



## PRESS RELEASE

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# Brightleaf Solutions Helps BT Meet its Obligations

## Providing contract abstraction and obligation tracking services to more effectively BT to manage its client relations

Brookline, MA – Brightleaf solutions, Inc. a leading provider of contract abstraction software and services helps BT (formerly British Telecom) manage its obligations, by providing automated contract abstraction and obligation management services to one of the world's most successful telecom companies.

BT is a recognized leader in communications services and solutions, serving multi-national companies in more than 170 countries. Managing contract obligations is critical to BT's business model and, as Paul Branch, Head of Major Contract Management for BT Global Services explains, they had several hurdles. According to Branch "If you can manage and mitigate risks in your contracts, that's the most important thing you can do to drive predictability into the P&L."

Brightleaf's semantic intelligence engine uses computer-based natural language analysis technology to 'crawl' through BT's contracts and create an index of all the key terms, provisions, and obligations. The result is a structured database with all the contract metadata, which is then fed into BT's contract management system to track obligations and manage risk.

BT's global client contracts include a large number of commitments that the customer made to BT, and that BT made to the customer. It is mission-critical to the company to keep a very close eye on all these obligations. Brightleaf's next-generation artificial intelligence technology and a guarantee to provide Six Sigma level standards is helping BT to have fast, accurate access to its obligations.

"Before Brightleaf, our LPO required a time-consuming, semi-manual effort to perform an abstraction. Because the abstractions are now more automated, they're not only fast and accurate, but they require a much lower skill set on our end. With Brightleaf, we don't have to use as many legal resources for error checking and data manipulation than we did previously" said Paul Branch.

"The Brightleaf service eliminates the need to deploy teams of lawyers to get the information we need for obligation and risk management."

Samir Bhatia, CEO of Brightleaf Solutions said, "Brightleaf understands the importance of obligation tracking and its implication on a global supplier like BT. We have left no stone unturned to provide uncompromised services to them."

"Our research and development team is regularly in action to enhance the tool, which helps Brightleaf maintain and further improve its standards of deliverables."

## **ABOUT BT PLC**

BT's purpose is to use the power of communications to make a better world. It is one of the world's leading providers of communications services and solutions, serving customers in more than 170 countries. Its principal activities include the provision of networked IT services globally; local, national and international telecommunications services to its customers for use at home, at work and on the move; broadband, TV and internet products and services; and converged fixed/mobile products and services. BT consists principally of five customer-facing lines of business: BT Global Services, BT Business, BT Consumer, BT Wholesale and Openreach.

British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group plc and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on stock exchanges in London and New York.

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

Big data, BI, and data driven decisions are having a profound effect on U.S. business operations, becoming a \$143B market in 2016. Brightleaf's vision is to accelerate this adoption with technology that overcomes the challenge of mining important information from unstructured, text-based documents and making it accessible.

Brightleaf Solutions is a minority-owned, Boston-based technology start-up. With an initial focus on executed legal contracts, Brightleaf's automated contract abstraction platform opens new doors for companies to manage risk, ensure regulatory compliance, meet customer obligations, uncover missed revenue, and get meaningful insight into their customer, partner, and vendor behavior.

## **FOR MORE INFORMATION, CONTACT**

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