

## USE CASE

# Transformation of Legal Content Creation and Marketing Communications with Gen AI

With Noesis' AI-driven solution, the firm transformed legal content creation, improving efficiency, reducing costs, and delivering consistent, compliant communications - while fully leveraging its historical content value to meet evolving client needs.

The solution was developed over **1.5 months by a team of 5 developers**, working in close collaboration with the firm's marketing team to ensure all requirements were aligned to business needs and legal standards - demonstrating a rapid and agile approach to delivering a complex, AI-powered system.

**Sector**  
Legal

**Delivery Unit**  
Data Analytics & AI and Low Code Solutions

**Solution**  
Azure OpenAI, Search and Outsystems

A leading law firm, with 150 years of legal expertise and marketing content, faced significant challenges in efficiently generating high-quality, client-facing legal updates and marketing communications.



## THE CHALLENGE

- › **Time-consuming and manual processes** for drafting legal flashes and summaries;
- › **Difficulty scaling content production** to meet client demands for timely updates;
- › **Inconsistent legal language, tone, and formatting**, impacting brand and compliance standards;
- › **High costs** tied to manual content creation and legal research;
- › **Underutilization of historical marketing and legal content** assets.

# SOLUTION

Noesis delivered a custom AI-powered solution combining Low-Code UX tools, Generative AI and an internal Knowledge Base built on decades of firm-specific content.

## Gen AI-Powered Legal and Marketing Content Generator

- › Generates aligned, compliant legal marketing content (e.g., legal flashes, client updates);
- › Fine-tuned AI models trained on proprietary legal data to ensure technical accuracy;
- › Supports AI-driven summarization for rapid content creation;
- › Ensures consistent language, formatting, and alignment with legal and branding standards.

## Gen AI-Enhanced Internal Knowledge Base Search Tool

- › Fully indexed archive of historical marketing and legal content, searchable through natural language queries;
- › Fast retrieval of past work for reuse, with AI-generated answers backed by original documents for review and download.



### Technical Foundation

Built on a foundation of Outsystems (low code UX), **Azure OpenAI Service** (GPT-4o or latest), **Azure AI Search** (hybrid keyword and vector search), **Azure Document Intelligence** for structured content extraction from PDFs, and **Azure Blob Storage** for document management. The system continuously updates itself with automated indexing and offers optional integration with SharePoint for additional context. OutSystems was utilized to rapidly build a compliant, user-friendly interface and admin dashboard.

# RESULTS

- › **Reduced time to create new legal marketing materials**, cutting production time from hours to minutes;
- › **Consistent, high-standard legal language and formatting**, improving brand alignment and compliance;
- › **Lowered content creation and research costs**, reducing manual effort by legal teams;
- › **Faster delivery of timely client updates**, boosting client engagement and satisfaction;
- › **Better utilization of historical content assets**, transforming decades of knowledge into actionable, reusable content.



Noesis is an international technology consulting company with almost 30 years of experience offering solutions to support companies' business and digital transformation. Noesis has an extensive portfolio of IT services, working in various areas including IT Ops & Infrastructure, Cloud & Security, Enterprise Solutions, Low-Code Solutions, Data Analytics & AI, DevOps & Automation, Quality Management, Enterprise Application Integration and Professional Services.

The company has +1200 highly specialized talents and is operating in seven countries: Portugal, Spain, the Netherlands, Ireland, Brazil, the USA and the UAE. Noesis is part of the Altia Group, listed on the Spanish stock exchange BME Growth, with more than 3500 professionals working in eight countries and more than 20 locations.