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How Moore & Van Allen, McGuireWoods and other Charlotte law firms are using AI to boost efficiency

Charlotte's largest law firms are using AI to increase efficiency and accuracy.

METAMORWORKS

By Amy Shapiro – Research Director, Charlotte Business Journal
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The most recent *Charlotte Business Journal* lists the area's largest law firms, ranked by number of local attorneys. Moore & Van Allen remains Charlotte's largest law firm with 354 attorneys in its local office. That's an increase of 31 attorneys over this time last year.

McGuireWoods is second on The List, with 173 local attorneys. Robinson Bradshaw, Alston & Bird and Parker Poe Adams & Bernstein round out the top five, each with over 100 local attorneys.

Moore & Van Allen has the most female attorneys in its local office with 140. That number includes 31 partners. When looking at the percentages, 40% of the firm's local attorneys are women and 20% are partners.

Among the five largest firms in Charlotte, McGuireWoods has the highest percentage of women attorneys at 42% and women partners at 29%.

As part of our survey, we asked law firm representatives how their firms have incorporated automation and artificial intelligence technology into their practices. Here are their responses.

Moore & Van Allen

Moore & Van Allen prioritizes clients' needs in its approach to automation and artificial intelligence in its services. The firm leverages a variety of tools that incorporate artificial intelligence and other technological capabilities to improve efficiency, accuracy and cost effectiveness and continues to assess what can best serve client needs.

For example, automation can enhance efficiency in document generation, due diligence and contract analysis. Those efficiencies are balanced with the firm's focus on uncompromising quality and the understanding that generative AI platforms available

for general public use are not specifically designed to provide legal advice and cannot replicate the judgment or experience of Moore & Van Allen lawyers.

—Tom Mitchell, chair and managing partner, Moore & Van Allen

McGuireWoods

McGuireWoods is at the forefront of utilizing generative AI for legal purposes. Through a partnership with Casetext's groundbreaking CoCounsel, the firm harnesses the latest AI technology to address clients' critical business challenges and enhance the efficiency and effectiveness of its legal services.

CoCounsel is a first-of-its-kind AI legal assistant developed by Casetext and powered by OpenAI's latest, most advanced large language model, GPT-4. CoCounsel quickly and accurately performs tasks such as document review, while keeping data private and secure.

Peter Geovanes, an accomplished executive who has implemented innovative analytic and AI solutions for law firms and large corporations, joined McGuireWoods in 2023 as chief innovation and AI officer. He spearheads development and implementation of innovative business solutions, including use of AI-enhanced tools like CoCounsel, to better serve clients and improve firm operations.

—Brian Kahn, Charlotte Office managing partner

Parker Poe Adams & Bernstein

Parker Poe has been investing in AI and other technology with a singular goal: to improve efficiency for our clients. For example, we have been using AI for several years in conjunction with due diligence and reviewing large batches of documents. We have found several AI tools that are specific to the legal industry can be quite effective in pulling out the key details we train them to look for. We also have a working group that is testing and adjusting the parameters we as a firm put around large language models such as ChatGPT.

We have also found that the tools do not eliminate the need for attorney review — that human judgment is still critical. AI is definitely an efficiency tool and is changing how we engage with information. But it is not to the point that it can meet the standards we set for client-facing work.

—Russell Killen, leader of Parker Poe's AI Working Group and a Raleigh partner

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Mayer Brown

We use a variety of automation tools to increase efficiency and consistency across various practices, including:

·   Document automation (Contract Express, Office & Dragons)

·   Expertise automation (Neota Logic, Fliplet)

·   Automating elements of transaction and matter management (Legatics, HighQ)

·   Using automation with eDiscovery and large-scale document review and due diligence (Relativity, Kira)

·   Assisting with drafting and consistency (Definely, Contract Companion)

We also use artificial intelligence tools to support out lawyers, ensuring the security of our clients' data in the process. These tools include:

·   Trained artificial intelligence systems to support attorney review (Relativity, Kira)

·   Generative artificial intelligence systems (Harvey AI, Copilot)

There are two main types of legal technology: those that increase efficiency and those that provide new and alternative means of delivering legal advice to clients. Increasing efficiency helps with fee arrangements and ensures increased consistency in delivery. Providing new delivery methods makes life easier for clients, strengthens relationships and empowers in-house legal teams to better advise their own businesses. Key best practices are ensuring there is a strategic approach to engagement and integration in terms of redesigning or updating existing processes and other technologies. Lastly, and

most importantly, adoption of the technology is very important. A technology is not useful until it is used. All preceding items starting from intent, buy-in, design, inclusion, change management are important ingredients, and thus best practices of a successful legal technology.

—Amol Bargaje, global chief innovation officer

Fisher Phillips

For years, Fisher Phillips has been a leader in the incorporation of document automation and artificial intelligence into the legal practice, because we know that with human review and oversight, these technologies can help make our attorneys more efficient, more persuasive, and more prescient for our clients. To that end, in 2021, Fisher Phillips became one of the first three firms in the world to deploy AllSearch, an artificial neural net tool for conceptually searching through large data sets, and our attorneys have used that technology across various use cases, from case assessment, to discovery, to trial.

Then in late 2022, Fisher Phillips helped develop, and became the first firm to deploy, Casetext's CoCounsel, the world's first reliable and secure GenAI Legal Assistant (powered by GPT-4, the technology that passed the Bar Exam in under 10 minutes). Our attorneys now can use CoCounsel to help with first drafts of legal research, summarizing, searching datasets, and drafting, and then our attorneys take it from there. Fisher Phillips' leadership as an early adopter of this technology has been lauded in NPR's Marketplace, Fortune, the ABA Journal, Reuters, Law.com and Law360, among other mainstream media sources.

—Evan Shenkman, chief knowledge and innovation officer

Skufca Law

We are in the process of exploring and assessing new legal practice software to improve our business processes workflow. We are also starting to learn more about artificial intelligence and how we can use it for various aspects of the firm initially within our marketing efforts and potentially with legal research.

—Silvia Skufca, director of operations

T H E L I S T

Charlotte's largest law firms

No. of local attorneys

Rank	Prior Rank	Business name/prior rank
1	1	Moore & Van Allen PLLC
2	2	McGuireWoods LLP
3	3	Robinson Bradshaw

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T H E L I S T

Women attorneys at Charlotte law firms

No. of local women attorneys

Rank	Prior Rank	Business name/prior rank
1	1	Moore & Van Allen PLLC
2	2	McGuireWoods LLP
3	3	Robinson Bradshaw

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