Document Automation: Competitive Analysis

The LTH Competitive Analysis is the product of substantial research, providing an overview of top competitors within a category and evaluating them in relation to completeness of features (Y axis), maturity and market penetration (X axis), and stability with regards to their funding level, financial status, and security profile (size of bubble).

- **Tier 1** players in a category are those that are most robust in terms of features and maturity.
- **Contenders** are those vying for Tier 1 status, with rich features but less maturity.
- **Specialists** are mature players that have focused in on particular features or attributes, and therefore have a narrower focus.
- **Emerging** players are up-and-coming start-ups, often particularly innovative in approach.

Early-stage start-ups (18 months or less) are not included in the Competitive Analysis, nor does the Competitive Analysis represent a full picture of the market in a category (in document automation, for example, over 150 vendors offer stand-alone products).

It is important to note that a Tier 1 product is not always the right fit for an organization. Tier 1 products may be more expensive and more traditional in their approach. Contenders might be more affordable and may offer innovative approaches that are a better fit for certain types of organizations. The Competitive Analysis includes some indication of where a product might provide the most benefit, but LTH is firmly of the view that best-fit must be evaluated on a case-by-case basis, depending on use case, user needs, and systems environment, among other considerations.

This Competitive Analysis for document automation does not include products that incorporate document automation capabilities as part of a broader platform (for example, it does not cover CLM platforms with document automation capabilities or document management systems with document automation features).

Note also that Legaltech Hub differentiates between document automation providers and smart drafting providers. Solutions in the latter category leverage AI to enhance the drafting automation and will be considered in a separate Competitive Analysis.

LTH Quadrant for Legal Document Automation
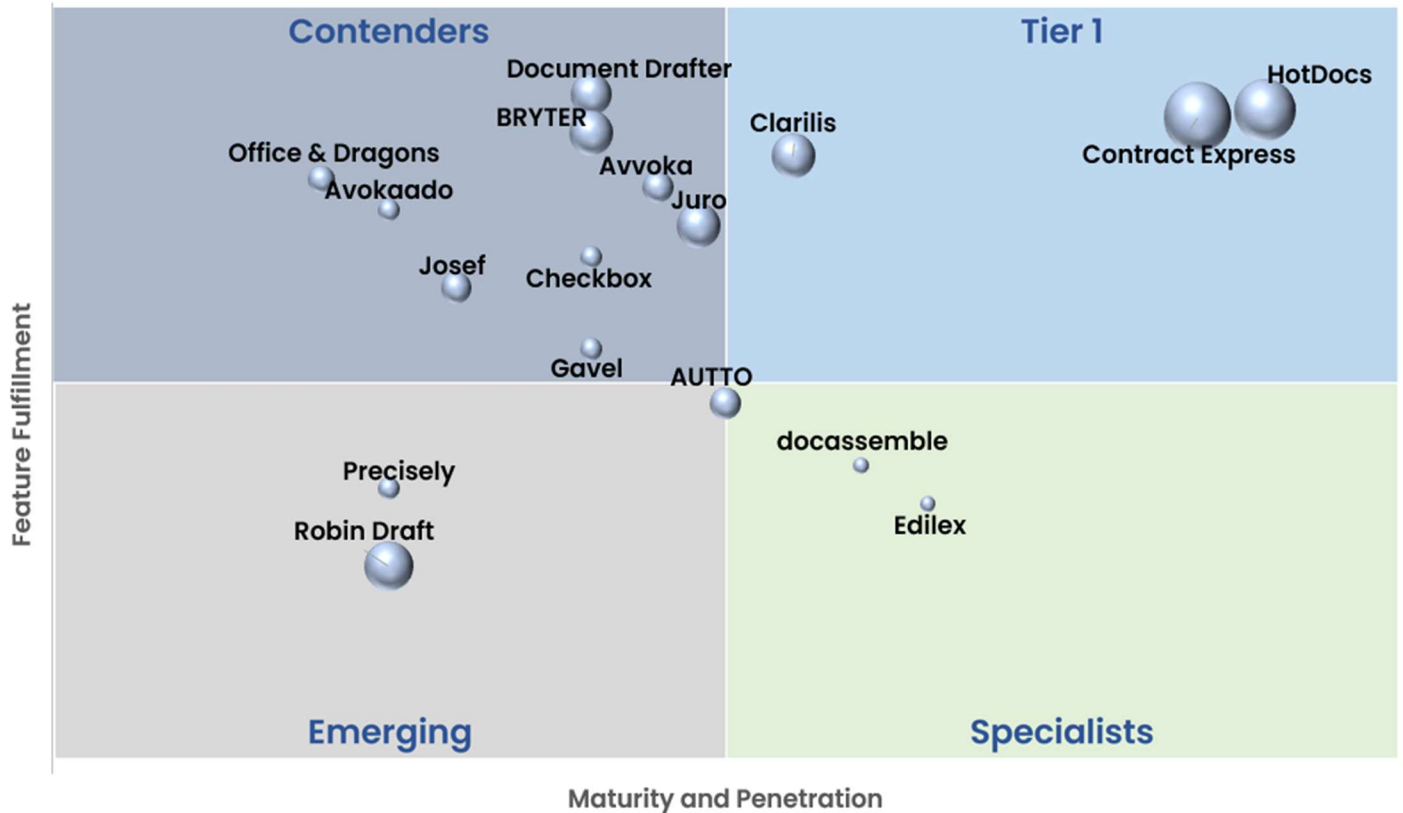
Source: LTH, May 2024

