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How Knowledge Graphs Will Help Law Firms Win Business and Serve Clients Better

Knowledge Graph Conference 2020



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MIND ALLIANCE



About David

David Kamien

CEO of Mind-Alliance Systems www.mind-alliance.com

20+ years advising law firms, legal departments, and corporates on innovation strategy and technology solutions for knowledge management, business development, and research services.

Passionate about enhancing collaboration and collective intelligence

Open to tech partnerships

Outline

- INTRODUCTION
- MARKETING AND BD USE CASES
- SELLING KNOWLEDGE GRAPH-BASED SOLUTIONS
- QUESTIONS



3 Marketing and BD use cases

Knowledge graphs will benefit law firms in many ways

- Use case 1: Opportunity spotting
- Use case 2: Authoring better client alerts
- Use case 3: Fostering cross-selling and staffing projects



Outline



- INTRODUCTION
- MARKETING AND BD USE CASES
- LIVE DEMO
- ARCHITECTURE
- QUESTIONS



Cast of Characters



John

Partner,
Corporate Practise



Elaine

Business Development
Manager



Mary

Research Services
Analyst

Opportunity spotting

Problem

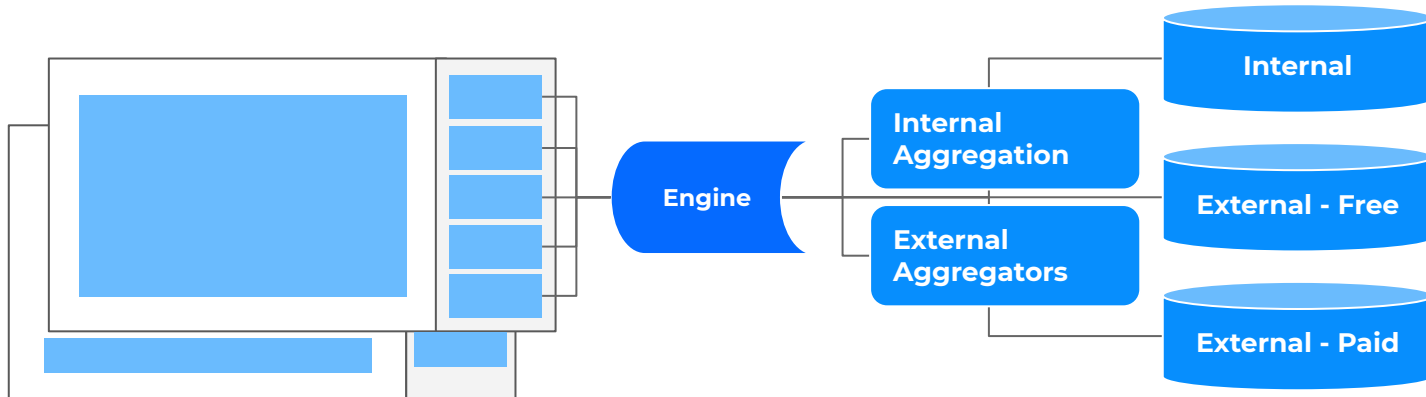
- Law firms that monitor and analyze news and court dockets to spot business development (BD) opportunities need to more efficiently filter out noise and detect the few truly relevant events.

Firms need more efficient ways to integrate information from various internal and external sources into BD alerts sent to partners and BD managers.

Knowledge Panels

Common Design Pattern

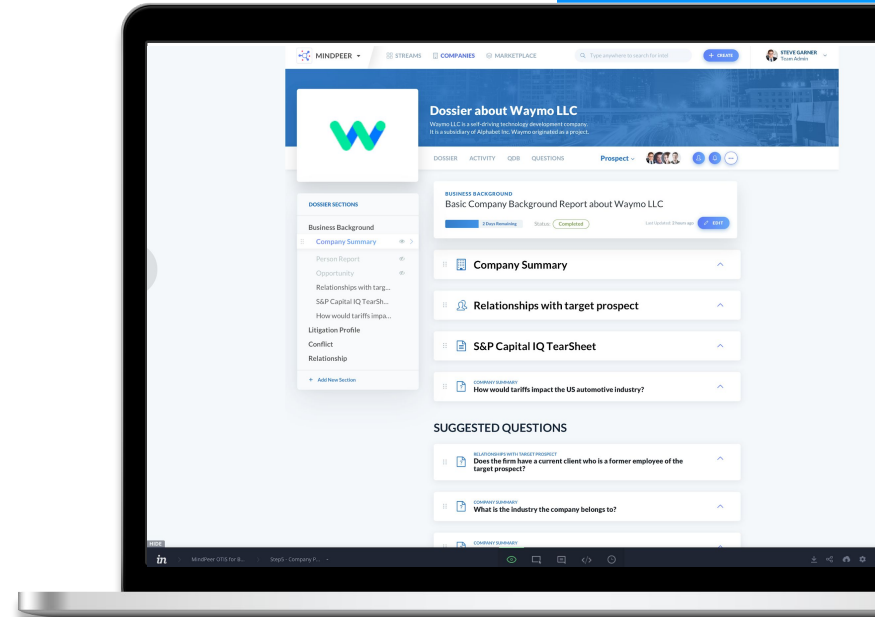
- Use matching engines and knowledge graphs to exploit the semantic linkages between content items and automatically surface answers and relevant content without users searching for it explicitly



Opportunity spotting

Solution

- BD opportunity alert templates that use ontologies and KGs to customize alerts by dynamically suggesting data fields and questions about a company or opportunity





