

Roads to the future

The impact of GenAI in the business of law

Drew Winlaw

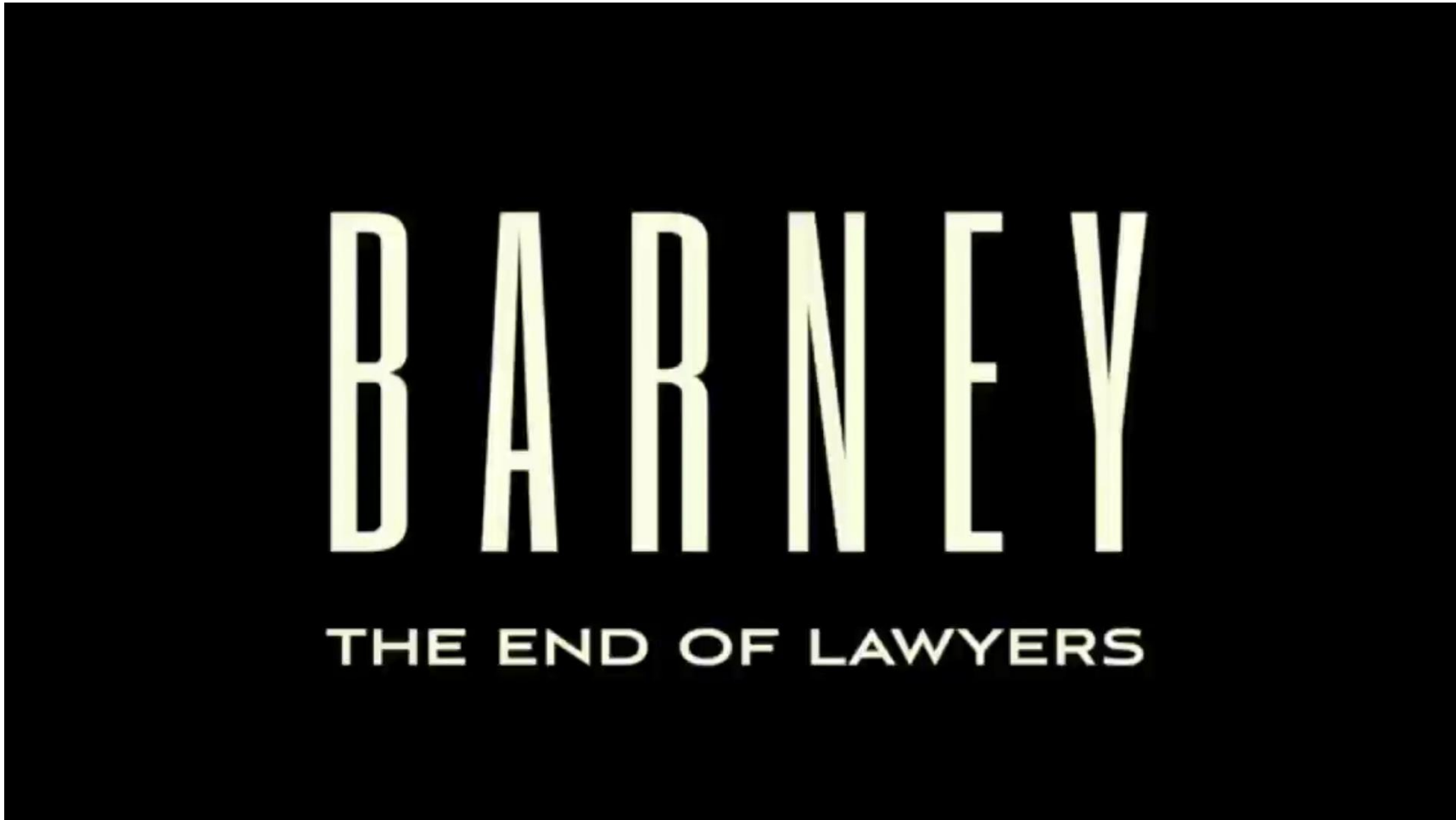
Partner & Global GenAI / LLM Lead

19 June 2025 – Briefing AI Conference



This was made by a lawyer, this week

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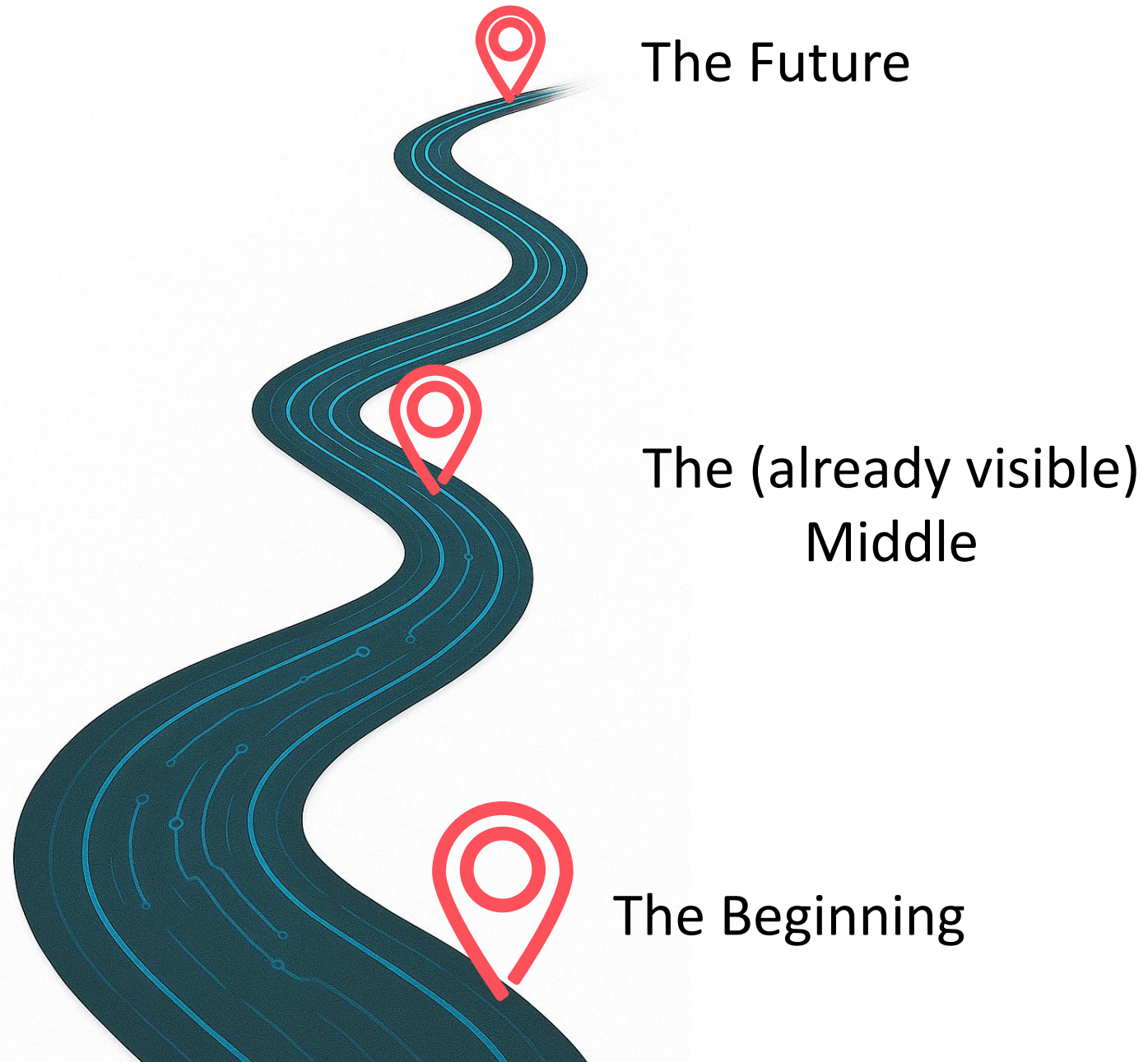


Credits: Douwe Groenevelt

Link to post: https://www.linkedin.com/posts/douwegroenevelt_this-morning-my-short-fully-ai-generated-activity-7340389826430480390-Tj2v?utm_source=share&utm_medium=member_desktop&rcm=ACoAABfTwCMB4d3HbmKRTUIXj9S6WgrYcyDyN7w

Agenda

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The beginning of the road
(today)

The beginning of the road is looking like this...

Legaltech Hub

GenAI / LLM in Legal Tech

Last update: 22 March 2025

AI Legal Assistant

