

The “Year of AI”: Rupp Pfalzgraf Increases Case Workload By 10% Since Adopting Lexis+ AI

About Rupp Pfalzgraf

Rupp Pfalzgraf is a team of entrepreneurial attorneys and professionals driven to deliver exceptional results and pursue innovative solutions for their clients.

What began with three visionary attorneys determined to redefine the traditional law firm model has grown into a dynamic, multi-practice, full-service firm. Fueled by the same entrepreneurial spirit that inspired its founding, Rupp Pfalzgraf continues to thrive by thinking outside the box, challenging conventions, and adapting to the evolving needs of their clients and the legal industry.

Rupp Pfalzgraf has embraced cutting-edge technology since its inception, leveraging advancements to deliver high-quality legal services with greater efficiency. “When we launched the firm in 2000, we made a bet on technology—we committed to practicing at a high level with less overhead, and it worked,” said co-founding partner, Anthony Rupp. Over the years, the firm has doubled down on innovation, ensuring they remain adaptable and prepared to meet the challenges of the modern legal landscape.

With a unique culture rooted in creativity, hard work, and an unwavering focus on their clients, Rupp Pfalzgraf stands out as a challenger brand in the legal industry. They are people who care deeply about their clients, their work, and their community.

“ Our firm prides itself on being a different kind of law firm—entrepreneurs stuck in a law firm—leveraging technology, including AI, to disrupt a profession that is often resistant to change. By being early adopters of AI, we’ve been able to maintain our commitment to practicing law at the highest level while embracing innovation to serve our clients more effectively. ”



DAVID PFALZGRAF,
Founding Partner,
Managing Partner

“ We at Rupp Pfalzgraf believe AI will revolutionize the legal industry and shape its future. By being an early adopter of Lexis+ AI, we are positioning ourselves at the forefront of innovation, equipping our attorneys with best-in-class resources to deliver exceptional service to our clients. ”



DOMINICK MUTO
Chief Operating
Officer

Situation

Always staying ahead of technological advancements, Rupp Pfalzgraf thrives on innovation, consistently pushing boundaries to deliver superior service. While many competitors hesitated to embrace AI, Rupp Pfalzgraf wanted to go all in. With this early adopter mindset for AI, they combined fearless enthusiasm with a practical approach, to ensure results were thoroughly vetted and reliable.

Rupp Pfalzgraf looked to AI solutions to streamline their legal research processes and cut down on the time attorneys spent on complex research tasks. Legal research could take tens of hours, creating a burden for clients who often absorbed the costs. The firm recognized the need for tools that could improve efficiency, reduce research time, and enhance the precision of their legal insights, all while maintaining their commitment to delivering exceptional value to clients.

Rupp Pfalzgraf also recognized the impact that generative AI tools could have beyond efficiency gains. According to Rupp, “technologies are reshaping the legal profession by changing the skills most valued in litigation. AI has diminished the importance of spending endless hours drafting, as these tools can handle research and drafting with remarkable accuracy. It’s causing a sea change in the way law firms and employers value litigation skills.” By adopting AI early, Rupp Pfalzgraf was not only looking to improve efficiency but also to redefine what’s possible in the legal profession.

Solution

Having followed the emergence of AI technology, Rupp Pfalzgraf learned that LexisNexis® was developing an AI tool and immediately seized the opportunity to integrate into their workflow. Rupp Pfalzgraf’s adoption of Lexis+ AI® was a strategic and deliberate process, and LexisNexis’ insights and proactive communication ensured the firm had a clear understanding of Lexis+ AI’s capabilities and rollout timeline. “Lexis was outstanding,” Dominick Muto, Chief Operation Officer said. “They kept us informed about developments in AI, and when it became available, we knew this was the solution we needed.”

Security was a paramount consideration in the decision-making process. Unlike other AI tools that retain and learn from user inputs, Lexis+ AI operates with stringent safeguards. “What stood out immediately was that Lexis+ AI deletes all input data after use,” explained Muto. “This made it a secure choice for protecting client information and aligned perfectly with our values.”

The firm considered other tools, but Lexis+ AI’s early development and competitive edge made it the clear frontrunner. Muto went on to say, “Lexis was ahead of the game and rolled out faster, giving us a competitive advantage, it checked all the boxes we needed and fit seamlessly into our workflows.”

The implementation of Lexis+ AI was seamless, supported by LexisNexis’ robust training programs and dedicated assistance. The firm began with two testing cycles, starting with eight attorneys and later expanding to include ten more. With overwhelmingly positive feedback from participants, the firm moved to full adoption. LexisNexis facilitated the rollout effortlessly, providing crash courses and ongoing training that enabled attorneys to fully explore and utilize the tool’s potential.

“As a litigator dealing with highly time-sensitive matters, my practice often feels like an all-hands-on-deck situation. Whether it’s addressing major workplace issues, investigating allegations, or responding to urgent client needs, there’s no room for delays. That’s why I rely on Lexis AI—it helps me work more efficiently and respond more quickly. From providing accurate answers to unusual questions to helping me get started with forms or drafting, it ensures I’m always on the right path and delivering timely, effective solutions for my clients.”



