

Out-of-the-Box:

The Rise of Custom Configuration in the Age of Generative AI

Why the legal profession needs tailored AI solutions.

BY LEIGH ZEISER



Since 2022, when Greg Brockman of OpenAI reported that ChatGPT reached an audience of 1 million users in five days, there have been plenty of vendor demonstrations displaying the slick capabilities of generative artificial intelligence (GenAI)-enabled solutions. BakerHostetler’s Innovation team reviewed technology solutions in the summer of 2024 and found that over 160 solutions affecting the legal industry included a GenAI component, and the number is rapidly increasing. Given this landscape, one might expect the legal profession to be undergoing a legal technology revolution rather than sinking into the “trough of disillusionment,” as Gartner indicated in their “[2024 Hype Cycle for Emerging Technologies](#).” This disillusionment stems from GenAI realities failing to match expectations. Factors in this disillusionment include misinformation, risk, cost, and—most significantly—the gap between what practitioners desire and the “out-of-the-box” capabilities of emerging solutions. To reach a productive future, legal

professionals demand tailored AI solutions that fit their unique needs, which GenAI alone often cannot provide.

A Closer Look at GenAI

Much misinformation exists regarding GenAI. Often news articles with flashy headlines or vendor marketing influences practitioners’ understanding of GenAI solution capabilities. However, the configuration of GenAI solutions varies. Solutions use different language models that each have their own set of rules governing how information is processed, filtered, and returned.

Think of GenAI as a smart robot that creates lots of content quickly. While efficient, it often lacks the precision demanded by lawyers. Imagine if this robot is given the job of writing legal documents. It might write lengthy documents, but without careful rules, it could make mistakes or include biased information. It may generate a response that meets document length requirements but fails to provide the most accurate or thorough information. This is

similar to a cook who prepares dishes quickly but occasionally uses the wrong ingredients or omits one when lacking a clear recipe.

Lawyers need accuracy to trust the output of a solution. They must know the robot examined all relevant information, understand how the robot decides what to write, and be able to trace why it wrote certain things. This is not just to engender trust; it is tied to ethical duties. In July 2024, the American Bar Association released [comment 512](#), advising that a lawyer's duty of competence includes understanding how GenAI operates. Comment 512 directly addressed the critical fact that each lawyer must own the responsibility for understanding the tools they use to protect client data and avoid misleading or biased information.

There are two challenges to fulfilling this imperative. First, each AI solution has its own "recipe" and therefore will generate content differently. Second, GenAI is creative. Just like each cook might innovate and deliver different results when asked to cook the same dish, GenAI can provide varied responses to the same prompt. Users must understand how AI makes decisions and generates outputs. To use AI responsibly, they must establish mechanisms for accountability and transparency or implement controls to ensure consistent outputs.

Out-of-the-Box Understanding

Lawyers have limited time to engage in feedback loops, validate source citations, or evaluate audit reports. These measures help create transparency and maintain the reliability and trustworthiness of AI tools in the legal field, ensuring they support, rather than undermine, justice and fairness. But time is money. Lawyers yearn for consistent, thorough solutions they can rely on to perform bespoke tasks. In addition to failing to meet functional expectations precisely, out-of-the-box solutions often have steep price tags and rapid development schedules, making it difficult for users to access and deeply understand best-in-class GenAI solutions. This has led to the rise of the "trough of disillusionment." The gap between what practitioners desire and the "out-of-the-box" capabilities of emerging solutions is driving increasing demand for custom configurations. These configurations allow lawyers to tailor their tools to specific client needs, enhancing performance and

providing a competitive edge. Combining GenAI with no-code and automation solutions bridges this gap.

No-code platforms, such as Betty Blocks or Jylo, provide the building blocks to assemble a custom solution quickly and easily. By leveraging no-code solutions, users can embed GenAI into new applications without coding knowledge, broadening accessibility. Automation ensures that these tailored solutions run efficiently and consistently, integrating seamlessly with existing workflows. Together, they enhance GenAI's capabilities, delivering more precise and effective outcomes for businesses.

Overcoming What's Lacking

GenAI alone falls short because it lacks the flexibility and specificity needed for bespoke tasks, especially for the high-stakes legal profession. It can generate vast amounts of data and demonstrate creativity, but without precise customization, it often fails to align perfectly with a company's specific goals, requirements, or accuracy expectations. Recognizing the demand for capabilities beyond what GenAI alone can offer, Microsoft released the second wave of its Copilot GenAI solution in September 2024, introducing "new Copilot agents that automate and streamline processes," according to representative Adam Harmetz.