Spellbook, ContractKen, deliberately.ai, aila, casemart, Jus AI, eskwar, AtlasAI, Clío, trellis, FernAI, bagmen.ai, eve, Harvey, Vecflow, LEGALFLY, CASEY, FirstRead, cicero, Qesumy, Microsoft, DISCO, GC AI, ContractPodAI, DeepJudge, servient, emmi, JudyAI, LEGORA, Syntheria, ILLUMINO GROUP, casepal, ivy, LegalOn, Lexis+ AI, CACHA, LexisNexis, Maxime, DODONAI, NEXLAW.AI, nd MAX, Spellbook, Jotit, paxton, Syllio, supio, EYELEVEL, ontra, 2ND, LUMINO, Lopti, amto, newcode.ai, LUMINO Copilot, scissers, Uncover, Decover, sarvam, LITERA

Contracts

Spellbook, ontra, Robin AI, Kira, Icertis, Aracor, Thomson Reuters, LegalOn, KNOW ABLE, Harvey, MAIGON, Relativity, Ironclad, smartContract, Gino, ContractPodAI, Syntacts, imprima, BRYTER, BRYTER Extract, arteria, Juris, ivy, contractworks, DraftWise, lexion, BLACKCLER, Parsl, QCatylix, DIOPTRA, Le t, Office & Dragons, playbooks, ContractKen, Evisort, LegalGraph, recital, Agiloft, BIGLE, EBREVIA, LexCheck, contractify, Luminance, pramata, contractworks, Sahel AI, DraftPilot

