



# A Game Changer for Corporate Transactions



It's fair to say that some law firms are already reaping the benefits of automation; others, though, not so much. Clarilis talked with Corporate Law Partners and Heads of Innovation from Addleshaw Goddard, RPC, TLT and Burness Paull, to gather their perspectives on why corporate departments are at the forefront of digital transformation in the legal sector – and with good reason.

If you work in corporate law at the moment, especially those with an M&A practice, perhaps you are likely to have seen, or are about to see, an increase in activity, thanks to the headwinds of change from the pandemic.

In times of acute pressure, as per the macro-environmental impacts brought on by the pandemic, it is easy to see why the M&A market is set for a significant boom. Analysts also predict an abundance of exits due to fears surrounding predicted changes to capital gains tax. The ability to complete transactions and turn documents around quickly – at the right pricing point – brings obvious benefits in terms of speed, accuracy and improved risk mitigation. But it is so much more than that. A key differentiator for all firms as a result of automation is a 'best-practice' experience for both lawyer and client.

Some firms have experienced higher volumes of deals, whereas others have experienced lower volumes but with higher margins. Client expectations, however, remain high.

**“Be mindful of margin.** Clients can be pickier now. They won't settle for pace on a parallel with how things were done a couple of years ago.”

Sam Moore | Innovation Manager | Burness Paull



The drivers for automation in corporate law appear significantly stronger than in other areas of law right now, and this is setting the pace of adoption.

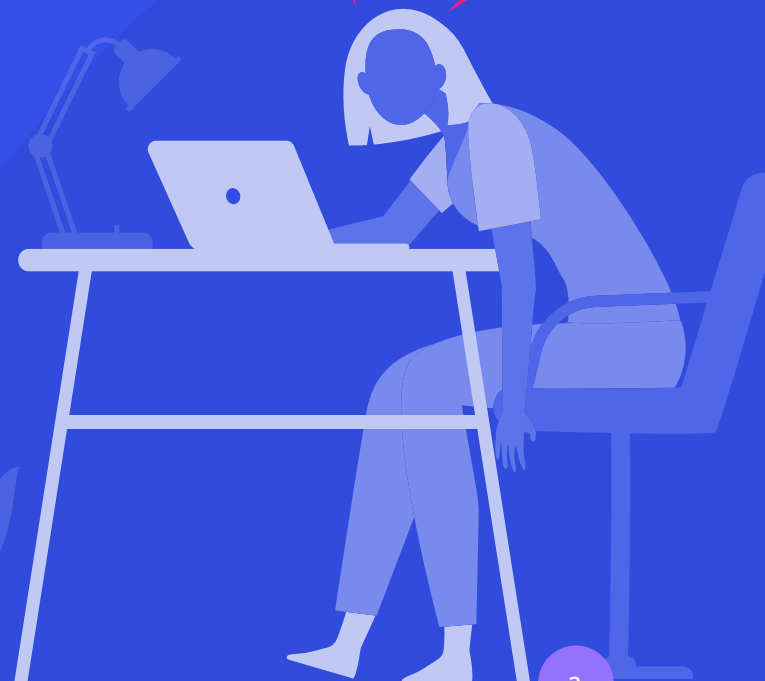
## Don't look to your colleagues. Look at your peers in competitor firms.

Which firms stand out as having the capability to steal market share from others, and which still slog their way through manual processes in the same way they did five years ago? Long gone are the days when fee earners had to resign themselves to working laboriously through precedents, resolving square brackets, fixing grammar, bringing in riders (copy/paste, copy/paste), copying paragraphs from other deal docs, and changing the structure of the drafting in routine ways. How many hours would this have taken, back in the day? More importantly, who is still doing this? And why?

Declaring that this is the way it's always been done is no longer an acceptable response.

