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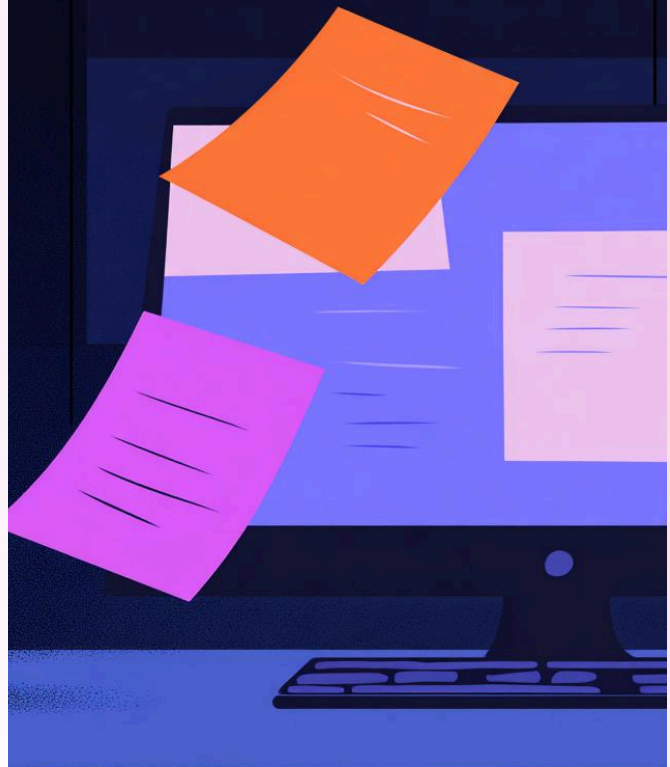
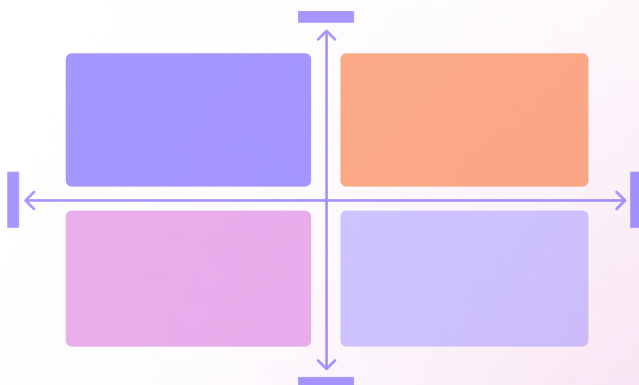
The Legal AI Maturity Matrix

The AI revolution has breakneck momentum, so does AI overwhelm.

AI as a tool varies broadly, ranging from predictive text to advanced LLMs and analytical agents. The breadth between quirky novelty and technological mystique adds tension to AI adoption, defining the difference between AI transactions and AI workflows, paving the way for AI success and burn out. As teams rush towards the AI horizon, it can be easy to assume that if less is good, more must be better. Teams need to build the foundation for strong, lasting AI – especially within Legal teams.

Legal, in both practice and function, is deeply rooted in tradition, hyper aware of risk, and strategic in execution. Implementing dynamic AI systems should inspire excitement, followed by apprehension and investigation. Before gobbling up more tech, Legal teams should take an inventory to assess their AI maturity to get the most from their AI tech stack.

We've been in Legal tech for decades. As one of the original CLMs and the only fully Agentic CLM of today, we've been monitoring and anticipating the Legal AI landscape, and we've created a comprehensive matrix so you can understand where you are and how to achieve AI maturity.



The High Cost of "Good Enough"

Most leaders view CLM as a digital filing cabinet – an AI-powered box to check to keep the Board happy. In reality, it's the heartbeat of the revenue cycle. Contracts are the catalyst for growth and when deals get lost or delayed in the approval quagmire, pipeline feels the squeeze. But before you start signing with abandon, maturity isn't defined by the number of contracts signed. Instead, it's defined by the friction removed from the business and its processes.

Businesses who treat CLM (and the Legal department in general) like a revenue driver rather than a cost center remove key friction from the business, while those who don't are left with an invisible but highly painful tax on every deal.

The real question nagging at leaders is: how do you measure up against your competitors? Here, we will help you assess where you stand, backed by our learnings from thousands of current LinkSquares customers.

