ROSS Redefines Legal Research Mandates
Founded in 1988, DEMLP represents clients in corporate litigation as well as in civil and criminal cases, business and employment law, trusts and estates, municipal, community associations, real estate, land use and DWI defense matters. With 24 attorneys, the firm has offices in Freehold and Toms River, New Jersey.

Matt Blaine is a Partner in the Business Law and Litigation Department at DEMLP. Matt concentrates on complex commercial litigation, where he takes complicated problems with multiple parties and develops common sense and practical solutions. He also advises on transactional matters, including technology contract negotiations, business formations, acquisitions, mergers and consolidations, and dissolutions. He is also the Chair of the firm’s Technology and Innovation Committee, where he spearheads the firm’s technological advancements. Matt is a frequent speaker on legal technology issues who focuses on matters involving practical and ethical considerations of technology and metadata, the impact of artificial intelligence on the practice of law, championing technological change and process improvement within law firms, digital security, information governance, and e-discovery.
Executive Summary

Matt first came to personally know the ROSS team in early 2017. They stayed connected and, as ROSS’ areas of law continued to expand, Matt decided to explore whether it could support the firm’s research needs. Matt has now been using ROSS since June 2018; he has spent time using ROSS himself and has introduced several colleagues to the benefits of the legal research program. Matt is most impressed with ROSS’ ability to answer certain legal questions almost as quickly as he can type them. As a result of the time savings and increased efficiencies, he has incorporated ROSS into not only his work and the work he delegates, but he has also touted it as a time-saving tool for other lawyers in the firm.

Finding his Way to ROSS

Matt first read about ROSS in 2015, in a daily email publication. “At the time, the firm was in the midst of some serious tech rehab and I thought ROSS sounded too good to be true. Although I was a skeptic, if ROSS was real, I thought it would be a great tool for us.” However, Matt acknowledged it would only be feasible after the firm finished building out its new IT foundation.

Matt continued to follow ROSS and its team, but it wasn’t until ROSS expanded into every area of law that things started to really heat up; in mid-2018, he and ROSS set up trials for the firm that involved himself and several of his colleagues. They found that the time savings were substantial, as they were able to implement ROSS as a real productivity-enhancing legal research tool that makes the firm much more competitive.
ROSS Gets You to the Point Fast

To illustrate the difference between using ROSS versus traditional legal research, Matt uses the example of drawing a point in the middle of a piece of paper, drawing rings outside of the dot, starting far on the outside and slowly going closer. “That’s how you do traditional legal research, where you start broad, and then you slowly work your way in, and maybe you get an answer to your specific question.” ROSS has innovated that traditional research process.

“With ROSS, research is more like taking a straight line directly towards that dot much more quickly than you would through traditional legal research.” From there, Matt uses ROSS’ natural language search technology to analyze and assess potential pitfalls in documents before filing them or to strategize how to attack an opponent’s work. “ROSS’ document analyzer is great, it’s been helpful running something through there before filing or to get a feel for how you’re going to attack something.”

ROSS Enables Time Savings

The amount of time ROSS can save in research means that this time-consuming task can now be approached in a completely different way. “There’s almost a psychological aspect to starting a research task where you know you’re going to be down in the weeds for four hours, so you wait until you have that four-hour window, and it’s tough to get that in a workday.”

With ROSS, this dynamic has changed. Matt now estimates that he can save between 30%-55% of research time overall. He has also
found that about 75% of the time, ROSS will return immediately on-point answers directly from the first few iterations of a search, allowing him to avoid the legal research mental block and dive right into constructive research.

**Day to Day Improvements with ROSS**

ROSS’ research improvements have already changed the day-to-day workflows for Matt and his colleagues. At first Matt found himself reminding his colleagues to use ROSS in their research, but now, ROSS has become second nature to them. “I had a colleague doing research, and he’d tell me about issues he had. I’d say ‘well, did you use ROSS?’ He would then log in while I was standing there, we would ask his question and ROSS would return answers that were clearer than anything he returned by using traditional legal research methods.”

Unbeknownst to Matt, after he and his colleague went through this experience on two separate occasions, his colleague, on the next occasion, used ROSS to track down a critical case that they used to address a key issue involving the availability of punitive damages. When Matt asked his colleague if he used ROSS to vet the legal research question, his colleague responded by telling him, “Of course – ROSS is how I found the case.”

Matt provided concrete examples of how ROSS helped him the same way. “I was drafting a trial brief, summarizing the areas of law are for different causes of action. I was going through our document management system and some of our templates to try to find some of the favorable law. But when I started asking the questions in ROSS, it brought up excellent responses in our jurisdiction. It probably saved me 6 hours’ worth of time.”

**ROSS is Always Improving**

In the short amount of time that Matt and his team have been on the system, he’s already witnessed the pace that ROSS continues to expand. “I think that it’s great that it’s now already a different program with new features since we started our license. That’s pretty cool in and of itself, and I think it speaks to the dedication that the team has in terms of continuing to enhance the product.”

**Conclusion**

The ROSS team is thrilled to bring on partners like DEMLP, who are investing early in AI technology to increase the accuracy, timeliness and efficiency of their work. As Matt continues to incorporate ROSS into the firm’s day-to-day routine, we look forward to sharing additional details of how AI is transforming DEMLP’s practice of law.

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