# AI tools are transforming the legal industry, says Alexi CEO



This week, Mark Doble, Co-Founder and CEO of the AI-driven legal platform Alexi, provided insights into the evolving landscape of AI tools in the legal sector during an interview on The Geek in Review podcast. The discussion highlighted how legal professionals are leveraging AI to enhance productivity, transform workflows, and improve legal practices amid changing work environments.

Doble, who has a background in both law and software engineering, initiated the podcast dialogue with a discussion on productivity measurement in remote settings. He underscored that the legal field has historically adhered to a billable hour model, which may not accurately reflect an attorney's productivity. "It’s probably the best tool we have in the legal field," Doble stated, while advocating for a more nuanced approach to measuring a lawyer’s output in an industry increasingly driven by AI.

Alexi's platform showcases the capacity of AI in facilitating and streamlining various legal processes. Doble explained that the technology automates time-consuming routine tasks such as research and memo drafting, allowing legal practitioners to shift their focus to more strategic, high-level problem-solving. "By automating routine tasks, Alexi empowers attorneys to focus on high-level legal reasoning and client goals, rather than sifting through mountains of documents," he elaborated.

The conversation also touched on the impact of AI tools on junior associates in law firms. Traditionally tasked with mundane research and document review, younger lawyers are encouraged to use AI platforms as educational aids, accelerating their journey toward proficiency in legal reasoning. Doble remarked that "as automation becomes more sophisticated, the human lawyer’s role in guiding strategy and exercising judgment grows ever more critical."

Concerns regarding data security were addressed, with Doble reassuring that while AI technology is advancing rapidly, fundamental security principles—such as data encryption and access control—remain consistent. He highlighted ongoing discussions within the legal arena about work product and privilege but regarded them as part of the natural adaptation to technological advancements.

Looking ahead, Doble teased a significant upcoming announcement from Alexi set for early next year. He suggested that this new release would not only elevate the current capabilities of legal AI but would begin to bridge the gap between simple information retrieval and authentic “legal reasoning” support, paving the way for deeper integrations of AI in legal practice.

Doble's reflections signal a transformative period for the legal industry as AI continues to evolve, potentially redefining the practice of law and reshaping attorney roles in the process. As firms begin to adopt these advanced tools, the focus increasingly moves towards ensuring that human judgement and strategic insight proliferate, even as automation takes the reins on routine and repetitive tasks.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.usatoday.com/story/special/contributor-content/2023/12/07/alexi-an-advanced-ai-platform-is-set-to-revolutionize-the-legal-industry/71837972007/> - Corroborates the background of Mark Doble and the capabilities of Alexi's AI platform in automating legal research and memo drafting.
* <https://www.usatoday.com/story/special/contributor-content/2023/12/07/alexi-an-advanced-ai-platform-is-set-to-revolutionize-the-legal-industry/71837972007/> - Supports the idea that Alexi's AI tools help lawyers focus on high-level legal reasoning and client goals by automating routine tasks.
* <https://www.usatoday.com/story/special/contributor-content/2023/12/07/alexi-an-advanced-ai-platform-is-set-to-revolutionize-the-legal-industry/71837972007/> - Discusses the role of AI in educating junior associates and accelerating their proficiency in legal reasoning.
* <https://www.lawnext.com/2024/10/alexi-rolls-out-expansion-of-its-ai-platform-for-litigators-and-details-plans-to-further-expand-across-more-of-the-case-lifecycle.html> - Details the expansion of Alexi's platform, including new tools for case management, document analysis, and summarization, which aligns with Doble's discussion on enhancing productivity and workflows.
* <https://www.lawnext.com/2024/10/alexi-rolls-out-expansion-of-its-ai-platform-for-litigators-and-details-plans-to-further-expand-across-more-of-the-case-lifecycle.html> - Highlights the security measures implemented by Alexi, such as enterprise-grade security enhancements, which address concerns about data security.
* <https://www.canadianlawyermag.com/resources/legal-technology/legal-tech-company-alexi-aims-to-create-comprehensive-ai-toolbox-for-litigation/389249> - Supports the upcoming announcements and future plans of Alexi to enhance legal AI capabilities and bridge the gap between information retrieval and legal reasoning support.
* <https://www.canadianlawyermag.com/resources/legal-technology/legal-tech-company-alexi-aims-to-create-comprehensive-ai-toolbox-for-litigation/389249> - Discusses the comprehensive toolbox for litigators that Alexi is developing, which includes various tools for document generation and analysis.
* <https://www.usatoday.com/story/special/contributor-content/2023/12/07/alexi-an-advanced-ai-platform-is-set-to-revolutionize-the-legal-industry/71837972007/> - Explains how Alexi's AI tools are designed to streamline and simplify the legal journey, aligning with Doble's comments on transforming workflows.
* <https://www.lawnext.com/2024/10/alexi-rolls-out-expansion-of-its-ai-platform-for-litigators-and-details-plans-to-further-expand-across-more-of-the-case-lifecycle.html> - Details the AI conversational assistant and other features that help lawyers with routine and complex legal questions, supporting Doble's insights on productivity and workflow transformation.
* <https://www.usatoday.com/story/special/contributor-content/2023/12/07/alexi-an-advanced-ai-platform-is-set-to-revolutionize-the-legal-industry/71837972007/> - Addresses the human-in-the-loop system used by Alexi, where lawyers verify the accuracy of AI-generated data, which is crucial for ensuring the quality and reliability of the platform.
* <https://www.canadianlawyermag.com/resources/legal-technology/legal-tech-company-alexi-aims-to-create-comprehensive-ai-toolbox-for-litigation/389249> - Mentions the ongoing discussions and adaptations within the legal arena regarding the integration of AI, aligning with Doble's comments on the natural adaptation to technological advancements.
* <https://www.lexblog.com/2024/12/16/harnessing-ai-for-litigation-mark-doble-on-alexis-next-evolution/> - Please view link - unable to able to access data