to identify billing errors, it would take considerable time to trust the software to identify mistakes and determine out-of-scope charges. It would require a trial-by-error process including many false positives and true negatives which you may never even see.

With SimpleReview, an AI flag highlights any problem with any line item. SimpleLegal’s AI technology digs deeper and faster than a human reviewer can to find issues such as when a partner engages in a task an associate or paralegal should perform. See Figure 1.

SimpleLegal’s AI engine identifies billing issues and allows you to adjust or reduce an invoice, or push it back to the law firm to redo, allowing the in-house legal team to spend more time practicing law than reviewing bills.

Catching billing errors offers the opportunity for incremental savings on legal spend. But the actual savings to an organization is identifying which firms should do which work. When you start looking at the work accomplished and not the bottom line of bills, you can determine an effective balance to use in-house resources or utilize outside counsel.

**Legal Billing Workflow**

When you first log in to SimpleLegal, the software’s role and group-based security settings allow users to see the invoices and analysis, and even the search results of what they are permitted to see. If you are the general counsel with administrator rights, you see all the invoice data for the organization.

*Figure 1:* SimpleReview uses AI technology to flag an invoice line item if a task, activity, expense, or description violates billing rules derived from machine learning and natural language processing.
Associate GCs or other department heads only see the invoicing and data where they are responsible. See Figure 2.

SimpleLegal’s web-based dashboard displays invoice data and other items that require attention, such as matters, budgets, timekeepers, and even legal requests via a built-in ticketing system. On the left, a navigation panel provides access to software features, including matters, budgets, accruals, reporting, and legal spending.

A spend dashboard further provides charts and reports on all expenditures by vendor or law firm, practice area, and timekeepers. Review timekeeper spending in hours, rates, and various roles, such as associates, partners, paralegals, and legal assistants. Filter spending reports by vendor, matters, and other selected entries. See Figure 3 on the next page.

The SimpleLegal CounselGO portal allows law firms and vendors to easily upload (drag-and-drop) one or more invoices in LEDES (Legal Electronic Data Exchange Standard), PDF, or other format using UTBMS (uniform task-based management system) codes. SimpleLegal validates the invoice file, and, if successful, permits the law firm to submit the bill. The SimpleLegal solution then analyzes the invoices, reports the data, and identifies errors. You can reject an invoice to automatically notify outside counsel.

Built-in reports can be exported to Microsoft Excel for advanced reporting. The software’s matter management features include a new and enhanced native document management system (DMS). When you create a matter through an intake form or use SimpleLegal’s ticketing system, the DMS can add a preconfigured folder structure to store and tag documents and perform full-text searches. The company’s Microsoft Outlook plug-in can directly send email and document attachments to the DMS.

**Technology Platform & Pricing**

SimpleLegal software runs on the Amazon Web Services (AWS) cloud in a multitenant architecture. The company’s application programming interface (API) can work with third-party DMS providers and integrate with an organization’s finance and accounts payable systems. The company’s

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**Figure 2:** The SimpleLegal home dashboard shows open invoices, invoices on hold, open matters, items that need your attention, and the most frequently viewed law firms or vendors and matters.
API makes it easy for legal departments to implement efficient, scalable, and streamlined legal operation processes that connect with other organizational units.

SimpleLegal pricing is based on an organization’s legal spending. The company sells direct to organizations and through channel partners.

Who is SimpleLegal?
Since 2013, Mountain View, California-based SimpleLegal has helped organizations make sense of billing data to achieve strategic business goals. The company’s web-based e-billing, legal spending, and matter management software processes more than $3.4 billion of billing data annually, supports more than 170 currencies, and manages more than 615,000 matters. SimpleLegal is part of Onit, a Houston, Texas-based provider of enterprise workflow solutions.

Why Buy SimpleLegal?
• The ease of using the full features of SimpleLegal delivers an immediate return on investment.
• Configure the software using feature flags—no programming or custom-code required.
• Gain deep insight into spending with minimal effort using AI-powered SimpleReview to identify billing exceptions.

