

Neota | Logic

For General Counsel

How can the law department deliver accurate, consistent and swift legal guidance to business people across the company *before* problems arise? How can the department collaborate with outside counsel to achieve greater value?

What We Do...

Neota | Logic builds software with which the knowledge of experts can be delivered in an operationally useful form—as applications embedded in business systems or consulted interactively in a browser.

Neota | Logic transforms expertise into answers and action. We enable general counsel—and their outside law firms—to create innovative legal services that reduce risks, reduce costs and improve business decisions.

How We Do It

Our technology, the Neota Logic System, solves legal and policy problems just as Microsoft Excel solves financial and numerical problems—without programmers, quickly and efficiently.

Our consultants build expert applications with your domain experts—inside the company or from outside law firms. We host your applications, and integrate them with your systems.

The Neota Logic System combines individually powerful reasoning methods—decision trees, decision tables, if/then rules, calculations, weighted factors, spreadsheets, case-based reasoning and others—into a single expert engine that can manage problems of great complexity and subtlety for thousands of users and millions of transactions.

Neota Logic Solutions for...

General Counsel

Focus resources on the most critical matters, deliver guidance to business people across the company cost-effectively, and embed legal rules in operational systems.

Law Firms

Deliver advice in a form more useful to clients, leverage lawyers' expertise more effectively, and prosper in a world of Alternative Fee Arrangements.

Risk Management

Reduce compliance risks, deliver policy guidance before problems arise, and audit business activity for compliance with laws, regulations and company policy.

Human Resources

Improve service to employees, reduce corporate risks, and deliver just-in-time guidance to managers on legal, policy and practical questions affecting employees.

Questions

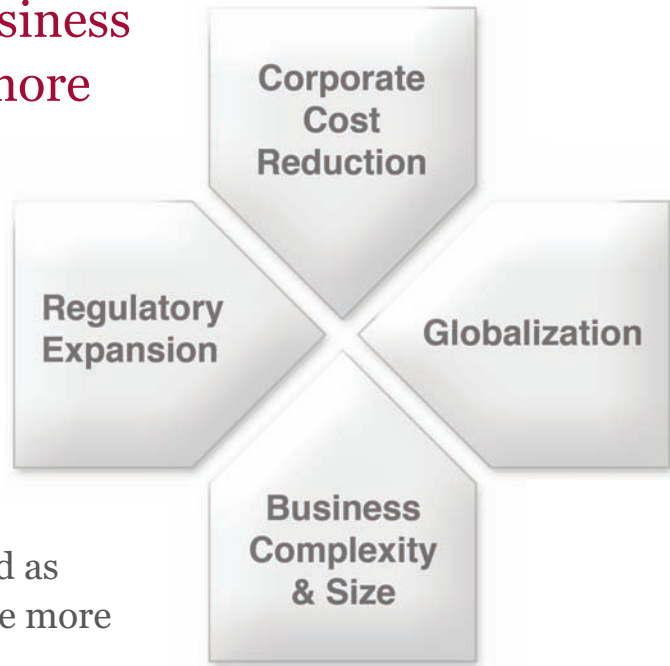
Neota Logic applications provide situation-specific, precise, detailed answers to questions like these:

- What is the problem? The solution? ▶▶ Analysis and diagnosis
- Is this permitted? ▶▶ Regulatory and policy compliance
- What is our risk exposure? ▶▶ Transaction & activity audits
- What do we need to do? ▶▶ Intelligent checklists
- Do we have all the facts? ▶▶ Guided interviews
- Have we considered all the issues? ▶▶ Decision support
- What's the answer? ▶▶ Virtual advisors

For General Counsel

General counsel work in a business context that has never been more challenging.

Law Departments have not been immune to the intense cost-cutting that all companies have undertaken in recent years. Regulatory requirements are greater and more pervasive than ever, and not just for financial services companies. Doing business across the globe is routine. And as successful businesses grow, they become more complex.



By introducing Neota Logic applications in their companies, general counsel will:

Reduce legal costs and risks

Neota Logic applications provide accurate, consistent and swift legal guidance to business people before problems arise, at a time when mistakes are easier to prevent and corrective actions can be taken economically.

Deploy legal and policy advice across the company cost-effectively

Many elements of a large company do not benefit from, or even seek, legal advice because obtaining advice is costly and time-consuming. To meet this latent demand for legal advice, Neota Logic applications on the company intranet can be consulted by managers and other business people to get situation-specific guidance around the clock and across the globe.

Improve services to internal clients

Neota Logic applications tailored to the legal problems of individual business units can extend the general counsel's business and geographic reach cost-effectively. When the problem is not routine, a Neota Logic application can nonetheless help by intelligently interviewing the business person to gather relevant information, organize the information in a report, and e-mail the inquiry and supporting information to counsel for review and action.

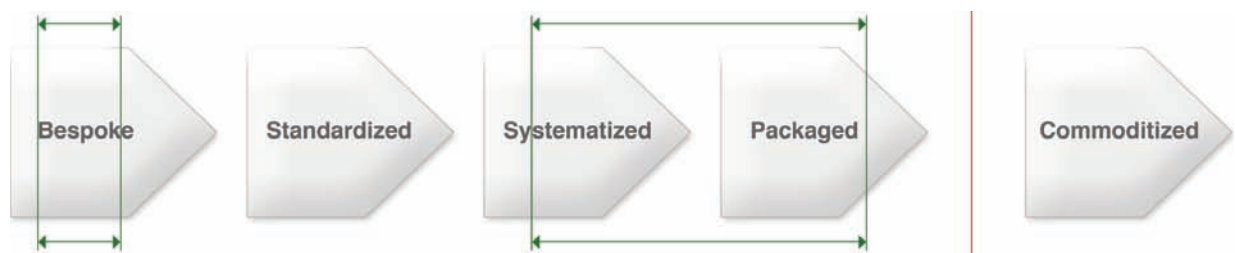
Avoid boredom and burnout answering routine questions

Devoting scarce and expensive talent to routine questions is not only inefficient; it is also counterproductive. Neota Logic applications will take on the burden of routine work, and enable in-house lawyers to focus on problems that are both business-critical and professionally challenging.

Evolution of Legal Services

Richard Susskind argues in his most recent book, *The End of Lawyers?*, that legal services are pulled along an evolutionary path from the bespoke, traditional, truly one-off, highly tailored starting point through three intermediate steps toward a commoditized, undifferentiated end-point. Evolution affects not only individual practices (who drafts an interest rate swap agreement from scratch today?) but also the profession as a whole, and is largely enabled by technology.

Where Can We Innovate?



Richard Susskind, *The End Of Lawyers?* (by permission)

Where along this path can highly skilled lawyers innovate and prosper? Certainly at the highest levels of bespoke service, as good lawyers have always done. But also by exploiting advanced technology to systematize aspects of practice and package such systems for use by clients. Neota Logic's technology enables a systematic approach to remarkably complex areas of law and compliance, far beyond what can be done with document assembly, collaboration, project management and workflow tools alone.

Contact

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