Litigation Management

cicero, Clearbrief, PRECEDENT, Syllio, Qesumy, DODONAI, casemart, Briefpoint, JuristAI, LEXLINK AI, EYELEVEL, DARROW, Uncover, Aurora, EYELEVEL, Depo CoPilot, LitAgility, Elexis, verbit, Decover, Scribe, EVIDENCE REPLAY, TRIALVIEW, wexler.ai, EQUIDIST, STRETTO, trellis, Hearsay, Theo AI, LexisNexis, LexisNexis, matey, alexi, Doctrine, Parrot, CaseGuard, bench iq, LEGALMATION, prevail, depo summary pro, OPUS2, veritone, EvenUp, AI Law, SYNTHETIC JUROR, supio, Qesumy, SYNTHETIC JUROR, ArrowLex, cloudcent, threaded, AIA, LEGION

Legal Research

blueJ, JURISAGE, alexi, CompetitionAI, Jus AI, Lexota, Cooley GO, plural, midpage, moonlit, EISPHORIA, LegalMike, Bloomberg Law, Thomson Reuters, Wolters Kluwer, eskwar, D Doctrine, Predictice, paxton, QURA, Intelligize, THE PRESIDENT, responsiv, Fledger, Wolters Kluwer, DOCKET ALARM, trails, trellis, wisetax, Minerva26, casepal, Jutzina.ai

Documents

Spellbook, legau, Xpress, DraftWise, BriefCatch, DraftPro, Manage, gavel, MACRO, netdocuments, BRYTER, paxton, nd MAX, amto, DEFINITELY, BRYTER, SingleDraft, Avvoka, CLauseBuilder, DRAFT CHECK, SingleDraft, CLause 9, Parley, ContractKen, DocDraft, maite, filank, newcode.ai

Transaction Mgt

Kira, Robin AI, DealClosers, Tower, SimplyAgree, Datasite, BREVIA, Orbital, Luminance, Imprima, S&C, Parsl, MARVER, AI Jurimesh

Legal Ops

docato, Poppy, brightflag, Coheso, tonkean, Ruli, streamline, Wordsmith

Legal Point Solutions

SigSaw, BeringLab, MANTLE, SmartEsq, BRYTER, GoCircal, Corpora, juristic, Atticus

IP Mgt

patnap, Patlytics, NLPatent, & AI, PatentPal, Edge, TANGIBLY, DeepIP, Added Matter, xLscout, Amplified, xLscout, ip mind, Patently, CarefulAI, PATENTEXT

Law Firm Operations

TIQ, Booke.ai, LEAP, QorusDocs, ELLC, ayora, Belt, laurel, Connect Stack, Filevine, INTAPP, PointOne, INTAPP, KAITONGO, INTAPP, TransGentry, INTAPP, Querious, HERCULES/A, billables.ai, 273, HERCULES/A, Apollo, Lowhive, Pitchly, mycase, Pitchly, WALTER, Neolegal

Process Improvement

autologix, Betty Blocks, LEXEMO, Truth System, springbok, Neota, BRYTER, Lowdify, bagmen.ai, vals.ai, nd MAX, checkbox, EUDIA, Counsel Stack, LUHINOS.AI, LEGA, airia, docato, RRSF, LUMINOS.AI, LEGA, DeepJudge, KLapper, root signals, RoboLex, gavel, Jylo, servicenow, SANDBOX.LAW, Strative, simplex.ko

Process Improvement

ThoughtRiver, SimpleContract, Wolters Kluwer, Stranda, Acasr CLM, Luminance, AutoLex, co Clause 9, chamelio, flank, Summize, Hebbio, SPOT DRAFT, CONTRACTBEN, negotiate, VOLODY, centari, PINCITES, Connect Compare

eDiscovery

Nebula, Aurora, DISCO, Sample, Par for Private, epio, Lighthouse, Everlaw, Par for Review, cloudcent, MERLIN, CounselAI, reveal, TRIALKIT, LEGORA, opentext, Consilio, fileread, HERCULES/A, HAYSTACK

Knowledge Management

ATLAS, DeepJudge, Manage, Pitchly, LexisNexis, BA Insight, Thomson Reuters, EISPHORIA, LexisNexis, M-Files, SingleDraft, Telling Tree, Sinequa, INTRAFIND, Fledger

Consultants

273, erbis, springbok, TrueLaw, LEGA, simplex.ko

People

Collab / Productivity, DueCourse, Minerva26, Lowline

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Where to begin? To what extent
should we build/buy?

We decided to build first as our
foundation, then buy strategically

Two key drivers to build first

What is the best choice for the needs of



Our people



Our business

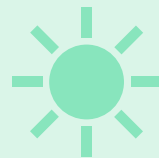
Our people's needs

Percy: from an educational to a work tool

Do we completely offload to a third party our people's learning and experience with GenAI?