Tier 1

Contract Express

Contract Express, which has been integrated into Thomson Reuters HighQ Document Automation, stands out as a top-tier and longstanding document automation product due to its comprehensive feature set that streamlines the drafting process with intelligent templates and a user-friendly interface. Its stability and maturity are underlined by its successful track record and continued evolution under Thomson Reuters, ensuring seamless integration with other legal tech tools and a consistent user experience. The platform has achieved considerable market penetration, as evidenced by its adoption by numerous prestigious law firms and corporate legal departments globally, which rely on its sophisticated automation capabilities to enhance productivity, reduce errors, and accelerate the document creation cycle, reaffirming its status as a trusted solution in the legal technology landscape. Contract Express is ISO 27001 certified and has achieved financial stability through its relationship with Thomson Reuters.

Pros: Established, reliable, stable, a known entity with deep pockets backing it.

Cons: Requires a dedicated resource for coding, less innovative than some of the newer players (although with Thomson Reuters' new focus on generative AI, this may change in coming years).

HotDocs

HotDocs, which is owned by CARET (AbucusNext), and was founded in 1983, is widely recognized as a pioneer in the document automation space, has consistently demonstrated its top-tier status through comprehensive feature fulfillment, offering a robust set of tools that enable precise and efficient generation of complex legal documents. Its stability and maturity are evidenced by a long-standing presence in the market, sustained by continuous development that ensures its software remains innovative and in alignment with evolving user needs. HotDocs enjoys significant market penetration, as evidenced by its extensive user base (over 1,975 enterprise companies) that spans across numerous law firms (both large and small), and corporate legal departments worldwide. Customers are 50% legal and otherwise spread mainly across government, and the banking and publishing industries. HotDocs is ISO 27001 certified. CARET is financially stable with over $50 million in annual revenue.

Pros: Established, reliable, stable, a known entity.
Cons: Less nimble than some of the other players in the category.

Clarilis

Clarilis stands out as a new entrant to the top-tier in document automation, owing to its powerful automation engine paired with a full-service model that leverages the support of experienced lawyers to help design and implement the automation process. This unique approach ensures a high level of customization and quality control, providing a comprehensive, end-to-end solution for complex document drafting challenges. Despite being relatively new compared to established incumbents, Clarilis has shown rapid growth and stability, with an ever-growing presence in the UK and Ireland, and expansion across international markets including Canada and the United States.

The platform's maturity is evident both in its service arm and in its sophisticated technology, which is being increasingly adopted by large law firms and in-house legal teams, indicating a strong market penetration trajectory. Customers are split 90%-10% law firms to legal departments and include Norton Rose Fulbright, Gowling WLG, Slaughter and May, Osler, CMS, Dentons, and Wilson Sonsini. Clarilis is ISO 27001 certified and GDPR compliant. It has raised a total of £9.1m (c.$11.3m) over two funding rounds (A and B).

Pros: Service + tech offering allows for greater flexibility without a need for internal dedicated document automation resources.
Cons: Service model may not be suitable or necessary for all document automation projects.

