



THE NATIONAL LAW JOURNAL 2020 EMERGING LEGAL TECHNOLOGIES





Dear Readers,

Welcome to the second annual issue of Emerging Legal Technologies, a special supplement developed by the business arm of *The National Law Journal*. In the pages that follow, you'll read profiles on some of the leading technology companies that are changing the ways that law firms and legal departments operate.

This section highlights both young companies that have been established in the last five years and new products from some well-known companies. We are proud to announce this list of honorees that are helping to improve the efficiency of everyday tasks for attorneys and administrators.

As with all *National Law Journal* supplements, the list is never complete. In the fast-paced world of technology, the search for emerging legal technologies never ends. If you have a company in mind that you feel should make our next list, please reach out and let us know.

Congratulations again to this year's honorees.

All the best,

Richard Caruso

Vice President & General Manager, Legal Media

1LAW

JASON VELEZ, CEO AND FOUNDER



THE BASICS 1LAW is a form and process automation tool that streamlines the repetitive procedural tasks of law firms or legal departments including preparing documents for lawyers to apply their expertise. 1LAW is also connected to a communication platform, SMS, email and web platform.

CHANGE AGENT As clients become more demanding and less tolerant of paying for lower-level functions at law firms, 1LAW helps to reduce the procedural work that firms find difficult to get paid for while allowing users to focus on more substantive issues. "1LAW is integrated with MS Word because lawyers live in Word. Rather than toggling between windows and applications, it's embedded as an add-in in Word." Junior associates can access documents a senior associate may have already populated. "For example, imagine a young associate doing early due diligence on M&A. You can start asking questions such as, 'Did you collect the key documents?' It's highly process-oriented, so that any lawyer can jump in at any point of the process." 1LAW automates that first wave of information gathering, eliminating the need for a paralegal or young associate to do it by email or chat.

UNIQUE APPROACH As the sharing of information continues to become more phone-centric, 1LAW's mobile app offers communication and productivity tools with information that can be easily accessed on a smartphone. "Aside from the mobile app, we also embed the tool into MS Word, which isn't as common as you might think." As automation moves closer to AI, 1LAW offers a repository to quickly and easily find key clauses to place in other documentation. "That's the key differentiator. We aren't technologists trying to give lawyers tools. We are lawyers who have become technologists who are trying to automate and digitize a lawyer's life."

ACKERT INCORPORATED

LINDSEY MARTIN, BUSINESS DEVELOPMENT DIRECTOR



THE BASICS Ackert offers a suite of products providing business development training and technology to law firms and other professional services. Using a combination of technology and hands-on human coaching, Ackert's business development solutions include Practice Pipeline, a simple, intuitive pipeline management tool that delivers ROI for clients and integrates with existing CRM platforms and Microsoft Outlook.

CHANGE AGENT Practice Pipeline offers a simple-to-use pipeline management tool coupled with advisory services to remove the stigma lawyers feel from pipeline management and business development. "Lawyers tend to use Excel, scratch paper or their heads and hardly ever use CRM for business development. Practice Pipeline removes the friction and makes it easy by integrating with CRM systems to have it be more palatable with a good interface." In conjunction with human coaching, users create "tiles" in the dashboard to identify their top pursuits, prospects or clients to develop a pipeline to capture opportunities and ROI for bringing in new clients. Business development tasks are color-coded and prioritized for any given day. Upcoming tasks are emailed to users, so key relationships stay top of mind with management reports, allowing marketing and business development staff to oversee a lawyer's progress and activities. Other features include calendar updates, a curriculum of business development training videos and a mobile app to access the dashboard on the go. "Business development is a marathon, not a sprint, so this helps when they are stuck and gets them to focus on it during the week."

UNIQUE APPROACH Customer relationship management platforms are not generally used for pipeline management. Practice Pipeline offers lawyers a combination of simple technology and smart coaching for professionals who find CRM inconvenient to use. "The key is the human connection combined with software that tracks lawyer performance and law firm ROI. Only we have that combination, and it's seamless to use."

ADR NOTABLE, LLC

GARY DOERNHOEFER, FOUNDER



THE BASICS ADR Notable is a technology platform built to specifically support mediators and other alternative dispute resolution professionals in all aspects of their business process. Its core technology is designed to easily take and manage notes in a secure digital environment. Practice management tools include new matter intake, document management and scheduling and file storage.

CHANGE AGENT The goal of ADR Notable is to bring modern digital capabilities to ADR processes. "That branch has lagged behind even the legal industry in the adoption of new technologies. For example, we heard stories of mediators using colored pencils or circles and arrows and stars to track their notes—or literally, stacks of documents on every office surface with case names on top and even paper calendars." ADR Notable brings purpose-built technology into the mediation room to allow mediators to capture, search and manage notes while eliminating the need for traditional yellow legal pads. "Its practical practice management features fill out the rest of the business process demands of an ADR professional, even the ability to blur notes during caucus sessions and delete confidential notes from case files at the conclusion of a matter." ADR Notable also integrates familiar tools like email into a single platform along with document storage and management and digital signatures. It automates administrative tasks and improves efficiency and security to free mediators to listen, communicate and empathize more during mediations.

UNIQUE APPROACH At its core, ADR Notable offers sophisticated note-taking capabilities embedded into a workflow with more recognizable practice management tools. "We found that no other product has focused on bringing helpful automation to the specific tasks and needs of the ADR professional." ADR Notable's central note-taking features capture metadata and allow the mediator to search, reorganize and manage notes logically.