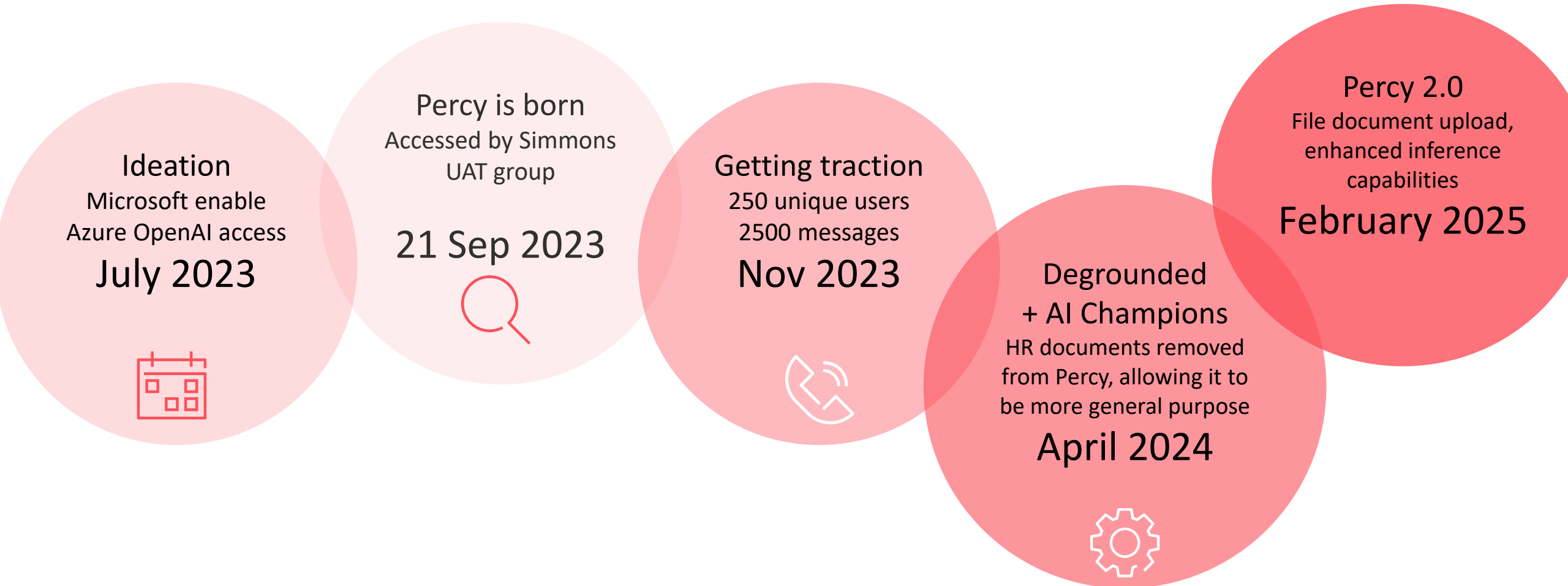
Our people (**lawyers and technical**) need a safe and secure place **to understand and use** this technology



Our people need a sandbox environment with a ChatGPT-like interface **as an education tool first**

Our people's needs

Percy: from an educational to a work tool

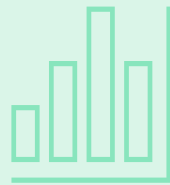


Our people's needs

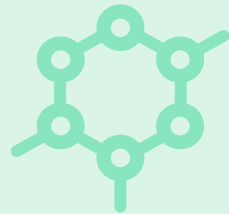
Copilot: to meet people where they already are



