

Transforming Legal Tech with AI



OPTIMUMTECH

Creative
Intell

Background

Creative Intell is building tools for the freelancer and creator economies, modernizing how deals get done. Its first product, Creative Intell Academy, is a subscription platform offering affordable, clause-by-clause deal analysis and “The Intells,” an animated series breaking down music industry complexities into simple visuals. Its second product, the Creative Intell dealmaking platform, uses AI to generate deal points and enables parties to negotiate and track agreements in one place.

Challenge

CreativeIntell, a legal-tech company in the music industry, faced escalating costs and development inefficiencies with its flagship application. The team struggled to fine-tune the Claude 3.5 model for legal use cases, index more than 5TB of contracts and case studies, and operate within a fragmented AWS environment left by a previous vendor. These challenges delayed deployment, increased expenses, and limited application performance.

Solution

OptimumTech partnered with CreativeIntell to design and implement a production-ready Generative AI solution on AWS that directly addressed the company’s unique legal-tech challenges. By combining industry expertise with advanced cloud capabilities, the solution streamlined operations, reduced costs, and created a secure, scalable platform tailored for the music industry.

At the business level, the platform:

- **Reduced legal costs** by automating contract drafting and review.
- **Improved decision-making** with an AI-powered legal query and guidance system.
- **Prevented harmful agreements** with tailored recommendations for music-specific contracts.
- **Protected artists’ rights** by flagging problematic clauses and enabling dynamic, compliant contract generation.

At the technical level, OptimumTech leveraged a suite of AWS Generative AI services to meet CreativeIntell’s requirements, including:

- **AWS Landing Zone Configuration** – Deployed a secure, scalable environment for centralized operations and governance.
- **Amazon Bedrock (Claude Haiku Model)** – Fine-tuned for music industry contract generation, analysis, and recommendations.
- **Bedrock Guardrails** – Configured to enforce compliance, reduce hallucinations, and prevent inappropriate outputs.
- **Amazon Comprehend** – Enabled phrase extraction and semantic understanding of complex legal documents.
- **Amazon OpenSearch Service** – Indexed 5TB of legal content in Amazon S3 to power Retrieval-Augmented Generation (RAG).
- **Amazon DynamoDB** – Stored chat history and metadata for contextual legal interactions.
- **AWS Lambda & Amazon EventBridge** – Orchestrated efficient, serverless workflows.
- **Amazon API Gateway** – Delivered APIs for frontend and partner integrations.
- **Amazon EC2** – Provided scalable compute resources for application services and integrations.

With this solution, artists and managers can now dynamically create customized contracts, ask legal questions in natural language, and leverage AI to review documents for compliance, risk, and accuracy—all within a secure cloud environment optimized for scale and performance.

Results

The Generative AI solution delivered significant business value, including:

- **Cost Efficiency:** Reduced operational costs by 40% by automating legal document generation and review processes.
- **Improved Productivity:** Decreased contract drafting and review time by 60%, enabling legal teams to focus on complex negotiations.
- **Scalability:** Increased system uptime to 99.99% with a robust AWS Landing Zone and optimized infrastructure.
- **Enhanced User Engagement:** Doubled user adoption within six months of deployment, with over 10,000 contracts dynamically created and reviewed by the AI in the first quarter.
- **Evidence of Delivery:** eCloud demonstrated a structured approach to delivering the solution through a detailed Project Plan and Statement of Work (SOW), including:
 - **Prompt Engineering Framework:** Tailored prompts designed for each legal use case to optimize AI responses.
 - **Migration Timeline:** Migrated and indexed 5TB of legal documents into OpenSearch within four weeks.
 - **Deployment Metrics:** Validated model performance with test datasets, achieving a 95% accuracy rate for legal phrase extraction and contract risk identification.
 - **Compliance Assessments:** Ensured adherence to data protection and legal regulations, leveraging AWS best practices.

About OptimumTech

OptimumTech is a division of Optimum Healthcare IT, built to serve the unique needs of public sector and commercial organizations. We provide comprehensive cloud consulting and migration services, ERP advisory and implementation support, and workforce management solutions that deliver flexible, scalable talent pipelines. Backed by more than a decade of industry-leading services and a U.S.-based delivery team, OptimumTech brings transformation without compromise.

With a deep foundation in technology and transformation, we help businesses optimize operations, enhance efficiency, and drive strategic growth. Our team of experts delivers innovative solutions tailored to our client's unique challenges, ensuring seamless implementation and ongoing support.

At OptimumTech, we believe in building strong partnerships, providing world-class service, and delivering measurable results. Backed by the strength and experience of Optimum Healthcare IT, OptimumTech is committed to excellence, innovation, and the success of every organization we serve.



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