“Nobody really wants to be that lawyer sitting there at **2am** looking for ‘Seller’ rather than ‘Sellers’ in the document.  
**There is another way!**”

Karen Hendy | Head of Corporate | RPC



## Share the love and inspire loyalty with your own client base

As a progressive law firm, are your clients also looking to you to showcase best examples of tech they might wish to adopt for their in-house teams? It can be a strong relationship-builder as a trusted law firm to lead the market by example, working with an organisation like Clarilis to make it happen.

“The option to work with Clarilis to provide the same experience of automation we enjoy, with Clarilis as the **power** behind it, can not only **speed up** adoption in sector but also deliver a distinct competitive advantage and closer **client relationships**.”

Sam Moore | Innovation Manager | Burness Paull



## Aggregated benefits that win deals

Consider Share Purchase Agreements (SPAs) and the number of permutations in the terms of the transaction. Who is the Seller? What type of legal entity are they? In what jurisdiction are they incorporated? What form will the consideration take? What adjustments will there be to the consideration post completion? The Clarilis platform gathers, stores and categorises key data about the transaction in a data model. This highly structured method provides a deeper level of automation than generic toolkits do and ensures that all documentation connected to a matter, from engagement to bible index, is drafted in a highly efficient way.

Corporate lawyers who choose Clarilis recognise the significant aggregated benefits that automating a suite of documents can bring – not only to the firm in terms of efficiencies and waste reduction, but also to their clients where agility and speed are instrumental in winning deals.

“Clarilis automation has had the most demonstrable benefits in terms of time and money saving. Working with their technology has **significantly reduced** the cost of first draft production. We’ve been very impressed with Clarilis, as their solution has enabled our people to **spend more time on higher value** generating work and has proven beneficial to both **clients and lawyers.**”

Chris Taylor | Corporate Law Partner | Addleshaw Goddard



Whatever your experience of technology in the legal world, love it or loathe it, it’s increasingly the way to do business and, for many, it’s just BAU. Is it, perhaps, more of an overall business agility and client experience issue than solely a departmental responsibility? Either way, imagine a world where you watch other firms rise to the top as their clients have a faster, more accurate and, simply, more beautifully crafted experience, even though you employ some of the best legal brains there are.

“I’m surprised that our peers are not all at the stage we are at with Clarilis. It’s not only differentiated us a business; it’s a huge selling point to be able to offer this sort of technology when attracting new talent to come and work for us.”

## Do more of what you do best

If, in 2021, your firm drafts every document manually and partner review time eats into the working day (and night), I suspect that work/life balance will not be the only worry top of mind. Watching others supervise delegation in a risk-mitigated way, reduce their drafting time by 90%, ancillary document drafting by 100%, mitigating risk and margin for error is not a comfortable experience.

We're not trying to **replace lawyers with tech**.

What we're trying to do is enable our firm to **spend more time where we want to be** and where our clients want us to be, which is thinking about the really important issues and giving people the benefit of our experience and our commerciality. We use **tech to underpin** that."



Karen Hendy | Head of Corporate | RPC



## It's a mindset issue, Partners! Lead by example...



We hear a lot about how, when it comes to tech adoption, the mindset of a firm is as instrumental in its success as the quality of people and platform provider. As a client-led business, it is natural to explore opportunities to enable superior service delivery. Choosing a technology partner that shares your rigour for accuracy and high quality is the best way to move from a 'pure human' model. Leaders who recognise that technology alone does not 'match the need' of the business know that in order to encapsulate everything required for a successful automation, lawyers and others in the wider business must be part of that conversation. Many leaders in sector foster a culture driven by behaviours that are supportive of this.

**“Law is a personal business. Do not innovate for the sake of it. Automate the right things** and free the professionals for focus on what they do best: business acumen, benefit of experience, empathy...”

Sam Moore | Innovation Manager | Burness Paull



Key here is having the confidence as a firm to admit to considering whether your initial choice of technology toolkit was correct. If your chosen toolkit might not have been fit for purpose and did not deliver the benefits you had hoped for, do not be afraid to move on.

