

Legal
innovation
in practice

Legal innovation in practice



CMS **by Design** is how we deliver practical, accessible innovation to identify and solve your legal, regulatory and business challenges.

We know you want to see more innovation from your law firms and within your own organisation. Our approach cuts through the hype and makes innovation real for you in your day-to-day work and when it matters most.

The following pages give you a clear view of our approach, our culture, and the combination of teams and technologies that drive innovation for you. We've also included real world successes to show how we've worked collaboratively with clients to find innovative ways of solving legal challenges in practice.

If you're looking for accessible, practical innovation that brings real value to your business, team or legal operations, please get in touch.



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**Think differently,
by Design**

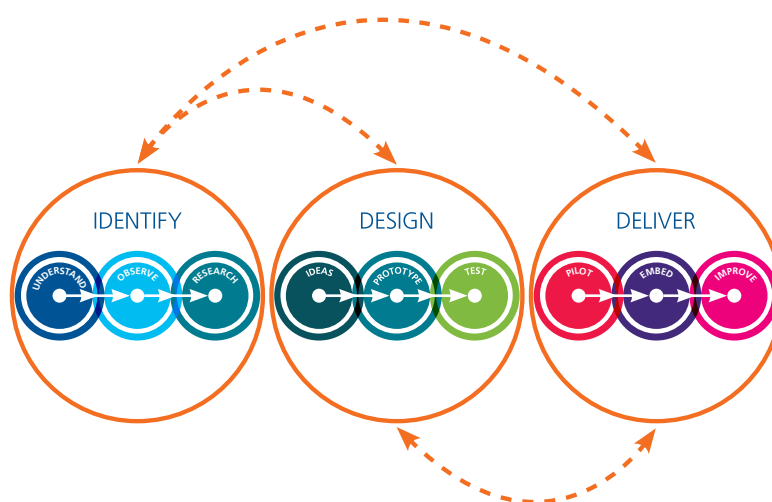


We're focused on delivering practical benefits and clear value to you from the outset.

That's why our Legal Innovation team works with you and our market-leading lawyers to understand your issues in-depth first, and only then designs bespoke, innovative ways to solve a challenge or deliver a project.

We can do this because of our culture, the mix of talent we deploy, and the way we approach legal design.

Innovation is central to our strategy and culture. We train, recognise and reward our people for thinking differently and coming up with new ideas, however big or small. We know that small steps and iteration often lead to important, practical innovations for you, just as much as big, disruptive ideas. By galvanising our own people to explore new ways of getting things done, we're better able to do the same for you.



