

## SparkBeyond partners with Baker McKenzie to reimagine the legal industry with AI

*The Partnership will see SparkBeyond's AI-driven suite of products implemented across a broad range of Baker McKenzie's global activities*

**NEW YORK, NY – October 22<sup>nd</sup>, 2020** – [SparkBeyond](#), an AI-powered problem solving platform that augments and accelerates the generation of novel insights out of data and knowledge, alongside Baker McKenzie, a leading multinational law firm, announced a market-first collaboration that will apply SparkBeyond's technology to reimagine legal client services in the future.

Baker McKenzie will launch its new global innovation arm, Reinvent, and apply SparkBeyond's AI to predict which services clients will require from law firms, explore unforeseen drivers of client demand and learn how to evolve its business to accommodate those needs. The partnership also aims to reimagine traditional law practices and pave new paths for tens of thousands of firms across the globe.

"The legal sector is on a new path for disruption and innovation and our partnership with SparkBeyond will turbo-charge the evolution in our business," said Ben Allgrove, Partner at Baker McKenzie.

"Understanding the drivers and root causes driving future client demand will allow us unparalleled insights and the ability to shape the future of our business to create additional value across the legal, tax and compliance functions in the future."

"We're inspired by Baker McKenzie's vision and determination to transform the legal industry through AI," said Amir Haramaty, Chief Commercial Officer at SparkBeyond. "The opportunity to join forces with Baker McKenzie allows us to be further committed to leading in a new era of client representation and acquisition, knowledge sharing and development, outcome forecasting, and most importantly – the development of powerful new insights into the rule of law and how it can evolve to better serve our dynamic societies."

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**About SparkBeyond**

SparkBeyond is on a mission to deepen and accelerate the human ability to solve complex problems on a global scale, combining breakthrough technology with human excellence in order to make better sense of operational, financial and social realities. Global industry leaders and top consulting firms leverage SparkBeyond's technology to extract novel insights out of data, develop new knowledge, and orchestrate solutions for their most pressing problems, driving lasting impact across a broad range of challenges. ([www.sparkbeyond.com](http://www.sparkbeyond.com))

**About Baker McKenzie**

Baker McKenzie helps clients overcome the challenges of competing in the global economy. We solve complex legal problems across borders and practice areas. Our unique culture, developed over 65 years, enables our 13,000 people to understand local markets and navigate multiple jurisdictions, working together as trusted colleagues and friends to instill confidence in our clients. ([www.bakermckenzie.com](http://www.bakermckenzie.com))

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