MATTHEW MILLER,
Partner, Labor &
Employment

After nearly a year and a half of using Lexis+ AI, the firm has seen substantial improvements in the product’s output and functionality. Adoption rates within the firm have grown significantly, with the most recent survey showing an impressive 86% usage rate. “Our attorneys now rely on Lexis+ AI to deliver faster, more accurate results,” said Muto. “The feedback has been incredible—our attorneys can quickly research and provide answers during client calls, which enhances their confidence and decision-making.”

Beyond immediate benefits, the adoption of Lexis+ AI has positioned Rupp Pfalzgraf as a forward-thinking firm. Leadership considers AI not just as a tool for addressing current challenges but as a cornerstone for future opportunities. They view AI as a competitive advantage, enabling the firm to deliver exceptional value to clients while fostering a culture of innovation. Attorneys are consistently exploring ways to better leverage AI, focusing on its potential to address today’s needs and unlock new possibilities in the years ahead.

Results

Rupp Pfalzgraf has experienced transformative results since integrating Lexis+ AI into their operations. **One of the most significant achievements is a 10% increase in the average caseload per attorney.** “Our attorneys are now able to handle more cases without increasing their workload, thanks to the efficiency gains from AI,” noted Muto. The ability to research more effectively, summarize information faster, and operate with greater overall efficiency has allowed the firm to keep pace with rising demand while maintaining exceptional service quality.

The firm has also seen remarkable improvements in preparation and work product. For example, attorneys now spend less time assembling documents and more time focusing on value-added tasks, such as preparing for oral arguments or crafting nuanced legal strategies. “AI helps us get to the answers faster, allowing us to dedicate more time to refining our arguments and anticipating questions from judges,” shared Chad Davenport, Partner, Civil Rights. Generative AI tools are also used to create detailed outlines for oral arguments and depositions, significantly enhancing the attorneys’ courtroom performance.

The efficiency gains are particularly notable for complex cases. Davenport highlighted the time savings: “For large federal court motions, we’re completing tasks in a quarter of the time it used to take. Even those less skilled in AI can accomplish the same work in half the time. The consistent results are incredible.” Instead of rushing to complete a few critical motions for a trial, the team can now draft additional motions and arguments that were previously out of reach due to time constraints. “Clients are receiving a better work product at a more competitive price, and that’s a game-changer,” Davenport added.

AI has also enabled attorneys to expand into unfamiliar practice areas with confidence. Davenport recounted a recent case involving vaccine waivers for New York State school districts—a matter he had never worked on before. “If it weren’t for AI, I would have turned the case away. But with Lexis+ AI, I was able to quickly research the issues and deliver results for the client,” he said. This newfound confidence has allowed the firm to seize revenue opportunities and broaden their scope of services.

“ AI isn't going to put anyone out of a job— unless they refuse to adopt it entirely. If you embrace it, you'll stay competitive, perform well, and continue to thrive. That's what we're striving for. ”



ANTHONY RUPP,
Founding Partner

In addition to individual cases, the firm benefits from the synergy of AI tools. For example, by integrating Lexis+ AI with generative engines like ChatGPT, attorneys are completing complex tasks in a fraction of the time. Rupp shared, “I used to spend eight or nine hours drafting a third-party insurance coverage opinion. With Lexis AI and generative tools, I now finish in two and a half hours. The efficiency is unparalleled.”

The reliability of Lexis+ AI as a research tool is another standout feature. Attorneys shared a compelling story about a case, where they needed to find a precedent for summary judgment on a highly specific issue. Despite 100 hours of research by clerks and associates, the answer remained elusive—until Lexis+ AI produced the exact case in just 30 minutes. “Lexis+ AI was more reliable and precise than any human effort. It delivered exactly what we needed,” said Davenport.

For Rupp Pfalzgraf, the adoption of Lexis+ AI represents more than just operational improvements—it signifies a cultural shift. “The attorneys who embrace AI will replace those who don't,” Rupp predicted. “It's not about replacing lawyers; it's about empowering them to deliver better outcomes.” The firm has only begun to scratch the surface of AI's potential and is already exploring tailored AI solutions that leverage their proprietary data to enhance operations further.

Anthony Rupp summarized, “Lexis+ AI has revolutionized how we work. We're more efficient, more competitive, and more prepared than ever. This isn't just a tool for today—it's a foundation for the future.”

Additional Examples

The firm also recognizes how AI creates opportunities for non-traditional roles within the legal industry. As one civil rights attorney noted, “We have incredibly talented clerks and paralegals who, with a bit of legal training and Lexis+ AI, are as valuable as drafting associates. AI is leveling the playing field in unexpected ways.”

One standout example of AI's impact involved a first-year law clerk tasked with a motion for summary judgment in federal court—a case involving 15,000 pages of documents. By using Lexis+ AI and other tools, the clerk delivered a draft comparable to the work of a second or third-year associate. While adjustments were needed, the AI-generated draft provided a strong starting point and demonstrated the immense value of integrating these tools into the firm's workflows.