Identify

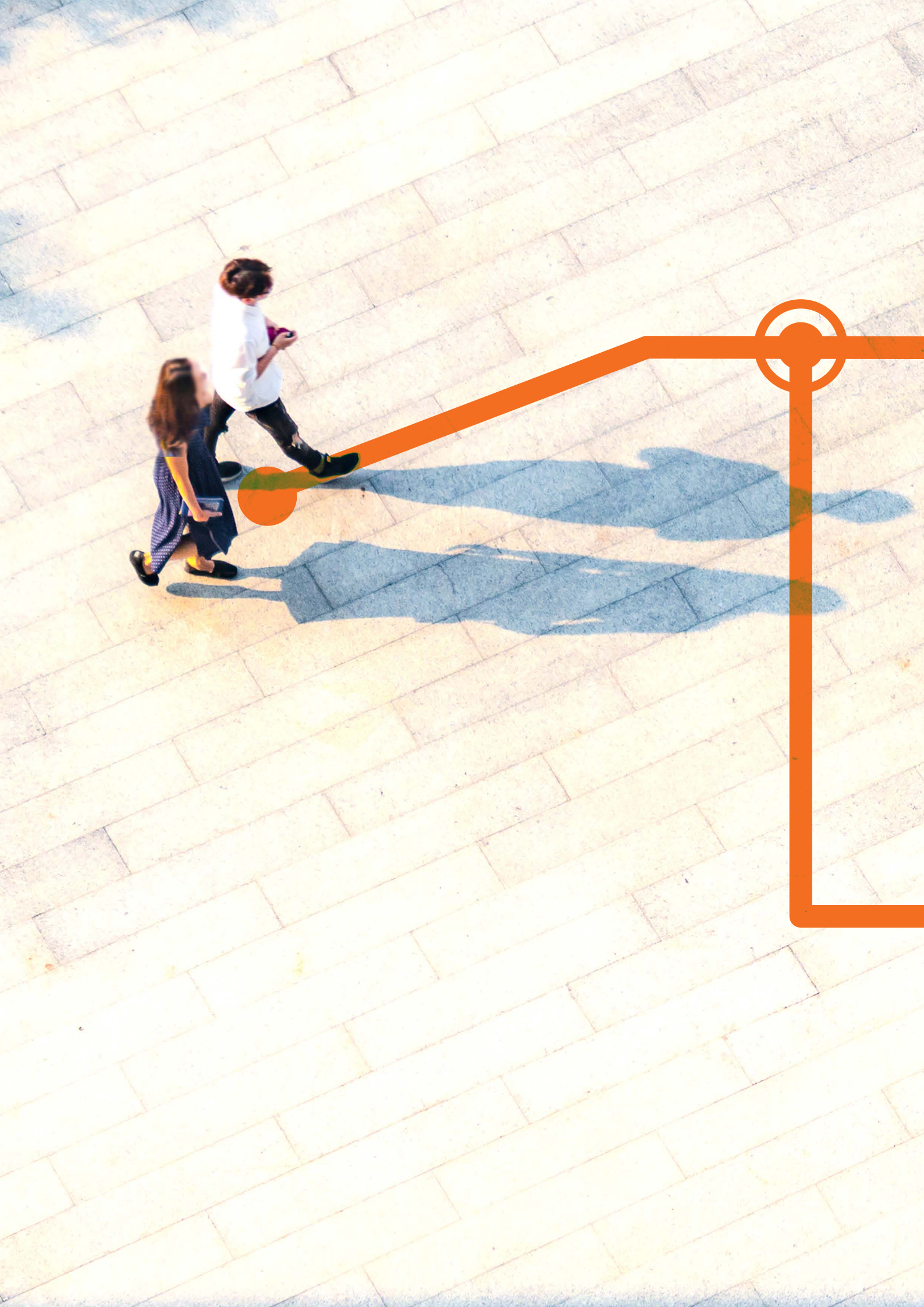
One size does not fit all. That's why we spend time with you and your teams exploring how by Design can best benefit you. These conversations often lead to innovation projects that are built on collaboration and co-creation with you, your teams and increasingly with your other legal advisers.

Design

Legal innovation is often associated with technology. We use a human-centered design methodology to make sure innovation focuses on people at every stage, even if we're adopting technology as part of the solution. This ensures accessible, practical results, informed and further developed by your feedback.

Deliver

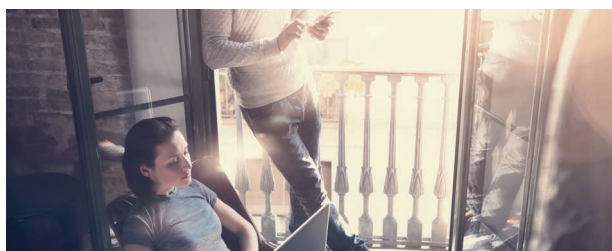
In addition to best-in-class technology and tools, we give you access to over 100 legal service designers, legal technologists and operations specialists, project managers, developers, knowledge and IT professionals. Whether combined or standalone, by Design ensures you always have the right mix of people, processes and technology to deliver exactly what you need.



We tailor our approach to your specific needs. We do that by creating the perfect mix of market-leading lawyers and specialist teams, process, technology and tools, whether standalone or combined.

Here is a selection of the by Design teams and services that we draw on to support you on innovation projects and ensure CMS is always delivering day-to-day quality, efficiency and value to clients.