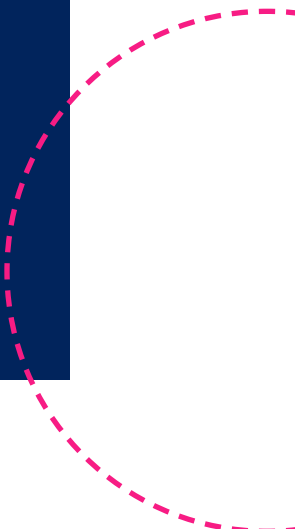


“It is **not always an easy journey** to reach your end goal. We had originally automated a handful of documents in-house using a different automation platform before moving to Clarilis.”

Chris Taylor | Corporate Law Partner | Addleshaw Goddard



But once you have chosen the right tech partner, it can be addictive.



“Tech enables us to **win better value work** from more strategic clients, because it **frees the corporate team up** from those parts of the transaction process that we consider to be inefficient.”

Andrew Webber | Corporate Law Partner | TLT



Automation technology has moved on, so let's not dwell on document toolkits that automate just one document at a time a moment longer. This approach can make you feel like you are completing a marathon in short sprints, with a three-month break in between. You might get there one day... but you will be several years behind the winners.



## Do not automate for the sake of it.

Clarilis work with legal firms and in-house counsel who look to adopt technology where it will deliver the most benefit, when it comes to complex matters. This requires recognising what will benefit from automation and what won't. It is a good place to start.

“Clarilis is directly relevant to our **complex, high value work**. The work done with our banking team, for example, with the LMA documentation has been transformational. **It's like magic**. Some form of **alchemy**, where you hit a button and in moments see the end result of work that, in the past, would have taken weeks to produce.”

Alastair Lomax | TLT



## Clarilis' lawyers connect with your lawyers.

Clarilis wants to be the enabler, not the blocker – and we can see our tech already helping to transform the legal world. Consider the benefit of training so hard for a marathon that you can run faster than others and without risk of injury. It's a win-win situation.

Using a platform that automates an entire matter, rather than one document at a time, enables you to produce all the relevant documents from a single questionnaire, which in turn allows you to significantly increase productivity.

This is a key driver in why our clients choose Clarilis. That, and a fixed cost that includes not only scoping and implementation of the automation, but also continued support for the life of the contract – a managed service from a team of Clarilis PSLs, each with 15-plus years' experience.

“Working with Clarilis ensures you talk to people who **speak the language of tech** but also the language of law and so know the **context** in which we're operating. This is invaluable.”