The Maturity Assessment: 4 Tactical Pillars

To bridge the gap between cost center and revenue driver, you need to identify where the friction lives in your organization. Are you building a strategic revenue engine or are you simply digitizing a broken process? We'll help you break this down into four tactical pillars: Revenue, Stakeholders, Intelligence, and Governance.



REVENUE



STAKEHOLDERS



INTELLIGENCE



GOVERNANCE

01.

Speed & Deal Velocity (The Revenue Pillar)



The “where is it?” conundrum

Nothing induces corporate goose bumps like an ominous, “Where are we with this?” Low maturity CLM environments spend time tracking down answers via email, chat, and CRM. Legal teams can't afford to spend their time sharing status updates and less time negotiating and approving contracts. Visibility is key to confidence and informed action (and giving your team some breathing room).

The shift from ad hoc to automation

Companies that prioritize CLM infrastructure see a world where the system works more efficiently for everyone involved. Comprehensive CLM support eliminates the scattered Word documents, lack of version control, and incessant pings, replacing it with digital approval trails, template repositories, and real-time status updates. When deals move faster, so does revenue.

COMMVault 

Commvault knows a thing or two about automation.

They saw a need to invest in technology that would allow them to support a sales organization 80 times larger than their legal team. The result? A routing and approval engine that empowered Sales and reduced time to signature by 50%.

[See how](#)

02.

Communication & Collaboration (The Stakeholder Pillar)



The version control nightmare

In a low maturity environment, contracts live in a bunch of different places. They live in that email from last week with missed redlines, an important update in chat, a quick question over a Zoom call, and notes from a customer call in CRM. When these systems don't talk to each other, details are missed and stakeholders aren't aligned, often resulting in a rejected contract, a frustrated customer, and missed renewals.

The shift to contextual collaboration

Companies that value the customer and employee experience understand the need for transparency and consistency, and that's where your CLM investment shines. Contracts, revisions, and details live in a single source of truth, with important updates shared within the context of the document, rather than fragmented side threads.



Logos invested in process and technology, utilizing integrations with Microsoft Word and Slack, ensuring collaboration took place in the places their people worked.

Check it out

03.

Data Integrity & ROI (The Intelligence Pillar)



The digital folder: where data goes to die

While speed and velocity are key to getting the contract signed, sealed, and delivered, it's equally as important to have a complete understanding of your revenue and obligations long after contracts have closed. Many companies simply store their contracts away in digital folders or CRM records, trapping important data in PDFs and turning reporting into a recurring, and inaccurate, nightmare.

The shift from filing cabinet to intelligence engine

Intelligent CLM investment involves moving from storing files to feeding an intelligent database. With the power of AI, companies can count on their CLM to extract key metadata such as dates, amounts, and clauses the moment a contract is executed, funneling that data into your business intelligence tools, transforming Legal into a driver and source of truth for the business.

04.

Risk Mitigation & Compliance (The Governance Pillar)



The never-ending fire drill

In a world where contracts are stored in a digital filing cabinet, executives are blindsided by major financial disruption, Sales loses an important deal due to a missed obligation, and Legal loses negotiation time to urgent business needs. This constant disruption puts low-maturity organizations in a tailspin of financial and legal panic.

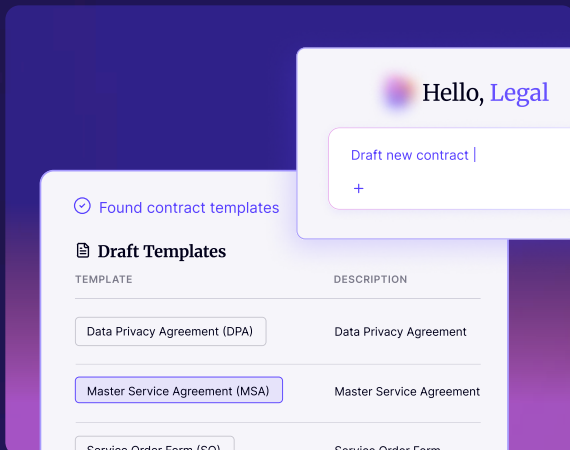
The shift from manual tracking to automated alerts

Companies who have invested in their CLM have moved from spreadsheets to proactive governance. They treat contracts not as static records but a living set of obligations that must be monitored in real time. This approach to regular “obligation management” proactively alerts the right stakeholders to important renewal details, ensures only pre-approved language is used in negotiations, and guarantees the right people are involved in approving high-risk deviations.