Innovation Team



Innovation is central to our strategy, our culture and how we deliver the very best service to clients. Our dedicated Innovation team leads this approach, recognising that unless we galvanise our own people to explore new ways of getting things done, we're not going to be able to do the same for clients. The team also co-ordinates the right mix of people, processes and technology in practice for clients, involving Partners, lawyers and the specialist teams below. It also horizon scans and tests third party technologies to advise clients on how best to use these based on our experience, saving you time, money and mistakes. Get in touch with the team here:

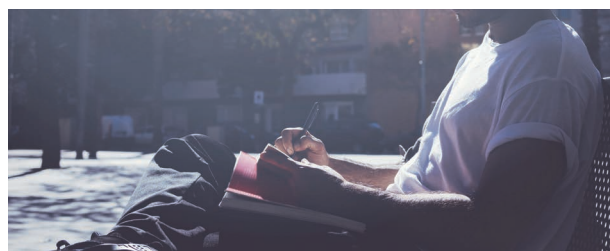
bydesign@cms-cmno.com

Legal Service Designers



Our Legal Service designers help you identify challenges, test ideas and co-create solutions. Using a human-centered design approach, we put people at the centre of any innovation or new idea, to make sure the benefits are tangible, and the use of technology is accessible. The team also offers design thinking workshops to help in-house legal teams develop their own approach to innovation.

Legal Operations and Project Management



Our talented, qualified project managers have extensive legal and management consultancy experience. They provide a structured and commercially driven project management framework, to ensure we manage each stage of your matters in the most efficient and cost-effective way possible. The team also provides process design and improvement services to increase efficiency and unblock workflows.

CMS Evidence



The scope and scale of evidence related to regulatory and internal investigations have become enormous. How you collect, manage and forensically analyse that volume of data is both complex and vital. CMS Evidence is our eDisclosure service, tailored to you by a team of legal technologists and data analysts designed to save you time and money. The CMS Evidence team have access to cutting edge tech tools for the processing, investigation, review and redaction of evidence – all hosted in-house to provide maximum efficiency and value when undertaking any sort of disclosure or evidence review exercise.

Client Training Team



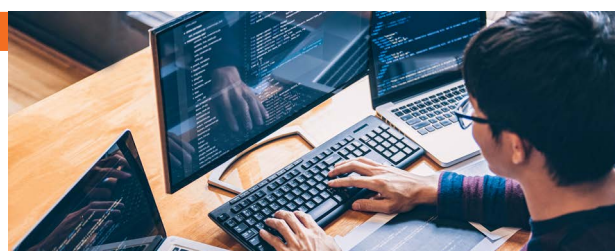
We understand that every business is a tech business. That's why our Client Training team created D-Code, our flagship programme of webinars and other resources to de-mystify AI, blockchain, Big Data, AdTech, agile contracting and more. Our Client Training team also provides a wide range of legal and skills-based training, working closely with other by Design teams on innovation and change projects for clients.

Legal Services Units



Our Legal Services Units (LSUs) in the UK and Europe give you access to our strong in-house paralegal teams, international networks and legal process outsourcing, to ensure you benefit from measurable cost savings, full scalable support and flexible resourcing. We are particularly skilled at meeting the needs of your large scale, multi-jurisdictional matters and complex process-led volume projects.

Legal Technology Tools Team



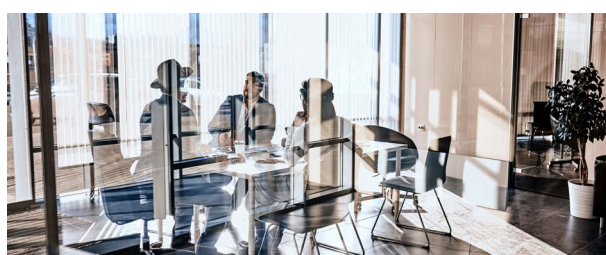
The Legal Tech Tools team unlocks the potential of our key legal tech tools. By providing support to you and our lawyers the team advise on when and how to deploy legal technology to drive efficiency and then customising the tools to meet the specific needs of the project. Our legal tech tools include powerful collaboration portals, deal management platforms, and AI contract review tools.