Karen Hendy | Head of Corporate | RPC

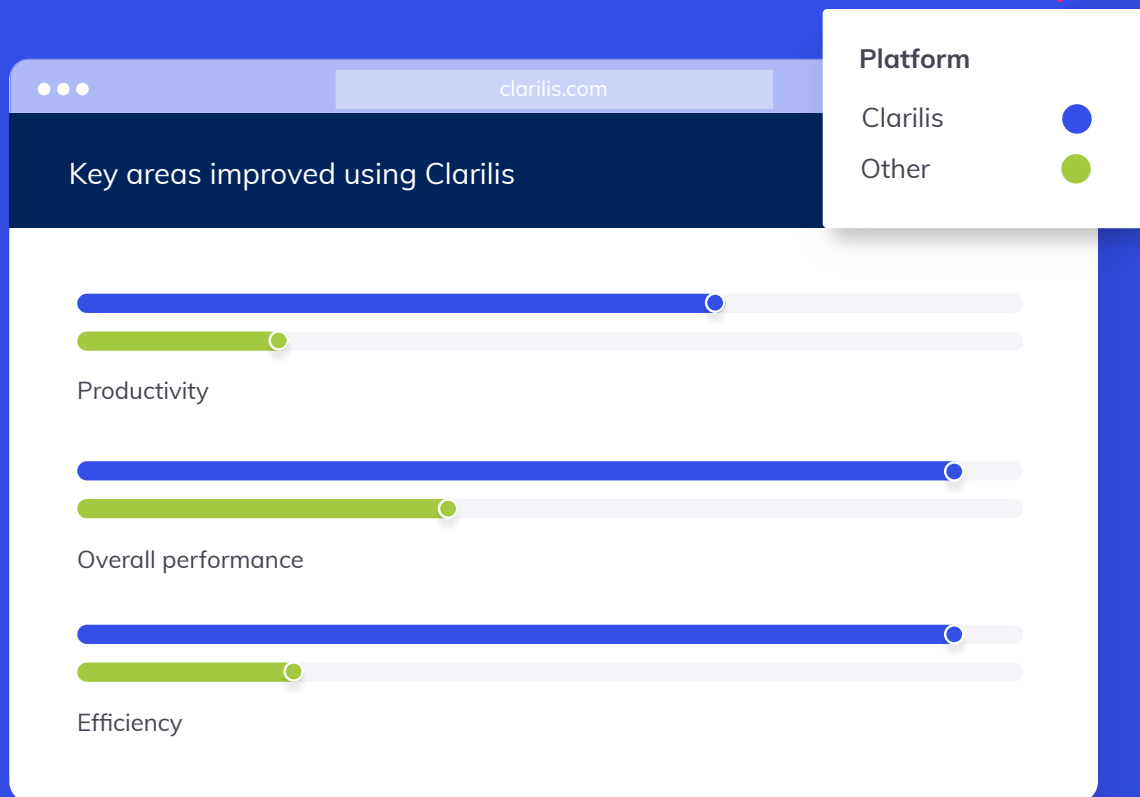


This knowledge is put to good use to understand your challenges and develop a solution with peer-to-peer discussion.

“We want **more of our complex document** suites on the Clarilis platform to share the benefits of the **time and cost savings across** the wider firm in more aspects of our business. We worked with the Clarilis team of professional support lawyers and our own lawyers to make change happen. This has proved a **business game changer** for our SPA suite and private equity documents in particular.”



Chris Taylor | Corporate Law Partner  
Addleshaw Goddard



## Risk-mitigated delegation

Clarilis works with you to design, build, test and then (we don't stop there) help you to drive adoption and measure performance in your firm. If the pandemic has inspired a seismic shift in the pace in a given practice area, we keep up, so you can lead the field.

**“I do a lot of deals in a year.** What used to annoy me was how at least 20% of my time was spent reviewing first draft transaction documents. I now have more **trust** and **confidence** when reviewing first drafts knowing the provisions are properly integrated and aligned, allowing me to spend more time on the **value-add elements**. This is thanks to Clarilis.”



Chris Taylor | Corporate Law Partner  
Addleshaw Goddard



# Key takeaways



Intelligent drafting technology achieves real results whereas traditional toolkits have only a minimal impact on efficiency, productivity, and performance.



Traditional document automation toolkits also create an unmanageable maintenance overhead, especially when automation projects are trying to save significant time or generate a suite of documents.



Unlike traditional document automation toolkits, intelligent drafting technology models an entire matter. This means complex suites of documents and ancillaries can be drafted with speed and ease.



Clarilis technology reduces the time needed to produce suites of documents by up to 90%, releasing lawyers from low value, routine, and repetitive work.



Greater efficiency and productivity means that clients enjoy quicker turnaround times and lawyers are freed to work on higher value activities that earn more for the firm (increasing ROL) and increase client satisfaction.



With a managed service approach, automation projects are designed, implemented, tested, delivered, and maintained on behalf of the firm. This reduces the time those projects take to deliver value from months or years down to weeks.



Users of the Clarilis intelligent drafting platform receive regular insights and usage data, allowing easy analysis and demonstration of ROI.

# Book a demo

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