How LinkSquares Bridges the Gap

The LinkSquares Platform is designed to move organizations from a static system of record to a dynamic system of execution. Built from the ground up on an AI-native architecture and powered by LinkAI, The LinkSquares platform helps organizations move faster while maintaining control.

Here's how:



Automatically drafts, redlines and applies clause libraries and playbooks with LinkSquares' AI Legal Assistant, reducing hours of legal work to minutes while maintaining full control.



Turns contract insights into action by triggering workflows, tracking obligations and keeping work moving from intake through renewals in one connected system.



Eliminates bottlenecks with self-service and guardrails by automating intake, routing and approvals through LinkSquares' Legal Front Door.

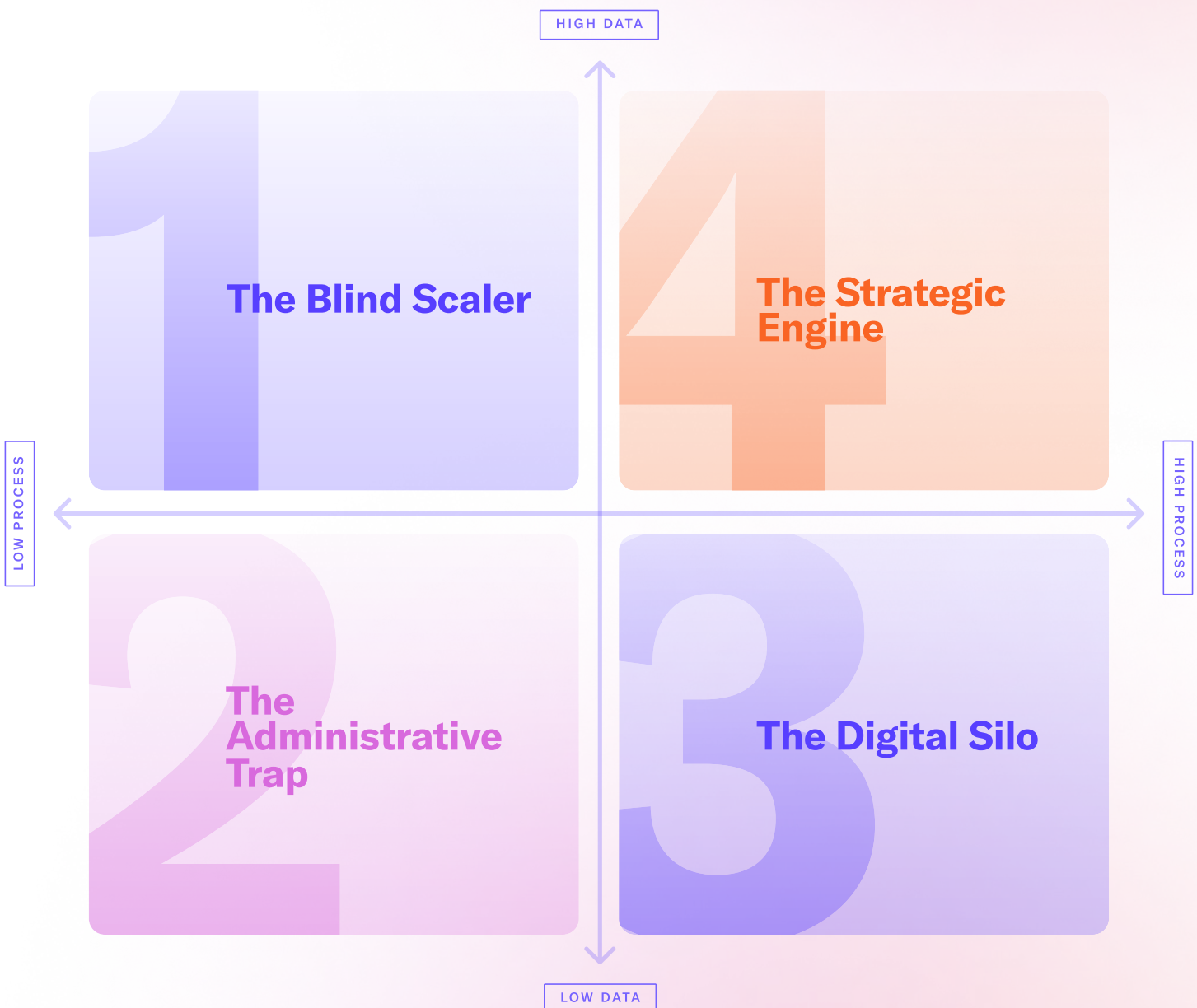


Moves quickly with confidence using trusted AI built on structured data, with citation-backed insights, governance and full transparency for high-stakes work.