Integrating GenAI with automation solutions—whether through no-code platforms, robotic process automation, or traditional coding—delivers several benefits, including increased efficiency, productivity, and innovation. For example, agentic AI, a GenAI-enabled chatbot leveraging automation to make decisions and perform repetitive tasks without human intervention, saves time and reduces errors. This allows companies to focus on more strategic activities. The rise of no-code platforms also empowers nontechnical users to configure automated, AI-enabled applications for tasks such as content generation, data analysis, and outcome prediction. This democratization of technology empowers businesses to innovate quickly and adapt to changing market demands.

Further, custom-configured AI solutions are driving innovation across various industries, offering tailored and efficient outcomes that standard, off-the-shelf AI solutions cannot achieve. In the article "[Agentic AI Set to Transform Financial](#)

Services with Autonomous Solutions,” appearing in *The Financial Analyst*, John Maudling states, “While GenAI has provided tools for monitoring transactions, Agentic AI can instantly flag suspicious activities, alert relevant parties, and even block transactions autonomously.” Essentially, layering autonomous bot actions on top of GenAI’s text-based capabilities enables the financial industry to create real value by reducing fraud.

The healthcare industry has also embraced such autonomous AI solutions for personalized patient care. JD Healthcare Consultants in *The Role of Wearable Technology in Patient Monitoring* (October 27, 2024) highlights wearable technology developed for diabetes patients. The webpage titled *Agentic AI in Healthcare: Revolutionizing Patient Care and Medical Operations* by qBotica describes AI applications that monitor blood sugar levels and adjust medication dosages to support diabetes care.

Bespoke solutions are also poised to transform the legal sector by enhancing efficiency and accuracy. In August of 2023, Law.com introduced Arlie, a GenAI solution capable of drafting contracts, which was launched by the Australian law firm Allens. In May of 2024, Law.com also announced the Neuron contracting solution, making Wilson Sonsini one of the first law firms to go public with autonomous AI innovations. In September of 2024, Dentons announced a prototype GenAI bot combining language models with Contract Express, a popular no-code application from Thomson Reuters.

As Zach Warren wrote for the Thomson Reuters Institute on December 9, 2024, in *“Agentic AI in Legal: What It Is and Why It May Appear in Law Firms Soon,”* “Agentic AI in the legal field remains in the testing phase and appears only in law firms or legal organizations with well-developed technology functions and the data scientists and engineers capable of building it. However, given the rapid pace of technology advancement, the panel (law firm and technology panelists at the Inside Practice Legal AI conference) said it should not surprise anybody to see AI agents pop up on legal teams sometime soon.” Law firms are quickly becoming aware that GenAI alone will not produce the outputs necessary to meet the imaginations of clients aware of advancements in other industries.

Into the Future

As legal industry profit margins continue to narrow, the advantages of leveraging GenAI while also incorporating automation capabilities to deliver flexible, bespoke solutions become increasingly evident. The maintenance necessary to support custom configurations that leverage existing GenAI models plus no-code solutions is like managing SharePoint-based configurations—significantly lower than supporting a traditional custom build. Still, law firms need to factor in the costs of hiring technical resources familiar with no-code platforms, AI, and automation technologies. They may also need to make an initial investment in a no-code platform and an enterprise-grade GenAI model. However, long-term expenditures can be offset through the improved efficiency and productivity these solutions provide. Despite the up-front costs, custom configurations often deliver a favorable return on investment by enhancing performance and providing a competitive advantage that out-of-the-box solutions, which also tend to be expensive, cannot offer.

GenAI has revolutionized various industries by producing creative content quickly at scale. However, it has also led to a surge in demand for custom configurations and thorough, accurate outputs. The future of AI lies in its ability to provide custom solutions that enhance performance, drive both personalization and innovation, and maintain the highest levels of trust and accountability per the ethical standards of the legal profession. As technology advances, the integration of AI and no-code automation solutions will continue to transform the way businesses operate, offering unprecedented opportunities for growth and success. Together, these tools are the foundation of flexible, intelligent systems that can adapt to the unique requirements of modern businesses. ■

 Research + Analytics



LEIGH ZEISER
SENIOR MANAGER OF INNOVATION
BAKERHOSTETLER
Cincinnati, OH
lzeiser@bakerlaw.com

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