CMS Flex



Flex is our flexible resource offering. Led by experienced internal recruiters with many years' experience in the legal industry, we understand the resourcing needs of our clients. Drawing on our own pool of consultants, but also working with our Legal Services Units, internal teams and external flexible resource providers such as Obelisk, Elevate and F-Lex we can work with you to find the ideal interim or flexible resource for your needs.

Knowledge Team



Our Knowledge team provides knowledge audit and advisory services to clients and connects our innovation projects to our large team of specialist Professional Support Lawyers. We can also advise on external legal knowledge resources, knowledge sharing best practices, know-how and search technology as part of any initiative.

Document Automation Team



Our Document Automation team has more than 20 years' experience of document automation and have an extensive library of over 700 automated documents that we use internally on our HotDocs platform. Our in-house team can automate your documents and can also make these available directly to you through a secure intuitive portal.



Developers on Demand



Our team of developers, technologists and legal design specialists helps create bespoke mobile and web-based, legal tech applications using our low-code development platforms. Real world examples include our Dawn Raid, Data Breach and Patent Portfolio apps and the creation of a dedicated portal to help automate key contracts in the Energy sector. Some of these apps might have commercial potential and we can explore partnering with clients to roll them out profitably.

Law-Now eLearning



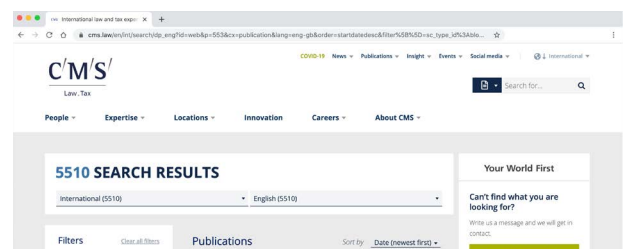
Our eLearning team provides high-quality eLearning solutions for our clients at competitive rates. The team creates rich eLearning experiences for projects, bringing topics such as compliance and information security to life whilst capturing key data about who has completed the training.