Contenders

Avvoka

Since its inception in 2015, Avvoka has asserted itself as a strong contender in the document automation space with a robust platform that goes beyond mere document creation to facilitate negotiation and analytics. Avvoka's system allows users to draft, negotiate, and analyze documents in a singular, cloud-based, collaborative environment. The seamless integration of features has attracted big-name customers, particularly in the legal and financial sectors, looking to streamline complex workflows. While Avvoka is not as established as some of its competitors, its growing penetration in key markets and an expanding customer base signal a maturing presence. In particular, Avvoka has recently been gaining ground in the United States after first establishing itself in the United Kingdom. The platform's reliability and user satisfaction, reinforced by positive feedback and case studies, point to its stability and potential for longevity in the document automation industry, marking it as a product to watch. Avvoka is ISO 27001 certified and GDPR compliant. Due to high growth, Avvoka is largely self-funded save for a £150K seed round.

Pros: Co-editing and collaboration features combined with a simple interface and innovative platform allow for ease of use.
Cons: In spite of high growth and big-name customers, self-funding means Avvoka may be less stable than more established players. Fully cloud-based with no on-premise option may not be suitable for all buyers.

Avokaado

Estonian entrant Avokaado has carved a niche for itself as a contender in the document automation sector since its launch in 2016, particularly within the European market, thanks to its user-friendly interface and comprehensive feature set that streamlines the drafting process and ensures legal compliance. By offering a range of templates and customization options, Avokaado fulfills the growing need for efficient document lifecycle management, from creation to signature. Avokaado's adoption by various European law firms and businesses is a testament to its growing maturity and market penetration. The platform has evolved over time to now include broader workflow automation capabilities that are fairly extensive, including corporate lifecycle management capabilities, but document automation is still available as a stand-alone module. The company's commitment to security, continuous improvement and customer support contributes to its stability, making Avokaado a contender that offers a modern twist to document automation. Avokaado is ISO 27001 and SOC 2 certified, and GDPR compliant. Total funding of €1.2M in venture round by Estonian fund.

Pros: Focus on intuitive interface, with flexibility as a core feature. Great option for European organizations seeking to start small and build out deeper automation over time.
Cons: Smaller company with more European customers and less funding than established players

Bryter

BRYTER stands out as a real contender in the document automation sector in spite of the fact that it is more often promoted as a no-code workflow automation platform. Upon launching to market in 2018, BRYTER quickly established a foothold among law firms and in-house legal departments by offering a comprehensive suite of tools that automate decision-making processes as well as document creation. Its feature set is geared towards enabling users to navigate complex regulatory and business environments efficiently. Due to a personal interest by the CEO in document automation, BRYTER has dedicated a surprising number of resources towards building out complex capabilities to rival long-term incumbents; at one stage, for example, a team of 35 developers within BRYTER was dedicated to document automation. As a result of this heightened focus, BRYTER is able to accommodate sophisticated conditionality for all variables within documents, at the text block level and beyond, and provides loops to allow for running a sequence of actions repeatedly, along with connections to external data sources. Although these document automation features live in the BRYTER platform, they can also be leveraged by users natively in Word. The management of document automation flows is catered for within the platform to provide for ease of use by administrators, and the system is also bolstered by robust integrations both through built-in connectors and through BRYTER connect, which provides a number of APIs. BRYTER's rapid growth and adoption by prominent organizations signal a strong market penetration and suggest a maturing presence. The platform's stability and user-centric design, coupled with substantial investment rounds, point to a resilient and scalable product that is well-equipped to meet the growing demand for legal and compliance automation. BRYTER is ISO 27001 certified and GDPR compliant. A total of $89 million in funding raised over four rounds (seed to B).

Pros: Robust platform and logic-based, no-code interface allow for ease of use and suitability for high volume automation. Significant funding indicates long-term stability.
Cons: BRYTER may be a larger investment for firms or organizations looking for a lighter lift.

Checkbox

Australian vendor Checkbox.ai has developed a compelling product in the document automation space with its robust platform that blends ease of use with powerful functionality. It enables users to build and integrate workflows for document generation, approval processes, and compliance checks without requiring programming skills. Boasting a roster of high-profile corporate clients, Checkbox has garnered credibility through its adoption by major enterprises that serve as a testament to its capabilities and value. Its ascent in the legal tech market is marked by a growing presence across various corporate sectors, suggesting strengthening market penetration. The platform's consistent performance, regular updates, and responsive customer service have cemented its reputation for reliability and stability. As Checkbox continues to evolve, it is poised to solidify its position as a significant contender through its combination of sophisticated features and ease of adoption for legal and compliance processes. The focus is squarely on corporate legal rather than law firms. Checkbox is SOC 2 certified and has raised $6.2 million in angel and seed rounds.