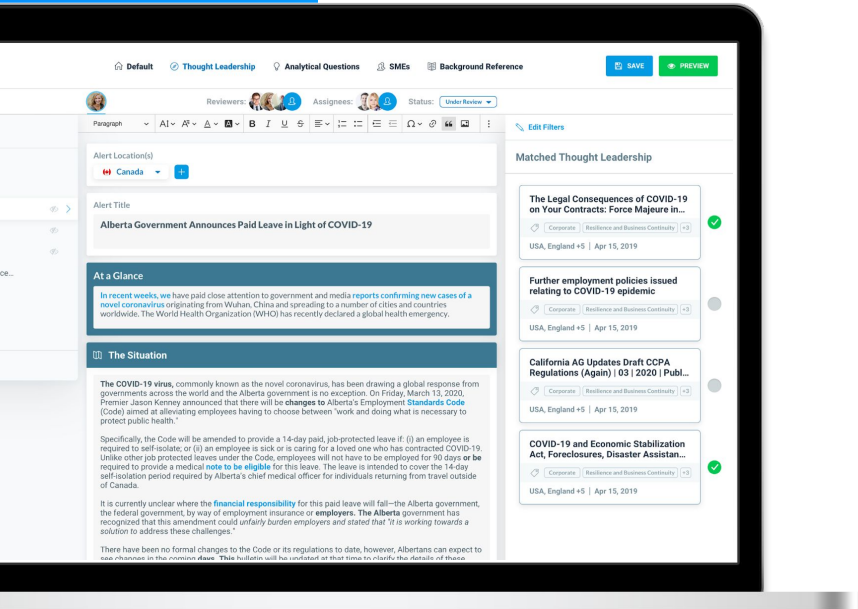
Authoring better client alerts



Authoring better client alerts

Problem

- When writing client alerts, authors need to manually search multiple systems to find relevant information, such as past alerts, background reference information and profiles of relevant attorneys.



Authoring better client alerts

Solution

- With systems powered by KGs, authors of client alerts can leverage their firm's proprietary knowledge without manual searching. A system that uses KGs can surface relevant information from internal sources, such as the Document Management System (DMS) and internal publications.

Fostering cross-selling and staffing projects

Match the right person to the right project



Fostering cross-selling and staffing projects

Problem

- Law firms need to match the right attorney to the right project or matters, to foster cross-selling and staff teams for RFP responses. However, it can be difficult to identify the appropriate attorney when they need a specific set of attributes.
- Lawyers are more likely to reach out to unfamiliar colleagues if attorney profiles display rich information about their interests, relationships, and experience with a given industry, client and type of matter.



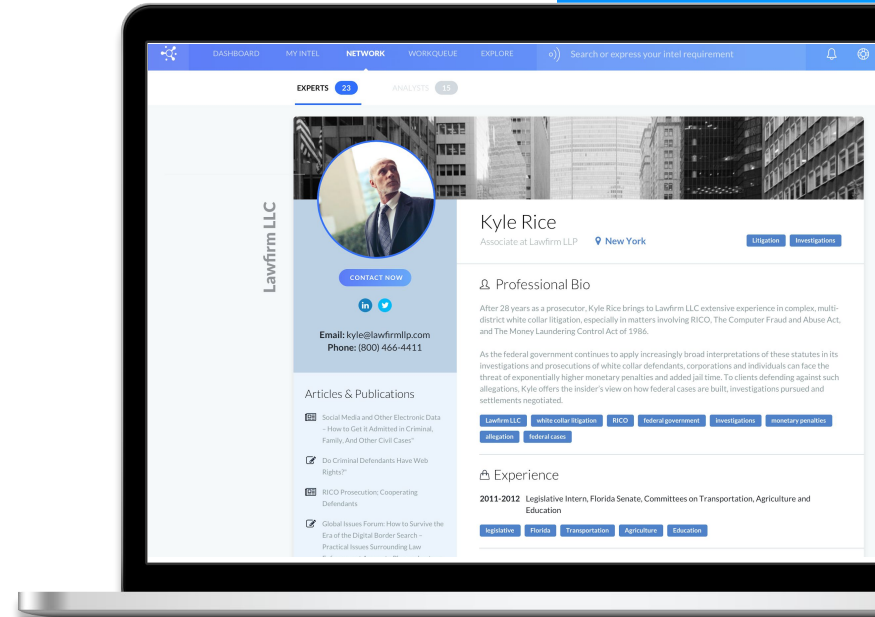
Fostering cross-selling and staffing projects

Solution

- KG and NLP can enrich profiles so they can be more easily matched to project and matter descriptions.

Extract structured information from work product documents.

Suggest skill additions to attorney profiles, e.g., “attorneys with this skill have a 15% higher chance of getting a new matter of this type.”



Tips on Selling Knowledge Graph-Powered Solutions

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Selling Knowledge-Graph Powered Solutions

- Sell the value of better search, more powerful queries across sources, time saving, increased utilization of paid resources
- The knowledge graph should encompass the organization and its processes, not just data

“Knowledge graphs are the next forefront in current awareness since they add the missing element from many current monitoring systems — context.”

Leslie Lanphear

Director of research and information services at Akin Gump.

“Systems that create an alliance between human and artificial intelligence will help our research services department shift to a more proactive mode, and anticipate what questions about an opportunity a partner would want answered.”

Scott Bailey

Director or research services at Eversheds Sutherland

“A system powered KG will power automated matching to relevant content, enabling us to produce higher-value client alerts more efficiently and consider our readers’ needs for intelligence.”

Scott Leeb

Director of knowledge management at Fragomen,
Del Rey, Bernsen & Loewy, LLP



Thank you

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