equiP

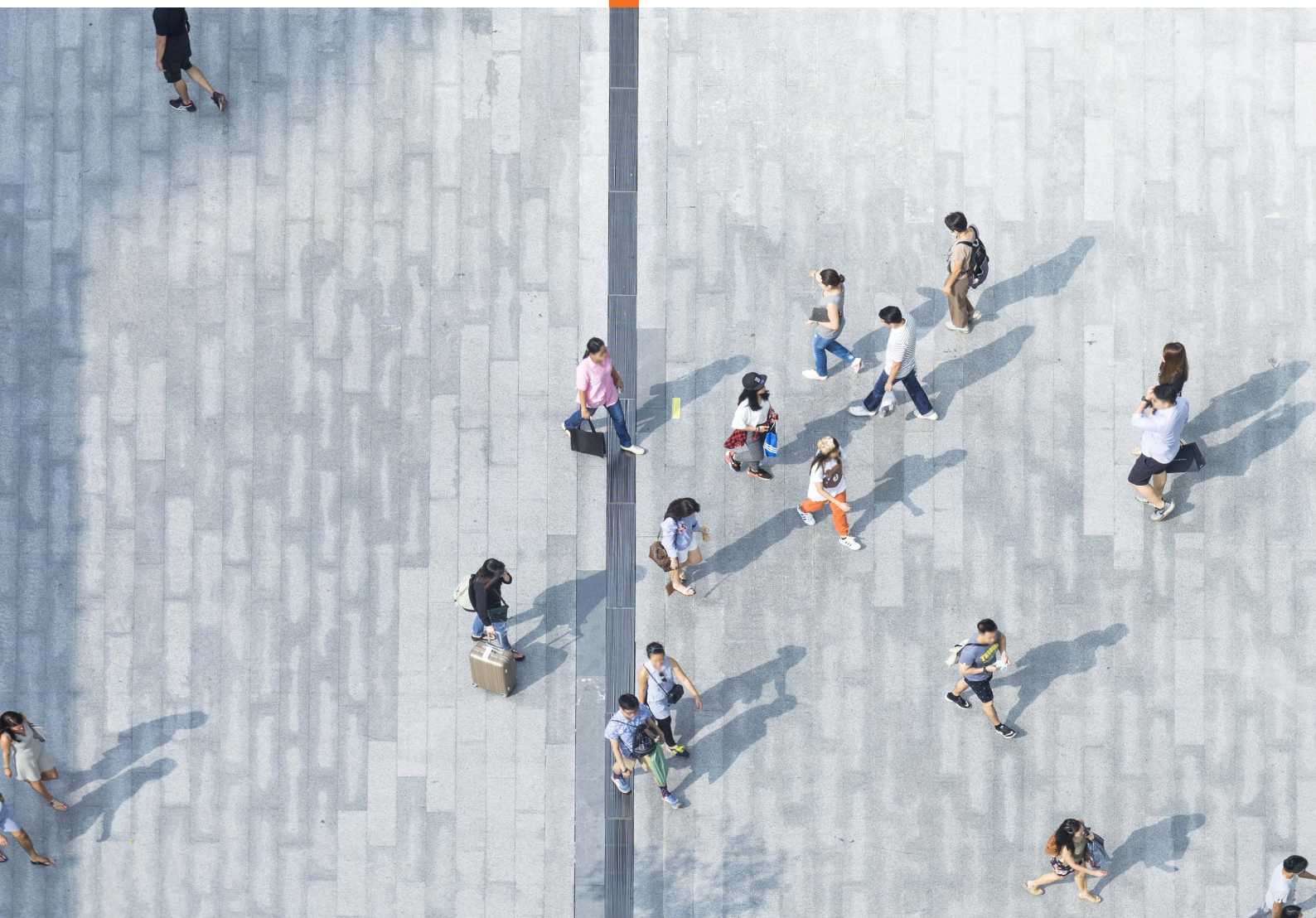


equiP is our unique programme to support IP rich start-ups, helping them scale quickly. It offers discounted legal support for any sector of law and any level of fee earner in our business as well as access to fantastic networking and investment connections. Staying close to tech start-ups in many jurisdictions also gives us a unique insight into the latest trends and early developments in the legal tech market.

Law-Now



Keeping abreast of business-relevant industry regulation and legal know-how is a challenge. To help you stay up-to-date, Law-Now is our market-leading online knowledge portal and email news service. It covers 75 areas of law and 20 sectors across 30 jurisdictions in multiple languages.



In practice, by Design

- Design thinking workshops and training – identify root cause problems; discuss and ideate potential solutions
- Process improvement workshops – to increase efficiency and unblock workflows
- Regulatory response support – organise, identify, remediate and post remediation work
- Legal and skills based training modules – de-mystify AI, blockchain and big data
- eLearning offerings on a range of topics, including information security
- Legal tech tool advice and implementation
- Interim and flexible resource offerings
- Custom app and web portal development



We'd love the opportunity to talk to you about how we can help. Here are a few bite-sized examples of how our approach to innovation has unlocked real value for other clients.

Design thinking workshop for FTSE 100 bank

Our FTSE 100 client was interested in improving its approach to internal knowledge management. Working with the bank, our Legal Service designers created and facilitated a design thinking workshop to help the bank's legal team identify frustrations and bottlenecks and come up with some practical solutions. Described as "game changing" by one of the senior in-house lawyers on the day.

High tech disputes success

The firm successfully defended Sports Information Services Limited (SIS) in a complex case involving an unusual application of the law of copyright and database rights to horse racing and, more generally, to the collection and distribution of data. The team deployed our Legal Services Unit and CMS Evidence, receiving awards and praise for its innovative use of high tech in this case. In the words of Matt Hunt of AlixPartners, who acted as expert witness for SIS in the proceedings:

"Before I was instructed as an independent statistical expert, the CMS team had already done their own analysis of the data using their own coding. This was unprecedented and impressive – I've never come across a litigation team with such strong analytical skills."