**Copilot licenses already
deployed firm-wide**



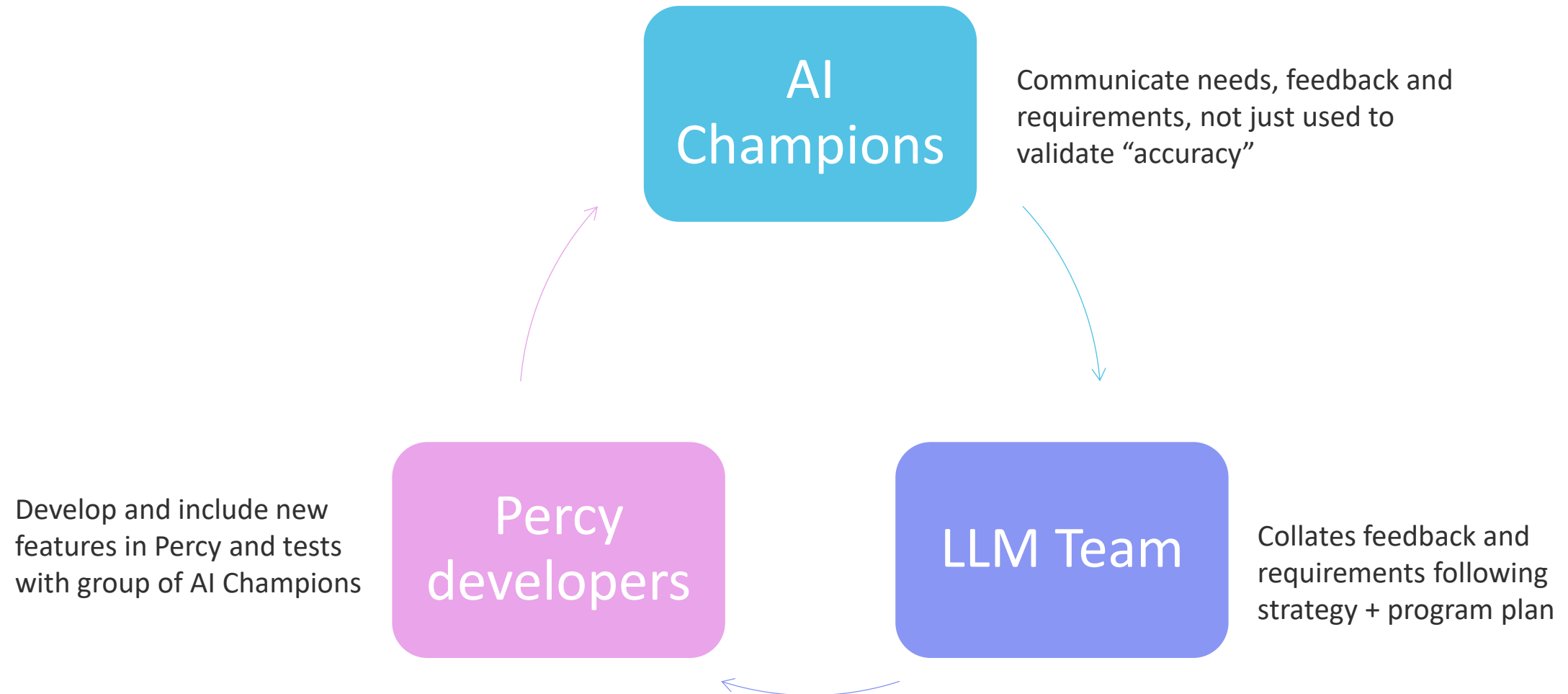
Lowers the barriers of entry to AI as it
(1) relates to productivity tasks, and (2)
is available where people already work



Already integrated with MS applications
– difficult and unnecessary to build, as
MS is better position to do so. Buy.

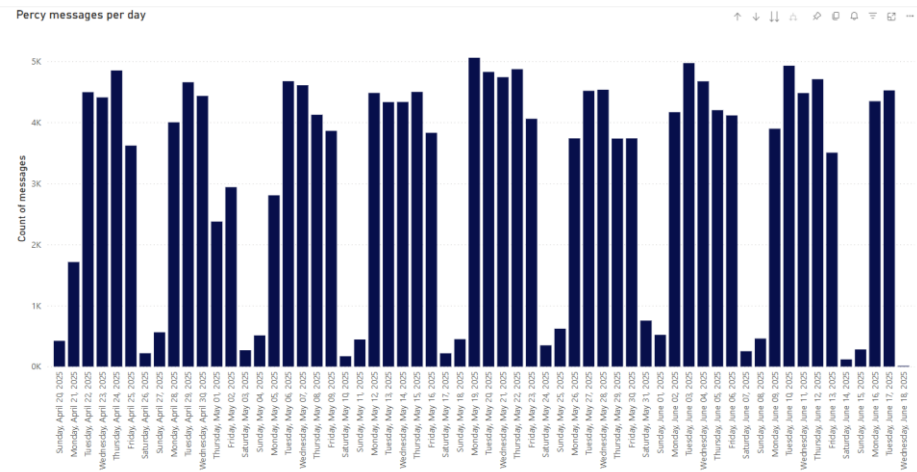
Our business' needs

Percy is uniquely developed through participatory design



Results of our “build first” approach

Widespread adoption



More than **5k messages** daily

Custom AI offering



We have created AI bespoke solutions to help clients:

- Summarise legal cases.
- Categorise hundreds of complaints.
- Review their suppliers' compliance with multiple SLAs

Leaders in AI



Microsoft | Microsoft UK Stories

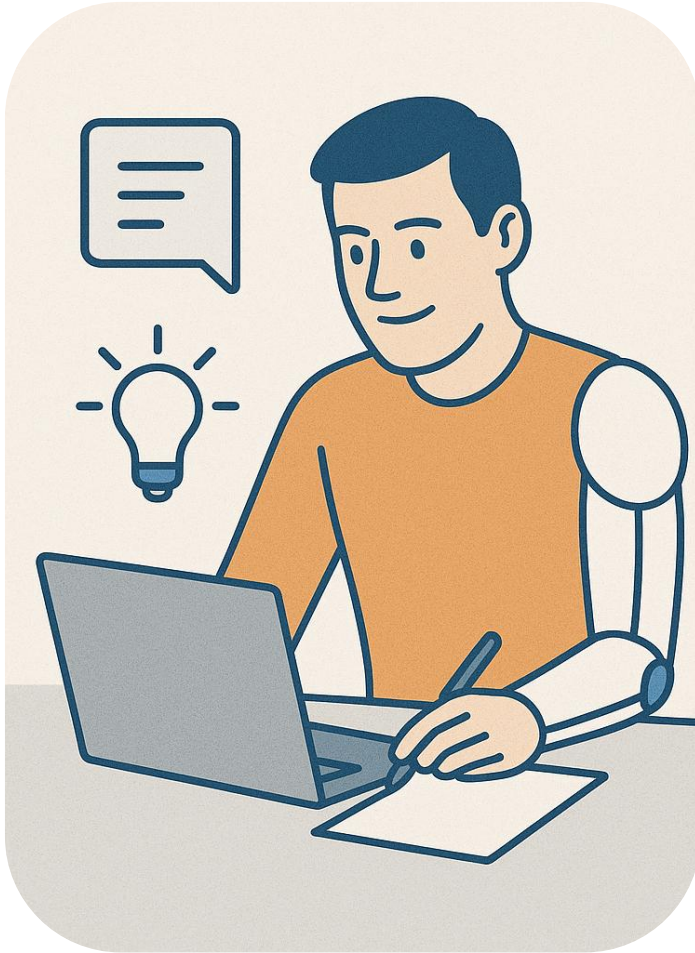
Meet Percy: the legal-eagle AI platform giving Simmons & Simmons the edge

