

Product Briefing: QorusDocs 2026 Update

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QorusDocs aims to help law firms prove client value early with persuasive, highly personalized pitches, proposals, and RFP responses that build trust, accelerate decisions, and win more work. Since its [original LTH Product Briefing in April 2025](#), the platform has made a significant leap forward – introducing agentic AI that

automates the research, assembly, and delivery of pitches and capability statements, compressing what once took days into a matter of minutes.



The Background of QorusDocs

QorusDocs was founded in 2012 in Cape Town, South Africa, by CEO [Ray Meiring](#), Managing Director EMEA [Lee Child](#), and CTO [Stéphanie Laurent](#). The company initially focused on streamlining document creation across a range of industries before entering into a strategic alliance with Thomson Reuters Elite in 2014 – a turning point that oriented QorusDocs squarely toward the legal sector.

Since then, the company has built its platform around the specific demands of law firm business development: the competitive, high-stakes work of pitching for new clients and responding to panel RFPs. Today, QorusDocs serves some of the largest law firms globally, with a presence across North America, Europe, Australia, and other international markets. The company began investing in AI in 2019, giving it a meaningful head start in a market that now embraces the technology in earnest.

The Problem QorusDocs Solves

Producing a pitch or capability statement at a law firm is a labor-intensive process. It involves gathering information from a partner, locating relevant experience records, sourcing attorney

biographies, assembling team lists, formatting everything into a presentable document, and routing drafts back and forth for review. Done manually, this can take days, and much of that time is spent on coordination and retrieval rather than on the substantive, strategic work of crafting a compelling pitch.

The challenge compounds at scale. Large firms managing multiple active pursuits simultaneously face real resource constraints on their business development teams. The more time those teams spend on administrative assembly tasks, the less time they have for the relationship-driven, judgment-intensive work that actually moves the needle on win rates.

QorusDocs targets this gap directly. By automating the research, content assembly, and document generation stages of the pitch process, the platform frees business development professionals to focus on the creative and strategic dimensions of their work – understanding the client's problem, tailoring the message, and building the relationship.

QorusDocs' Key Use Cases

Typical key use cases for QorusDocs include:

- **Capability statements and pitches:** Users can initiate a pitch from a partner email or meeting transcript, and QorusDocs agents immediately begin pulling together a structured prep packet, including client rules and preferences, relevant firm experience, representative matters from analogous clients, and potential team members. From that prep packet, the platform can generate a fully formatted PowerPoint presentation automatically.
- **RFP responses:** QorusDocs helps firms respond to panel RFPs by automating content retrieval and document assembly, drawing from a centralized library of approved content stored in SharePoint or similar back-end systems.
- **Go/no-go analysis:** As part of the automated pitch setup process, QorusDocs agents assess whether a given opportunity is worth pursuing — analyzing factors such as strategic alignment, budget signals, and the firm's track record in similar matters — and produce a documented recommendation before any significant resources are committed.
- **Content search and insertion:** Users can query the firm's content library in natural language — for example, searching for existing slides on pro bono work — and insert matching content directly into a working presentation with a single click.
- **Pursuit tracking and analytics:** QorusDocs maintains a record of each pursuit throughout its lifecycle, tracking which agents were used, which content was included, and whether the pitch was won or lost. This data feeds back into the platform to help firms identify what drives wins and refine their approach over time.

How QorusDocs Integrates AI and Technology

QorusDocs is built on Microsoft Azure, with OpenAI's large language models (LLMs) powering the reasoning and generation capabilities of its agents. On top of that foundation, QorusDocs adds a proprietary, legal industry-specific layer — its own IP — that guides how agents interpret and act on pitch-related tasks within law firm contexts.

A defining feature of the platform's technical architecture is its deep integration with Microsoft Office. QorusDocs surfaces its capabilities directly inside Word, PowerPoint, and Excel, meaning users don't have to leave the tools they work in every day. Agents operate in the background within that familiar environment, handling research, summarization, and document generation without requiring users to switch between applications.

The platform's chat interface, QPilot, provides a conversational layer through which users can query the firm's data — searching for attorneys by office, practice group, and experience profile, for instance — and receive structured results that can be incorporated into a pursuit with minimal friction. Critically, these aren't static lookups; they are live, agentic queries that run searches, synthesize results, and present actionable options in real time.

QorusDocs' Target Demographic

QorusDocs is designed for midsize to large law firms, with particular depth of adoption among firms that have active innovation, technology, and business development functions. The platform is built for business development professionals, pitch specialists, and the partners who rely on them to produce client-facing materials quickly and accurately.

More broadly, QorusDocs also serves professional services organizations in architecture, engineering and construction, and technical services — industries that share the same challenge of producing complex, personalized proposals under time pressure.

However, the legal market is the company's primary focus and the area where its deepest functionality has been developed.

QorusDocs' Main Differentiators

QorusDocs differentiates itself in several ways, including:

- **Early and substantive investment in agentic AI:** QorusDocs began building AI capabilities in 2019 and has since developed a suite of agents purpose-built for legal business development tasks. The agentic functionality introduced in 2026 represents a meaningful advance beyond generative AI assistants — these agents don't just respond to prompts, they initiate and complete multi-step workflows autonomously.
- **Native Microsoft Office integration:** Unlike browser-based tools that require users to context-switch, QorusDocs embeds directly into Word and PowerPoint. Users build pitches and capability statements within the applications they already use, with AI and agentic capabilities surfaced in context.
- **Legal industry-specific IP:** QorusDocs doesn't simply apply general-purpose LLMs to pitch workflows. The company has built a proprietary layer on top of the underlying technology that reflects the specific conventions, data structures, and requirements of law firm business development, including experience databases, attorney bios, matter records, and client relationship data.
- **Deep enterprise knowledge base integration:** The platform connects to SharePoint and other back-end content repositories, enabling agents to search, retrieve, and insert approved firm content — slides, bios, experience records — directly into working documents without manual lookup.

- **Closed-loop pursuit intelligence:** QorusDocs tracks every pitch through its full lifecycle and records what worked. Win and loss data, agent activity, and content usage are all logged and available for analysis, creating a feedback loop that helps firms continuously improve their pitch strategy.

Conclusion

The 2026 update to QorusDocs marks a substantive shift in what the platform can do. Where earlier versions automated document assembly, the current release introduces agentic AI that can independently conduct research, evaluate opportunities, build prep packets, and generate polished deliverables, all from an initial email or meeting transcript. For law firm business development teams, the practical implication is a dramatic reduction in the time and coordination burden associated with pitching, and a corresponding expansion in the capacity to focus on the work that requires human judgment. QorusDocs positions itself as a tool that clears the path for that judgment rather than replacing it.



Watch the video here:

<https://youtu.be/tZC-WKoLIKk>

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