Taking the pain out of legal procurement contract support

For a FTSE 100 global energy business, we built an innovative service to support the legal needs of their three large procurement teams. The service included a dedicated team based in Budapest covering multiple languages and multiple governing laws, bringing the perfect mix of experience, quality and lower cost base, along with (i) a service design approach that tailored the solution to fit their needs; (ii) a secure online request portal to track and manage the procurement support requests and to capture the data they needed; (iii) an education programme for procurement and legal teams to help with the onboarding process; (iv) project management resource and an agile project approach to design, build, pilot and launch the new service; (v) contract template, playbook and guidance development, rationalisation and maintenance built in; and (vi) service delivery KPIs baked in, with a service improvement framework and the service management commitment from an international law firm.

Outsourcing this service to CMS has freed up the time of our client's in-house legal function to focus on more strategic matters, in the confidence that their procurement colleagues are in safe hands. Outsourcing this service to CMS has also saved our client money, such is the cost efficiency of our dedicated delivery centre in Budapest. This service is now available to other clients.



crowdicity[®]

DocuSign[®]

HighQ

HOTdocs[™]

 **kira**

Lexis[®]**Draft**

 **LITRA**

 **Office 365**

 **Relativity**[®]



CMS #hacks

CMS #hacks is our ideas platform that we can use internally or with clients. In the most recent round of firmwide #hacks we asked for people's ideas across three different challenges: (i) client #hacks: what could we do differently to make our clients love what we do (even more)? (ii) culture #hacks: what could we do to reduce our environmental impact and all be that little bit greener; and (iii) work #hacks: what could we do to save time on any repetitive or mundane tasks? We had 108 ideas and more than 3,600 votes across these three challenges. And even better we have already implemented a selection of the ideas.

Managing complexity, accelerating deals

When HP bought Samsung's printer business, we helped them transfer Samsung's local technology assets in 45 jurisdictions. We agreed with HP that an innovative approach was needed to manage such a large and complex task.

We set up a single team for HP to work with and devised a playbook that guaranteed worldwide consistency. But our biggest innovation was to use the Kira AI package as part of the document review process, providing additional quality control and efficiency. Kira's 'machine learning' abilities increased the speed of each contract review by about 30%, and significantly reduced costs.

Our approach meant that despite the complexity and variety of the issues involved and the sheer volume of assets being transferred – including over 6,500 print patents and about 2,500 contracts in 22 languages, as well as 1,300 researchers and engineers – we were able to run the project in a way that provided efficient and cost-effective delivery for HP.

Dealing with subject access requests

We have developed an end-to-end data subject access request service, to deal with these in a cost-effective way. Combining our trusted technology and LPO providers and a CMS process and quality 'wrapper', we can manage any volume of subject access requests for clients. We provide this service for several major clients.