**The Lawyer Awards 2025:
Shortlist announced**

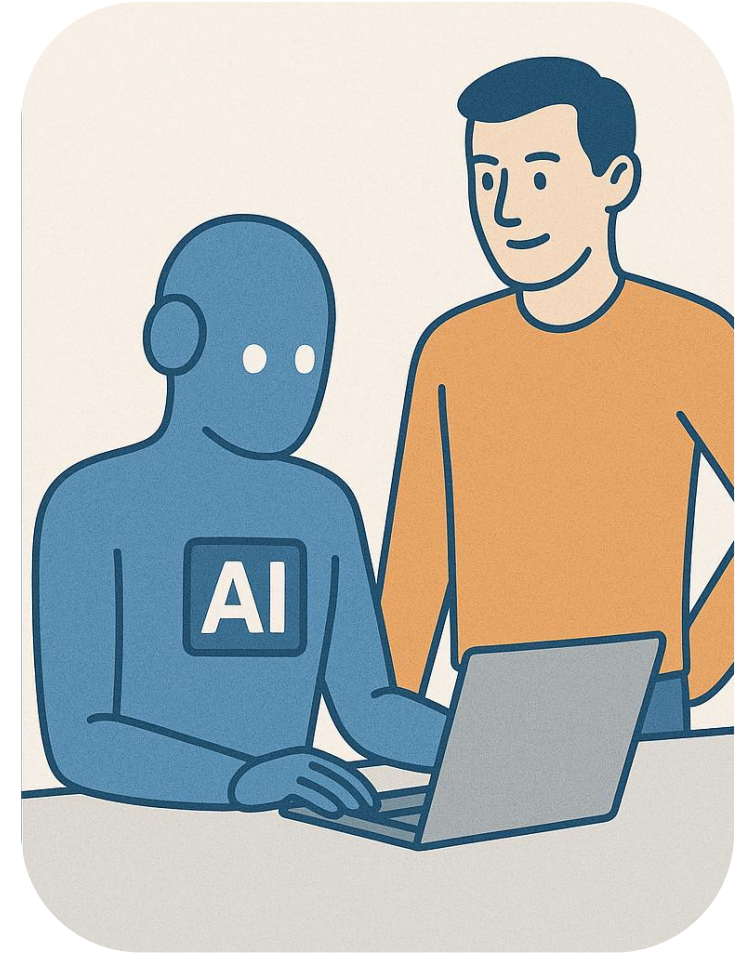
The (already visible) middle
of the road

Two predictions

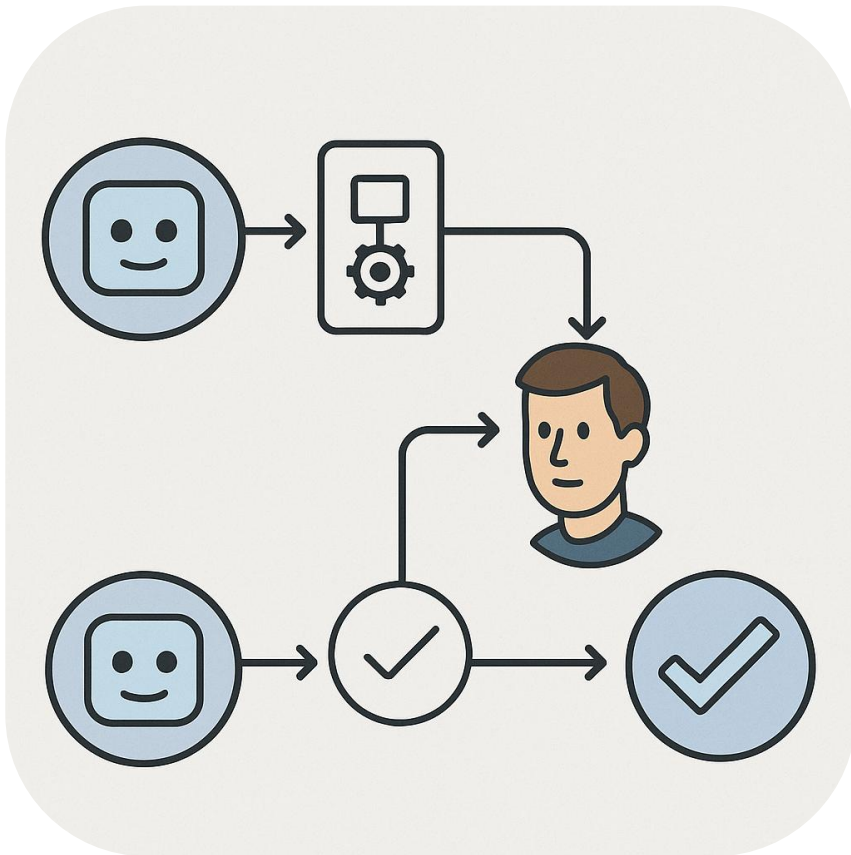
AI-enhanced humans (nothing further!)