Pros: Combines automated workflows with mature document automation features, allowing for approval processes to be built in.
Cons: Entry to US market is relatively recent, current focus skewed towards generative AI-enhanced workflows.

Document Drafter

Founded in Denmark 2016 as Green Meadow and rebranded as Document Drafter, this compelling company has rapidly developed the completeness of feature set and platform viability that makes it a genuine contender against traditional, embedded players. Although Document Drafter started out as a regional entrant in the realm of document automation, with a focus on user-friendly features to streamline complex legal drafting processes, it has since developed powerful automation and template building capabilities that have allowed it to win in head-to-head bake-offs against incumbents. With extensive integrations and a cutting-edge API connector, Document Drafter works seamlessly with Microsoft's Power Automate for sophisticated workflow capabilities with built in document automation, allowing it to function at scale in corporations automating thousands of documents and requiring complex approvals logic. Document Drafter also operates with Teams, Sharepoint, iManage, and its native capabilities sit in Word, allowing for automation not just pre-drafting but also post-draft, during editing phases. While Document Drafter may be relatively new compared to established giants in the industry, it is swiftly gaining traction and demonstrating impressive market penetration – not just in Europe but also the UK and, increasingly, in the US. This growing adoption of Document Drafter by both corporates (such as Adidas, which has rolled it out globally) and by firms (both large and small), some of which have switched to it from more traditional players, indicates a growing trust in the market. Indeed, with a reputed 100% retention rate and deep penetration within its customers, Document Drafter stands as a contender to watch, especially for those firms and companies seeking to fully embed document automation within their practices and workflows.

Recognizing the paramount importance of data protection, especially in the European market, Document Drafter integrates robust security measures that adhere to stringent GDPR standards, assuring the safeguarding of sensitive information. The platform's stability, backed by dedicated support and a commitment to continuous improvement, marks Document Drafter as a promising tool for law practices looking to enhance efficiency and maintain high standards of legal document creation. Document Drafter is ISO certified and Soc 2 certified (ISAE 3402). Although the company took on some initial funding of approximately $4 million, Document Drafter is now a profitable, revenue-positive business and can be considered financially stable without the burden of a VC albatross.

Pros: Particularly robust feature set and automation capabilities, sufficient to rival entrenched players, native within Word and offering broad integrations.
Cons: Less established in the US market, though this is changing.

Gavel

Launched in 2018 as Documate and since rebranded as Gavel, the company has swiftly positioned itself as an intriguing contender in the document automation landscape, providing features that cater to the intricate demands of legal document creation and management for smaller firms and companies in particular. By securing endorsements from recognizable and respected firms as well as state bar associations, Gavel not only validates its platform's robustness but also demonstrates its appeal. Customers are focused in the small law space. The product's trajectory shows an upward trend, with a widening user base and deepening market penetration. Gavel's commitment to security, as evidenced by stringent data protection protocols, aligns with the needs of legal practitioners for confidentiality and risk mitigation. Its platform's stability is underlined by a strong track record of uptime and a swift response to any technical challenges, ensuring that users have

consistent and uninterrupted access to vital document automation tools. Gavel is ISO 27001 certified, SOC 2 certified, and GDPR compliant. Pre-seed and venture funding rounds, amounts unknown.

Pros: Strong feature set and high dedication to security.
Cons: Less funding stability, more suitable for small law with less experience in large legal environments.

Josef

Founded in Australia in 2017, Josef has carved out a significant niche in the document automation sector as an emerging contender, recognized for its user-friendly design and no-code platform that democratizes the creation of legal 'bots. With a focus on automating routine legal tasks like document drafting and providing legal guidance, Josef makes advanced technological capabilities accessible to non-technical users. Its traction within the legal industry is evidenced by its adoption by law firms and in-house legal departments aiming to streamline their operations. Despite its relative youth, Josef has already established a global user base, signaling its market penetration and appeal. The platform's continuous updates and enhancements reflect a commitment to growth and stability, suggesting Josef's potential to mature into a notable player in document automation with a distinct focus on interactivity and client engagement. With total funding of $6.7 million over four rounds, Josef has an estimated annual revenue of $1-10 million. Josef is ISO and SOC 2 certified and GDPR compliant.