Try SimpleLegal Today!
Request a demo to chat with a product specialist, experience a walk-through catered to your specific use case, and get dedicated time for questions.

Figure 3: SimpleLegal Spend Dashboard displaying a drill-down histogram of spending and trickled-up data on total hours, billed fees, expenses, and discounts.
There is a lot of hype about artificial intelligence (AI) in legal as a way to reduce costs, expand access to justice, review documents faster, and replace all humans with their robotic doppelgängers. This article is my attempt to help define and demystify legal AI so that it’s something specific we can talk about, not just hand-wavy magic.

What Are the Elements of AI in Legal?
Legal AI is a convenient shorthand for the combination of multiple machine learning algorithms that are often used together with natural language processing (NLP) to make sense of legal documents and text. AI in legal is not really AI, but AI is easier to say than all of that.

The term AI is somewhat misleading. AI is artificial intelligence. It’s the idea of giving a computer the ability to think, reason, and learn about the world around us. It’s replicating the capability of the biology of our brains onto silicon chips. The goal of truly advanced AI efforts is to create a general algorithm that can learn to do basically anything. None of the legal technology companies have that type of AI. If they did, their robot lawyers would quickly get bored of reviewing legal documents and sign up for user accounts on Pinterest and Snapchat.

Now that we agree that legal AI is used as an umbrella term encompassing several components, let’s demystify each of them.

Natural Language Processing
In the legal industry, NLP technology can speed up tasks such as legal research or contract reviews.

NLP is how software makes sense of written words. While you and I learned language by example, computers take a more algorithmic approach.

Take this sentence, for instance, “On safari, I took a picture of a giraffe in my pajamas.” Although the word order and structure are a little ambiguous, people can parse out the intended meaning. A human will correctly interpret that the speaker is the one on safari taking pictures and will also understand that the speaker, not the giraffe, is the one wearing pajamas. A human makes this correct interpretation of the sentence based on their knowledge about giraffes and pajamas.

NLP, on the other hand, breaks the sentence into nouns, verbs, and other parts of speech. Then, NLP technology transforms the imprecise text in documents, contracts, spoken language, and silly sentences about giraffes into a precise hierarchy of related and labeled components. These sentence structures can be used on their own, but they are often used as input into machine learning algorithms to predict outcomes.

Legal professionals might use NLP to speed up document review. For example, you could feed a contract through an NLP program to help identify specific clauses, double-check the legal language, and ensure the contract includes all clauses that you need to stay compliant with your standard operating procedures.

Machine Learning
Machine learning is broadly broken down into two major categories: supervised and unsupervised. Legal tech uses both types to do a wide range of things, for example:
• Identify key clauses in non-disclosure agreements (mixed)
• Review an invoice for guideline violations (primarily supervised)
• Find similarities across legal briefs to find other relevant case citations (primarily unsupervised)

Supervised Machine Learning
The primary goal of supervised machine learning algorithms is to make predictions. It’s called “supervised” machine learning because you provide the answers to teach the algorithm. You supply lots of example data input with known outcomes (called “training data”) so that the algorithm can learn how to predict future outcomes. By
feeding the algorithm previously observed data, you train the algorithm to make future predictions.

Supervised machine learning can be thought of as a very sophisticated set of if/then rules. The key difference is that with if/then rules, a person has to define specifically how a particular input leads to a result; “if this, then that.” With supervised machine learning, the person doesn’t write the rules. Instead, the person provides examples of all the input and results, then the computer figures out the rules that determine how the input leads to the results.

Supervised machine learning has many applications in the legal industry. For instance, you could train an algorithm to review intellectual property (IP) case law and the outcomes of patent prosecution cases. Then, that algorithm could make educated predictions about future patent prosecution case outcomes.

Unsupervised Machine Learning
In unsupervised machine learning, the input data does not have answers or output. Instead, these algorithms, often called clustering algorithms, try to identify clusters of similar data input or observations. In the legal industry, an unsupervised machine learning algorithm might use clustering to identify certain types of contract clauses by finding similarities to other comparable clauses.