Human-supervised Digital Workers



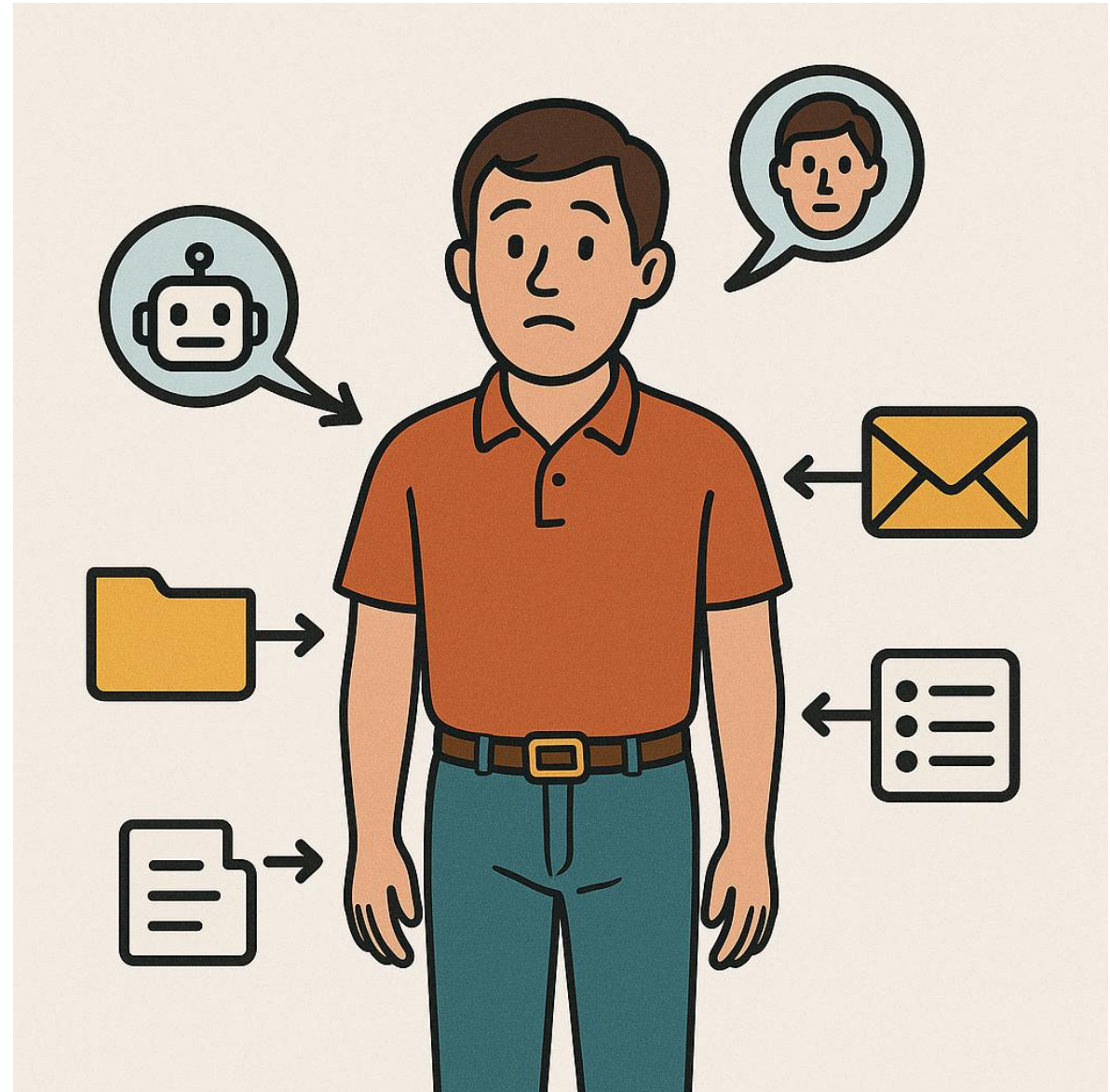
Our view: digital workers and humans



- **From assistant to actor:** AI agents plan, act, and interact on our behalf.
- **Workflow execution, not just generation:** Agents carry out tasks end-to-end, relying on human feedback.
- **Humans step back, but not out:** supervise and intervene in edge cases + provide feedback to reinforce responses
- **New management paradigm:** Professionals oversee both people and agents.
- **Agent-agent ecosystems.**
- **“Human-in-the-loop” evolves:** from monitoring every step to setting boundaries, defining escalation points, and auditing performance.