True legal panel collaboration

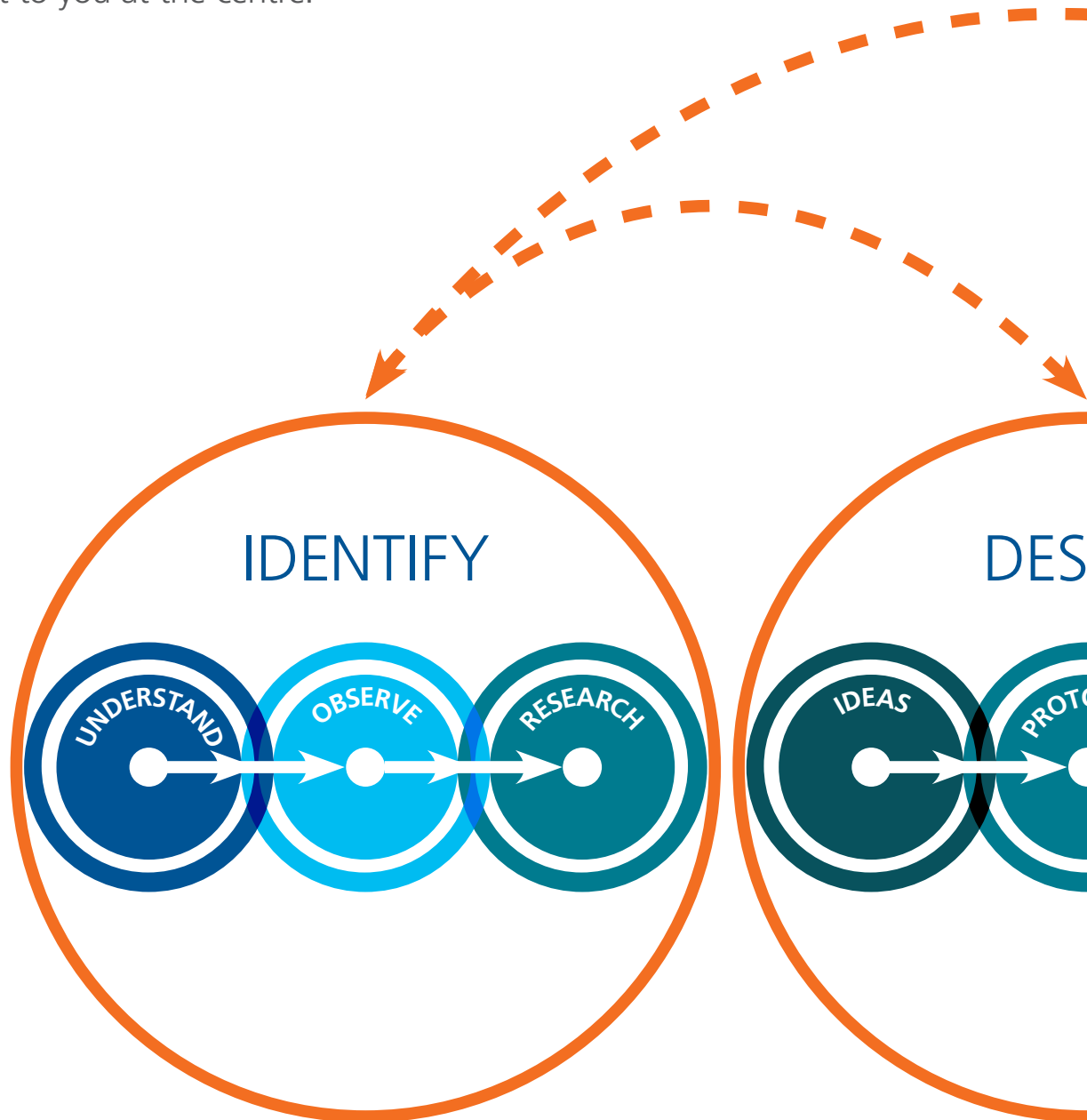
As part of their new legal panel, Sainsbury's wanted to gain much better visibility of their legal spend and improve matter management. In a true example of cross-panel collaboration we worked with Sainsbury's and Addleshaw Goddard to build a legal portal using HighQ. The portal includes a detailed matter tracker, data visualisations on a dashboard to help with panel and firm management, a key matter documents repository, a central training calendar and knowledge sharing blog. For our work on this, we were jointly awarded the Best Use of Technology award at the British Legal Awards 2018.