The "Maturity Gap" Analysis

Adopting a CLM isn't enough. Many companies think they have made the move to digitization by moving contracts from physical pieces of paper to digital records, but that's only surface level change. Contracts are documents to be filed, organized, and stored – but they're also data to be harnessed and utilized. Without investing in technology that streamlines processes and interprets data, businesses risk missed renewals, unmonitored obligations, and hours upon hours of legal time wasted on low-value tasks.

AI Maturity is a journey, not a flip of a switch, and you're taking an important first step by assessing your current maturity level. We've divided AI maturity into two variables: process and data. Process measures automation, speed, and collaboration, while data measures visibility, reporting, and intelligence – basically what you have, and how you use it.



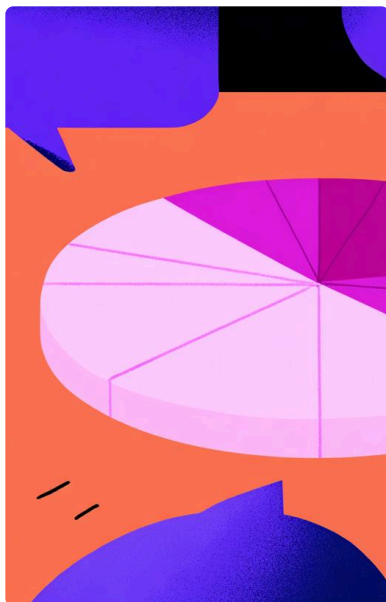
Quadrant one

1

The Blind Scaler

HIGH DATA

LOW PROCESS



Those with low process, but high data have deep visibility into contract data, but their teams are exhausted. They know exactly what metrics matter, tracking renewals, values, and compliance requirements diligently. But they're stuck in a manual trap, monitoring through brute force. Legal and ops teams are chained to complex spreadsheets. When you're dependent on fragmented emails and loose Word docs, your data is only as good as the last time someone manually updated the tracker. These teams have the data, but it's not easily accessible across the org.

Blind Scalers understand the value of data; they just need to let technology do the heavy lifting of gathering it. Automate the grunt work: by introducing automated clause libraries, conditional workflows, and AI auto-tagging, tools like LinkSquares capture high-fidelity data automatically as the deal happens, giving teams their time back.

Quadrant two

2

The Administrative Trap

LOW DATA

LOW PROCESS



These teams are in a tough spot. With low process and low data, Legal teams and their business partners are entirely reactive, acting as a manual clearinghouse for the company's contracts. Days are consumed by Slack reminders, endless email chains, and a chaotic scramble just to find basic documents. Because workflows are purely manual and contract data is completely invisible (trapped in static PDFs scattered across local folders or shared drives), they don't have a handle on contract leakage, expiring obligations, or bottleneck causes.

Those in the Administrative Trap are at risk for major deal friction, revenue leakage, and operational burnout. Before leaping into optimization, turn your focus to building a baseline and stabilizing the chaos. By introducing basic workflow automation and centralizing your agreements in a smart repository, LinkSquares eliminates the administrative noise so teams can scale these efforts.

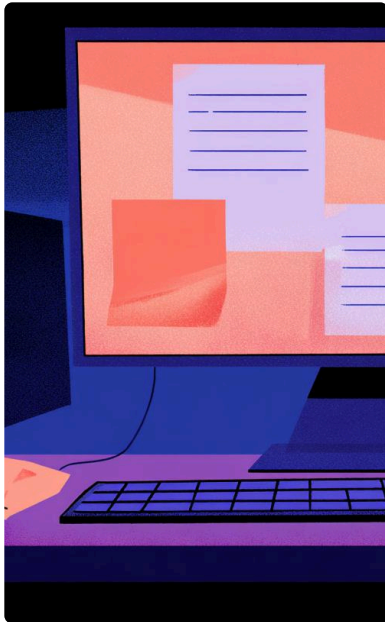
Quadrant three



The Digital Silo

LOW DATA

HIGH PROCESS



The Digital Silo is defined by their commitment to tech, but not using it to its full potential. These teams have successfully adopted some digital tools (including tools like standalone e-signature platforms or a basic document storage system), allowing for quick routing and easy signatures. But if these assets conclude their lifecycle in a G Drive folder, they haven't reached their full potential. Without the right repository, teams lose insights into obligations, liabilities, and financial risks.