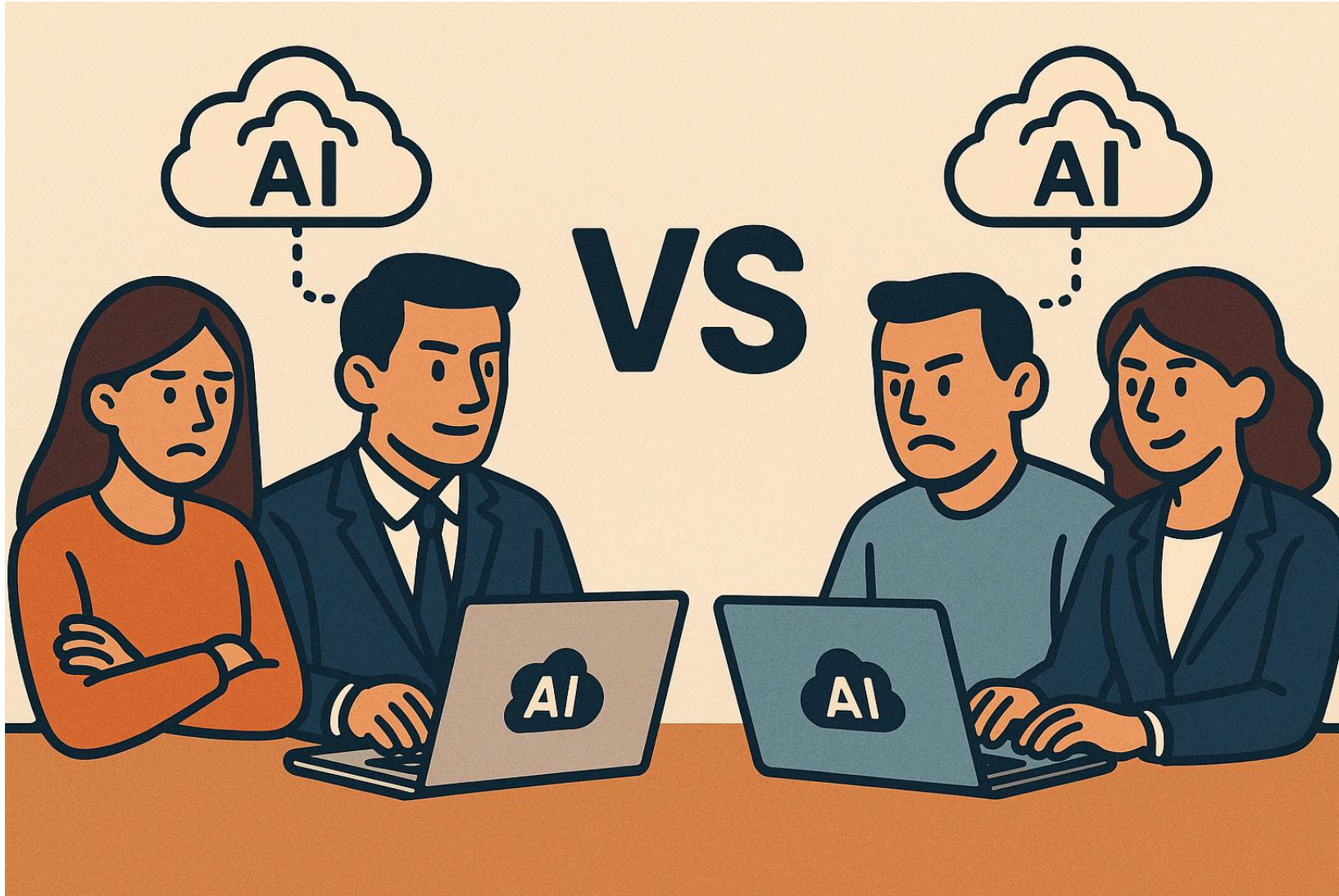
Questions for the Middle

- Would you prioritise what a human delegates (personal connection?)
- Or would you prioritise what an AI agent asks from you (because it will send you “annoying” reminders and it’s maybe more structured?)



The future: questions for the road
further ahead

The AI-driven practice of law



Questions in an AI-driven practice of law

1

If Agents are constrained by negotiation playbooks for the 'easier' points, how will that impact our **ability to secure the tougher concessions** later? Does locking in the easy wins too early weaken our leverage for the harder issues?

2

Can a dispute **ever feel truly resolved** if the parties themselves never speak — only their agents do?

3

Can **empathy, persuasion, and trust** survive if AI Agents lead the way in human conflict?

4

Are AI-driven workflows **a path to equality** or a wedge that divides the tech literate from everyone else?

5

How does an AI-driven firm redefine or reshape how **lawyers add value**?

What actually makes the practice of law better?

How does my firm contribute to the betterment of society?

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