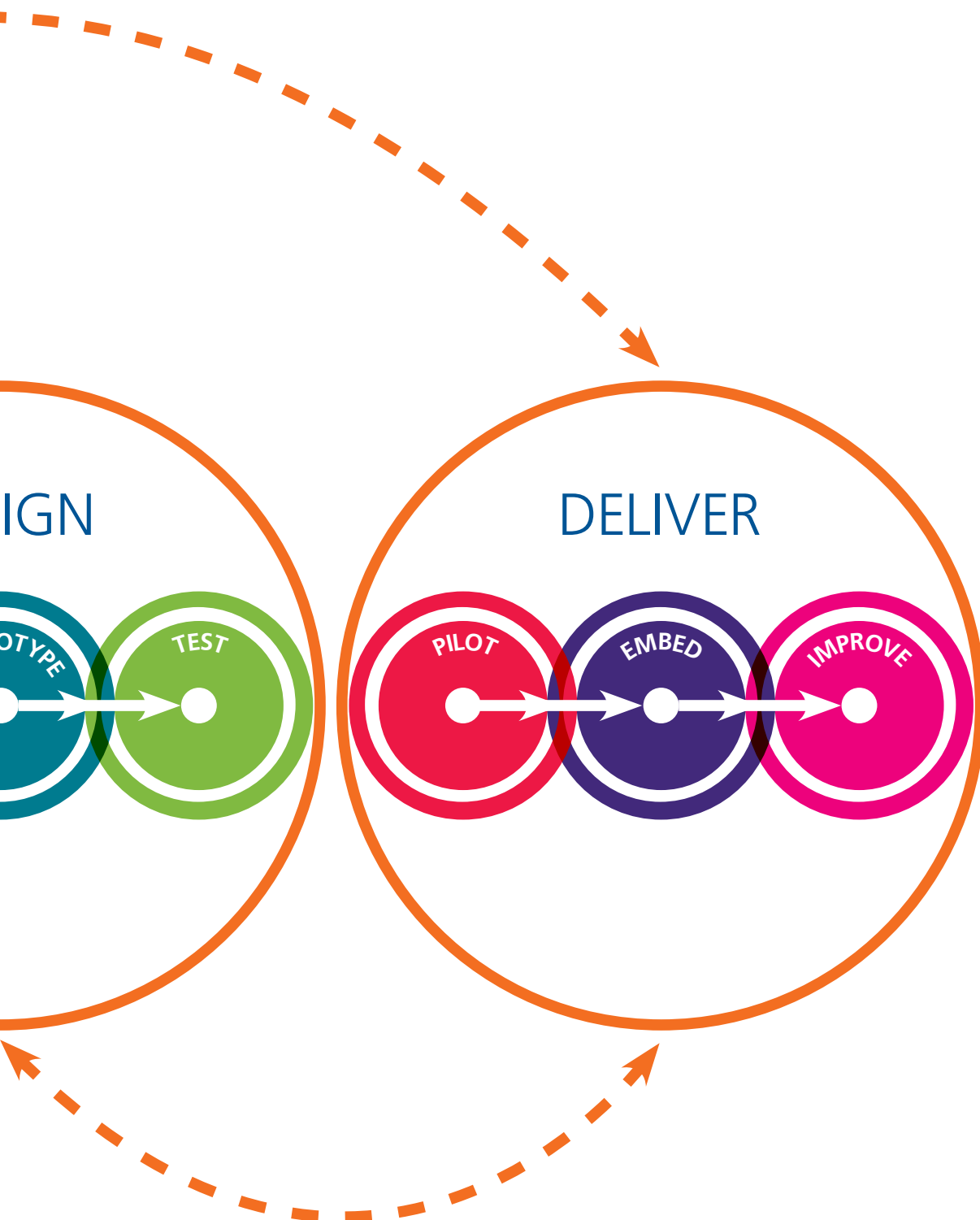
The ultimate guide to dealing with a data breach

For most businesses, the question is not if they will experience a data breach, but when it will happen. We recently launched version 1 of the CMS Breach Assistant app, which gives access to regulator details, notification forms and core GDPR-focused guidance in 18 jurisdictions. It also connects users to CMS data breach response lawyers for prompt response. The app can be downloaded from Apple or Android stores by searching 'CMS Breach Assistant'. This demonstrates our interface between cutting edge legal advice and the use of technology.

How it works, by Design

Our structured approach to innovation ensures that we keep the people and the challenges that are important to you at the centre.





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