Pros: Focus on user-friendly, no-code interface, nimble and flexible vendor with strong customer service and ability for legal professionals to automate documents themselves.
Cons: Since early 2023, Josef has diversified its offering with a compliance chatbot; focus may not be squarely on document automation.

Juro

Juro is gaining momentum in the document automation landscape with a robust and intuitive platform, particularly within the UK market. Its feature set can effectively address the full contract drafting lifecycle, offering a blend of automation, real-time negotiation, electronic signing, and analytics, all within a single unified workspace. Juro's ability to integrate seamlessly with popular CRM and HR software platforms has solidified its position as a modern solution for in-house legal teams and fast-growing companies. Despite being a relatively new entrant, Juro's impressive client roster, including household names across various industries, underscores its rapid market penetration and potential for growth. The consistent expansion of its capabilities and the positive feedback from its user community highlight Juro's stability and commitment to innovation, marking it as an up-and-coming contender that's reshaping the document automation sector in the UK and beyond. Juro boasts over 6,000 customers, including many start-up and growth customers. The focus is on corporate legal rather than law firms. Juro is ISO and Soc 2 certified, GDPR and UK DPA compliant. Total funding of $31 million over five rounds, but an estimated revenue of less than $1 million annually.

Pros: Innovative core with a commitment to growth, robust contracting features alongside document automation.
Cons: If all you need is document automation, this platform may be too heavy.

Office & Dragons

Founded in 2019, Office & Dragons is an innovative company in the document automation space. For a relatively young company, it has an impressive feature set, covering most of the core functionality expected of a sophisticated document automation player. Office & Dragons offers cutting edge technology at its core, leveraging advanced generative AI to change how law firms and legal departments handle document automation. Its feature set is particularly well suited to document suites, which the product supports by offering the ability to undertake mass edits across all documents in the suite, to redline suites of documents simultaneously and allowing for the renaming of multiple filenames at once with relevant information. Office & Dragons is ISO 27001 certified and offers single-tenant deployments. It is used by multiple AmLaw 100 firms (including at least one in the AmLaw 5) and multiple Magic Circle firms. Referenceable customers include Dechert, Sheppard Mullin, Baker McKenzie, and Travers Smith. These name brands should offer some comfort to potential buyers to off-set the relatively early funding position, with the company having earned a seed round in 2021 of an undisclosed amount. Representatives of the company say that it is now self-financed, having become profitable shortly after raising a seed round and due to a high rate of organic growth. The product has been predominantly utilized in corporate, real estate, employment, finance, and bankruptcy practices. Overall, the combination of cutting-edge technology, strong security measures, and strategic market insertion makes Office & Dragon a real contender.

Pros: Highly innovative with generative AI features, offering robust features to support suites of documents in key areas.
Cons: Lacking the longevity and public funding transparency of more established players.

Specialists

AUTTO

Founded in 2016, AUTTO (by Tangible) is gaining traction as an emergent force in the document automation landscape, striking a balance between user-friendliness and powerful automation capabilities. While it may not yet boast the market penetration of its more established counterparts, AUTTO offers a focused feature set including data tables and multiple integrations, emphasizing ease of use without sacrificing the sophistication needed for complex workflows. AUTTO is particularly attractive to small and medium-sized businesses seeking to streamline their document generation processes. Its interface simplifies the automation of documents, forms, and approvals, making it accessible to users without technical expertise. The platform has demonstrated a commitment to stability and continuous development, with a responsive support team and a roadmap that aligns with evolving user needs. This, combined with positive user feedback and growing adoption, positions AUTTO as a promising solution in a space that is increasingly welcoming innovation and diversity of tools. AUTTO is ISO 27001 certified and GDPR compliant. Customers tend to be Europe and UK-focused, and include Clyde & Co, Eversheds Sutherland Finland, and Burges Salmon. AUTTO raised $1.1 million in a 2019 seed round. With an estimated revenue of $1-10 million annually, AUTTO focuses on corporate legal rather than law firm customers.

