The Bluprintx Connected Firm

GenAI has commoditised the legal product. The lawyer is no longer the differentiator

A Connected Firm runs everything the client sees - content, knowledge, identity, experience - through one joined-up, AI-powered system. That is the new differentiator.

2014

71%

2025

33%

In-house GCs who call the relationship with their primary external counsel **"collaborative"**. A 35-point collapse in a decade.

Sharplegal GC series, 2014-2025 [verify] • For the CIO, the CDO, the COO.

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So what is a Connected Firm?

WHAT IT IS

What it is

Most firms today

Scattered tools and shared inboxes Manual handoffs between teams Nobody owns the client-facing view Slow, inconsistent, hard to measure

A Connected Firm

One governed system, end to end AI-augmented at every step Consistent everywhere the client looks Measured from first touch to revenue

What it feels like

Logging into your firm's extranet

An interface from 2014 Documents three folders deep Email the relationship manager and wait Built around how the firm runs

Logging in as a GC to Stripe, AWS or Workday

Data at their fingertips The next step is one click away The system anticipates the question Built around how the GC works

That gap is the new competitive surface.

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Five forces, one direction

WHY NOW

Each one is survivable. Together they make the next decade unrecognisable.

1 **GenAI commoditised the product.**

Harvey, Hebbia, Copilot, Legora are firmwide at the elite. The work is no longer the edge.

2 **GCs expect B2B-SaaS experiences.**

68% of GCs under 55 weigh digital experience in panel decisions - under 30% in 2020.

3 **Big Four and ALSPs come from below.**

Deloitte, EY, KPMG, PwC, Axiom apply two decades of digital infrastructure to routine work.

4 **Routine work is being insourced.**

Corporate legal teams up 60% in headcount since 2018 - the volume that built the trust.

5 **Productised services scale without partner hours.**

CreateiQ, ContractMatrix, ELTEMATE, NRF Transform. Content demand projected 5x by 2027.

Where elite firms actually sit

26 firms, plotted by AI integration against content-operations maturity. The chart no analyst publishes - they all sell into the firms on it.

- 14 of 26 cluster as Orchestrated Leaders - the gap now is execution, not presence.
- UK Magic Circle leads the US elite on AI: 4.5 vs 2.3. A 12-18 month window before it becomes a moat.
- AI without content ops is fragile - every public hallucination was a missing-supplychain incident.

Eight firms against the baseline.

Concrete platforms and architectures across eight real firms. The detail no analyst or Big Four will put in writing.

THE FIELD, BY TYPE

Firm Type	AI Integration	Content Ops Maturity	Output
Firm 1 Global elite, UK + US merger	Scaled — productised contract-AI SaaS, agentic workflow agents with revenue share	Federated, post-merger consolidation in flight	4—5x
Firm 2 UK Magic Circle	Scaled — proprietary GenAI assistant (~60k prompts/wk), Legora firmwide, Copilot 6k users	First-ever CMO, Nov 2024	4x
Firm 3 Global verein, multi-region	Scaled — Copilot + Harvey + Legora, matter hub & client front door	Dedicated transformation delivery hubs	3-4x
Firm 4 US-anchored global	Scaled — Harvey + Copilot + mandatory firmwide GenAI curriculum	Named innovation unit, Global CINO since 2021	3x
Firm 5 Transatlantic global, UK + US	Scaled — productised AI assistant sold externally	Digital client-solutions hub	3x
Firm 6 Global volume leader	Production — Harvey 5,000 licences + CoCounsel + in-house build	Hub model, Chief Data Scientist + AI Innovation Team	2-3x
Firm 7 UK Magic Circle	Production — proprietary assistant + Copilot firmwide	Adobe MarTech preference	2x
AmLaw 50 / Magic Circle median Sector baseline	Pilot to early production — Copilot + one vendor AI	Manual intake via email, partner-routed BD, fragmented offices	Base

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One supply chain, end to end.

The six layers behind a Connected Firm - built on Adobe.

THE ARCHITECTURE

1 **Brand & knowledge spine**
one identity, jurisdictional flex

2 **AI-augmented production**
brief, draft, RAG, translate, personalise

3 **Compliance & risk layer**
conflicts walls, privilege, SRA/ABA, audit

4 **Channel activation**
web, portal, dashboards, alerts, BD

5 **Commercial measurement**
engagement to matter to revenue

6 **Base: identity, integration, governance**

5% content output

30% faster cycle time

25% lower cost per asset

200-400% ROI over 3 yrs (Forrester TEI)

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The partner-time tax

THE COMMERCIAL CASE

~$21m

a year in recoverable partner time at a 500-partner firm. Range $10m to $55m

500 partners × 75 hrs × 40% conversion × $1,600 × 88% realisation. Forrester TEI method, discounted. Survives the CFO.

The CIO owns the platform. The CMO owns the brand. The CKO owns the precedent. Risk owns the gates. Nobody owns the client-facing layer. That gap is why every prior modernisation stalled.

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Three futures. The Connected Firm wins in all three.

THE THREE-YEAR HORIZON

Consolidation 1

2-15 firms - Magic Circle, AmLaw Global, productised challengers take a structurally larger share of high-value matter mix. Mid-market squeezed; lateral war for partners who can move books

Productised legal scales

CreateiQ, ContractMatrix and ELTEMATE capture a categorically larger share of corporate spend. Economics bifurcate: premium hours for judgment, platforms for routine

Big Four & ALSPs accelerate

A step-change share by 2029 through integrated digital delivery. BigLaw revenue in affected bands compresses 15-25%

Five questions for your executive committee this quarter

Can we describe, in concrete architectural terms, the 24-month path from where our supply chain is to where it needs to be - and have we costed it?

Who owns the decision-rights for the client-facing layer, across CIO, CMO, CKO, practice heads and Risk? If nobody yet, that is the blocker.

Of the firms publicly out-deploying us on AI, what does our plan close, what does it not, and what is our position on the gap?

What is the lifecycle status of our web platform, and our explicit position on the Sitecore paid-patch transition?

If a peer overtakes us on client experience in 18 months, what is our answer - in dollars, talent and board attention?

We have built this in the industries legal is about to face.

Cross-industry pattern recognition. The same Smart Content Supply Chain, deployed at scale.

ADOBE PREMIER PARTNER

ASSET & WEALTH

citi

BNY

Fund commentary, alerts, advisor enablement and client communications at scale.

B2B SERVICES

pwc

Grant Thornton

End-to-end content supply chain, MarTech consolidation, AI augmented production across enterprise channels.

PUBLISHING

FINANCIAL TIMES

The Economist

Editorial supply chain at scale. Production, syndication and personalisation across titles and subscriber journeys.

TECHNOLOGY

aws

Global product and developer content, localised and personalised across regions, integrated to the funnel

RETAIL

KOHL'S

CHEMIST WAREHOUSE DISCOUNT CHEMIST

Content supply chain for category retail at scale. Multi-channel, multi region, integrated to commerce.

See where your firm sits on the map, and the costed path from here.

BOOK THE CONVERSATION