Not quite seeing the difference between supervised and unsupervised? Let’s say you’re brand new to Spotify. Without months of listening history to refer to, Spotify’s algorithm will base its recommendations on the first songs and artists you listen to instead of your personal preferences. Recommendations are based on “clusters,” or similar data, such as “female pop singers” or “80s hair bands.”

The legal industry uses unsupervised machine learning to analyze text. For instance, if you’re trying to use standard language for limited liability clauses in third-party contracts, you could use an unsupervised machine learning algorithm to review those contracts. The clustering algorithm will find those clauses and language related to liability in other clauses throughout a contract, making it easier (and faster) for a human to review the information. Not only can clusters presort information for people, but the clustered information can also be used to create training data for supervised machine learning algorithms.

How Does AI in Legal Work?
In practice, combinations of multiple supervised and unsupervised algorithms are often linked together to make a prediction or produce an outcome. Legal is a text-heavy world with a particular focus on documents and contracts. In those cases, NLP is used to turn paragraphs of text into structured data to be used as input into those algorithms. So, once again, “AI” makes for a convenient shorthand.

Additional use cases of AI in legal include:
• Risk-scoring of sales contracts for enterprise software companies
• Routing lease agreements for approval for a property management company
• Predicting outcomes of litigation for litigation financing companies
• Reviewing legal bills for compliance with your billing guidelines especially for law firms that bill hourly

Legal AI Aims to Help Humans, Not Replace Them
While there are many great practical uses for legal AI tools today, they’re not substitutes for human lawyers. AI in legal is not magic or even truly AI — it’s just math. But the components that make up what we call “legal AI” are still extremely useful. Together, the many aspects of legal AI allow legal departments to save money, accelerate revenue, close deals faster, get contracts signed sooner, and apply business rules more consistently.

Despite the hype, AI technology is here, and it’s here to help the legal industry serve its customers.
With Time by Ping, lawyers can focus on their work, firms can understand where time is spent, and clients can receive timely and accurate bills.”

Company Name Brand
Time By Ping, Inc.

Product Name Brand(s)
Time by Ping

Latest Developments and Updates
• New user interface (UI) puts billable time in the context of chronological events.
• Tracks billable time in any application running under Windows 10, including who you talk to in Microsoft Teams.
• No added cost for onboarding and deployment.
• Fully compatible with Intapp Walls conflict management and iManage 10.
• Cisco phone integration improves the accuracy of call capture and refreshes contacts regularly.

Time is the Foundation
If a lawyer described his or her dream job, it would not include tasks such as keeping time or completing timesheets. There seems to be a perception that tracking time takes time away from “real” legal work—so lawyers put it off, submit it late, leave out important details, and often fail to invoice all their billable work.

The billable hour, however, remains the prevailing metric for lawyer compensation, efficiency, and reward. Without it, law firms can’t track resources, calculate margins, price services, or improve realization rates. Rather than rely on the inadequate human component for recording time, firms can turn to Time by Ping (TBP) to automate timekeeping and timesheets. With TBP, lawyers can focus on their work, firms can understand where time is spent, and clients can receive timely and accurate bills.

Automated Timekeeping
TBP uses heuristics to understand human behavior and distinguish work from

Figure 1: TBP displays a timeline at the top of the UI to see a day in an actionable bar graph. Where the bar is thick, activity has been captured; where it’s thin, there are gaps where additional activity can be added to ensure all work is accounted for.
non-work, then combines that knowledge with its uniquely tuned artificial intelligence (AI). TBP runs on Microsoft Windows 10 computers or virtual machines to capture time and work data, and leverages Amazon Web Services (AWS) to process that information using proprietary AI.

In AWS, machine learning algorithms and Named Entity Recognition (NER) technology transform the un-structured information into structured data that prepares timesheets for approval by timekeepers. TBP’s AI learns about a law firm’s clients and services from integrations with billing, document management, and telephone systems.

As lawyers create, edit, and read documents and email, use the telephone, and conduct online research, TBP monitors the work and associates it with clients and matters, recording the dates and times while predicting the task codes for billing purposes.

