



## PRESS RELEASE

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### **Brightleaf Solutions Selected by AppNexus**

#### **To provide legal document data mining services for their contracts**

Brookline, MA –Brightleaf solutions, Inc. a leading provider of contract abstraction and analytics solutions has been selected by AppNexus, the world’s leading independent advertising technology company, to manage their legacy contracts by providing automated contract abstraction service.

AppNexus recently installed a Contract Lifecycle Management (CLM) system, and realized that the investment and installation of this system would be far enhanced if their current and older contracts and the associated meta-data (information within these contracts) is also uploaded into the CLM system.

Jane Aldridge, Manager at AppNexus, commented, “We chose Brightleaf as they are the only company that has their own proprietary meta-data extraction software using natural language and AI technologies, and their own team of lawyers to ensure high quality data extraction. The end-to-end service was most appealing as we did not need to invest in long term licensing of software. They are a great team, with a unique and very valuable proposition.”

Samir Bhatia, CEO of Brightleaf Solutions, said, “We are really thrilled to partner with a leading company like AppNexus as both the companies share same level of enthusiasm and pace and are looking forward for a long association.”

Utilizing its semantic intelligence software platform, Brightleaf will mine data elements from these most-critical customer agreements and upload the results to their CLM system. The data yield far greater insight into all the contract terms, provisions, and obligations which in turn allows far more responsive customer service and improved compliance.

#### **ABOUT BRIGHTLEAF SOLUTIONS, INC.**

Brightleaf provides a technology powered service to extract information from your contracts using our own proprietary semantic intelligence/natural language processing technology, our own team of lawyers to check the output, and our own Six-Sigma process to deliver end-to-end, highly accurate, extracted data from your contracts.

The data can be virtually anything, and it is customized for each of your type of contracts. All meta-data, terms and conditions, legal provisions, and even all obligations (which are usually scattered throughout your

contracts) are extracted by our software. This extracted data is checked by our team of lawyers, and provided in a format for easy upload into any system, such as a Contract Lifecycle Management System (CLM), for tracking and reporting ([download Strategy Brief](#)).

This allows you to leverage the knowledge in your existing contracts, report on the extracted data, even recover hidden revenue (e.g. by policing penalty clauses in your supplier agreements) and comply with current and upcoming regulations.

Brightleaf was voted one of the top five data mining companies, and the only one in the legal space.

#### **FOR MORE INFORMATION, CONTACT**

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