Those with high process and low data walk a delicate line, balancing their speed with the needs of the broader org. These speedy teams risk nonstandard practices across teams, a lack of visibility, and fractured intelligence. As they move from “digital storage” to “business intelligence,” implementing the right CLM unlocks these data insights, turning contracts into searchable, actionable insights. LinkSquares injects AI-driven metadata extraction directly into your existing speed-oriented workflows. You keep the deal velocity, but gain absolute visibility into every clause, date, and dollar.

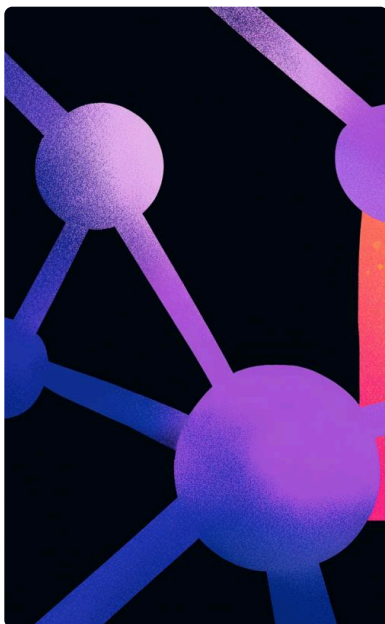
Quadrant four



The Strategic Engine

HIGH DATA

HIGH PROCESS



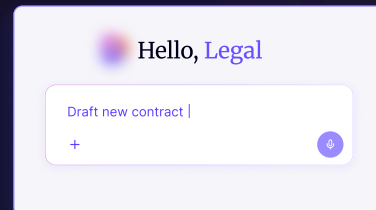
These teams are the enterprise benchmark. They have achieved the holy grail of contract lifecycle management: lightning-fast deal velocity coupled with absolute data integrity. Legal teams are no longer viewed as cost centers or friction points; they are seen as key revenue enablers and strategic business partners. Sales reps can self-serve standard deals via automated guardrails, internal collaboration is seamless and audited, and leadership relies on your real-time dashboards to make business decisions.

But don't let this make you complacent. All AI systems need to be nurtured and continuously maintained for ongoing optimization. The challenge becomes future-proofing your competitive advantage and leveraging intelligence to stay ahead.

LinkSquares helps you transition from proactive to predictive. By applying contract analytics across your agreement library, we help you identify trends in your contract portfolio, refine negotiation playbooks with data-driven insights, and surface contractual or regulatory risks so your team can act on them proactively.

AI maturity (or immaturity) is not a permanent state of being. AI maturity goes beyond adoption, transforming the entirety of how your Legal team operates. By moving beyond reactive fire drills and fragmented manual processes, you unlock the ability to evolve from a necessary cost center into a powerhouse of revenue enablement. With continuous improvement and nurturing, AI maturity can only build.

As the landscape of contract management continues to evolve, the teams that succeed will be those that view AI as a dynamic partner – one that grows alongside their business needs, turning every contract from a static record into an active asset for success. The time to assess where you stand and start building that future is now.



Ready to learn more about the new era of agentic CLM?

Contact LinkSquares today!

[Get Your Free Demo](#)



Move, in agreement.

Renewal Date

Territory

Industry

Show contracts expiring in the next 30 days.

MASTER SERVICES AGREEMENT

This Master Services Agreement ("Agreement") is entered into as of June 1, 2024 (the "Effective Date"), by and between: Harrison Healthcare, Inc., a corporation organized under the laws of the Commonwealth of Massachusetts, with a principal place of business at 275 Franklin Street, Suite 1800, Boston, MA 02110 ("Client"), and Arbor Ridge Solutions, LLC, a limited liability company organized under the laws of the Commonwealth of Massachusetts, with a principal place of business at 101 State Street, Fifth Floor, Boston, MA 02109 ("Provider").