

Why Neota Logic?

Neota Logic enables law firms to create innovative, differentiating services that, *first*, solve problems for clients that can't otherwise be solved cost-efficiently, and, *second*, leverage the firm's expertise more effectively than can be done via billable hours alone.

Neota Logic applications created by law firms and other experts improve clients' business outcomes and reduce risks by delivering legal and regulatory guidance to business people when and where they need it—while business is being done, 24/7, anywhere. As one general counsel said, “No more memos . . . we want answers.”

For example, in *financial services*: real-time answers as to netting and collateral enforceability in cross-border transactions, an issue with daily balance sheet impact. In *human resources*: advice for line supervisors on employees' entitlement to family leave under federal and state law, a frequent source of litigation when decisions are made poorly.

We do not sell software. Rather, we provide a unique form of publishing, in which law firms are authors and companies are subscribers. We work with law firms to build applications that companies can deploy on their intranets or embed in compliance, HR, trading and other systems.

Neota Logic expert systems are the solution when:

- Business operations generate a steady flow of questions in a topic area.
- The topic is important, risky or complex enough to warrant having advice of counsel—that is, wrong answers have bad consequences.
- Yet the topic is routine, repetitive or frequent enough that consulting counsel (outside or in-house) isn't practical or traditional billing isn't sustainable.

Our technology is unique, powerful and efficient. It enables true innovation in legal services by delivering expertise to solve complex and subtle problems anywhere, anytime, in a form far more useful to clients than a mountain of memos.