Pros: Focused feature set emphasizing intuitive use and allowing end users to automate documents and approvals themselves

Cons: Those desiring a more robust feature set may wish to look elsewhere

Docassemble

Docassemble has solidified its position as a mature specialist product in the field of document automation, demonstrating consistent stability and a focused feature set that resonates with developers and legal professionals alike. Its open-source nature has fostered a strong community that contributes to its depth and breadth, ensuring that it stays up to date with the latest technological advancements and user requirements. Docassemble has a mature suite of features, including a versatile interview engine, a wide array of integrations, and extensive customization options, which make it particularly appealing to organizations looking for a customizable and scalable solution. Its penetration in the market is significant among tech-savvy law firms and legal service organizations that prioritize flexibility and control over their document automation processes. The stability of Docassemble is highlighted by its reliability and the regularity of updates and community support, indicating a robust foundation for long-term utility and continuous improvement. Launched in 2016, Docassemble is popular in the A2J space, though it has some users in the commercial legal space.

Pros: The open-source profile makes Docassemble attractive to users seeking to add another solution to a stable or for those limited in budget
Cons: Docassemble provides a narrower feature set and security information is difficult to glean; some corporate legal departments and law firms may find it challenging to embrace open source

Edilex

Edilex is a French-Canadian company that has been around since 1992, providing drafting solutions for a Quebec audience. The Edilex document automation product has evolved and now in addition to templated questionnaires provides the ability to automate suites, linking related agreements together. Document Drafting Automation by Edilex also allows users to co-edit within the platform, so they can see changes and comments in real time. It provides full reporting on the status of the document as it evolves. Edilex is SOC 2 certified, with data hosted exclusively in Canada. True to Canadian law, the solution and templates are available in French and English. The company raised $1.5 million in funding in 1992, from Canadian private equity fund Fondaction. Edilex has extensive penetration in the Quebec market with big-name Quebecois customers. Given its maturity and local penetration, it has been ranked as a specialist because of the French-Canadian focus.

Pros: Ideal solution for French Canadian firms and companies, or for law firms in Canada with a Quebec office.
Cons: Local specialization and data hosting in Canada means this may not be the right solution for large law firms outside of Canada.

Emerging

Precisely

Founded in 2014 with big-name corporate customers like Redbull, Swedish company Precisely is distinguishing itself as having developed a noteworthy emerging product in the document automation and contract management space with features that also cater to broader contracting needs. Prioritizing security, Precisely employs rigorous data protection protocols that align with global standards (ISO 27001, Soc 2 certified, GDPR compliant) and high-grade encryption including full audit trails. While still in the growth phase, Precisely has shown impressive market penetration, particularly among businesses seeking a modern, digital-first approach to contract management, and its many available integrations including with Hubspot, Zapier, Salesforce, and Docusign. Its stability is reflected in positive user feedback and a consistent track record of uptime and reliability, making it a compelling choice for companies looking to integrate an innovative document automation solution. Precisely has obtained seed funding of €1.8 million. It is better suited for corporate legal departments than law firms, and has built out additional products in adjacent categories.

Pros: User-friendly, digital-first approach to contract creation and automation, steadfast security profile.
Cons: Strong security profile and innovative product development along with solid integration capacity make this a good option for corporate legal departments looking for a way to stand out.

Robin Draft

Founded in 2019, Robin initially marketed itself as a full CLM platform and subsequently broke the pieces of the product apart into three separate, modular solutions, one of which is Robin Draft. As a result, the document automation functionality is geared towards corporate legal, and specifically to contracting processes and workflows. Robin Draft streamlines the drafting process through intelligent templates and context-aware editing tools, enhancing productivity and accuracy in legal document creation. An integrated generative AI assistant, native to the Robin products, allows users to query the document while drafting. Post-drafting, contracts can be forwarded on to a collaborative negotiation module. The company boasts "best-in-class" security and uses Anthropic as its underlying AI model. Robin AI is well-positioned from a stability perspective, having raised a total of $43 million over 9 rounds from well-known venture capitalists, the most recent of which was a series B round that closed in January 2024 for £21 million. The British company has an estimated annual revenue of $10-50 million. Robin's customer base is extensive, especially in the UK, with some large corporates including Albacore Capital, CNA Hardy, and Blue Earth Capital. The company has recently opened a US office and is making a bigger drive into the US market. Its strong financial and security foundation, combined with its growing penetration among prestigious clients, positions Robin Draft as an emerging player to watch in the competitive field of legal document automation.

Pros: Innovative, AI-native solution that fits into the contracting lifecycle for corporate legal departments.
Cons: For law firms looking for more extensive automation features beyond contract-drafting, Robin AI may not be the answer.