TBP essentially shifts the burden from creating time entries to simply approving the compiled timesheets in an easy-to-use interface that presents time in a chronological sequence of events.

TBP is hyper-focused on work and excludes personal activity from the information it captures. The AI identifies clients and matters from an application’s context and content, such as the To, From, and Body fields of an email message. It predicts phase and task codes with confidence levels and develops a narrative, for example, from the parties and subjects in a given email thread. All of this takes place in the background while you work.

The UI makes it easy to select the week and day to view time records in a chronological timeline of activities, or a timesheet view in billable increments. See Figure 1 on the previous page.

**Timeline, Timesheet, and Timers**

In the Timeline view, TBP shows a timeline across the top linked to the chronology of daily events below, with the timestamp and duration of each activity. If there is an unlabeled activity, you can review it in the context of events before and after it. If it’s billable work, select the matter from a quick-pick list in the right panel that makes it easy to find a previous action, matter, and client. In a single click, categorize an unlabeled event, assign it to a case, and release it to your timesheet.

Select the Timesheet tab on the UI to view time in billable increments by client, matter, and activity. See Figure 2.

In the Timesheet view, timekeepers can sort time entries by their creation time and other criteria, search them using keywords, or create additional entries. Select an item from the list, and, in the right panel, entry details can be populated. When this time is released to the billing system, TBP’s machine learning algorithms adapt to make more accurate predictions in the future.

**Figure 2:** TBP breaks timesheets down by client and matter, providing details in the left pane and daily totals in the right pane.
Timekeepers can view and edit a time entry’s details, including the duration, narrative, predicted phase and task code, and any custom activity or action codes. Any law firm taxonomy to describe work, such as the Uniform Task-Based Management System, is shown in the details pane. You can also roll up or group time into a block and edit the narrative to streamline the record for the firm and client.

Like a self-driving car, the timekeeper remains in full control of the entries that are released to the firm. Create, edit, or remove entries or information before submitting them to the billing system. Although TBP identifies all work in Windows 10, it takes a conservative view of web browsing. Firms list predefined websites to track billable hours, such as Westlaw and LexisNexis, and TBP ignores all others unless explicitly added by the user or firm. In addition, manual timers can be used to track time spent reading documents, pleadings, or other material away from a device. Timers are fully configurable in the rightmost panel. See Figure 3.

Mobile and Desktop Applications

TBP offers an iPhone app for timekeepers to manage timesheets on the go and manually track time. Timers used on the iPhone synchronize with desktop timers.

Using a single MSI installation file, TBP integrates directly with the Windows 10 operating system. The software can track any application running under the operating system and record any visited websites.

In Windows 10, TBP works with Microsoft Office tools, including Teams, Adobe and Kofax PDF, and more. The software integrates with billing systems from Aderant and Thomson Reuters (3E and Enterprise).

Pricing

TBP is priced per user (timekeeper), and there is no separate deployment or implementation fee. Each law firm receives a virtual private cloud in AWS to run a single-tenant instance of TBP. Law firms can be up and running in as little as three weeks.

Who is Time by Ping?

Based in San Francisco, California, Time by Ping is a technology provider focused exclusively on automating timekeeping. The company’s long-term vision aims to use aggregated time and work data to solve pricing and common pain points, including core task automation. The company is in growth mode and expanding its client base, including midsize and Am Law 50 firms.

Why Should You Consider Time by Ping

• Timekeepers do not need to change their behavior or part with their favorite Windows 10 applications to track time.
• TBP automates time capture and timesheets and views billable time in a chronology of daily events.
• Quick integration with major billing systems.
• New software builds regularly.

Contact Time by Ping Today!

Reach out to Time by Ping (TBP) today to learn more!
Thank you for reading, let’s keep in touch!

We appreciate the time you spent researching solutions for your law firm. New products, feature updates, and announcements happen throughout the year. So, to help you stay informed we have expanded Legal Tech Publishing’s Buyer’s Guide Series to include an eBook for nearly every product category. Subscribe to receive notifications when a new guide is released. Follow us on the channels below for updates and special virtual events.

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