

# Swire Hotels anchors legal strategy to CoCounsel and Practical Law

“We love CoCounsel’s user-friendly interface and its amazing legal drafting capabilities, which bring a new level of efficiency and consistency to our team’s performance in reviewing various commercial and operations contracts.”

— Justen Li, General Counsel, Swire Hotels

Swire Hotels’ legal team, led by General Counsel Justen Li, is all in on AI-powered legal technology to enhance efficiency and drive value. We explore their customer journey, from the selection process through to identifying the best ways to use CoCounsel and Practical Law in their practice.

## Background

Justen Li has served as General Counsel at Swire Hotels for the past six years. He credits the company’s strong culture and the freedom to explore innovative legal technologies like CoCounsel as key sources of inspiration. “I’m blessed to work with a fantastic team,” he says.

The legal team at Swire Hotels is nimble and agile with four members. In addition to Justen as an overall lead of the team, two focus on legal matters, whilst the other one on data privacy. A day-to-day for the team involves working across hotel management agreements, commercial contracts, intellectual property matters, compliance programs, and dispute resolution matters.

## The vision

The Swire Hotels legal team fosters a culture of driving process improvements. They enjoy stress testing and piloting legal technologies.

Amidst the backdrop of a rapidly evolving tech ecosystem, Justen had a vision for the Swire Hotels legal team. He was open-minded towards the potential benefits of AI in legal.

“We are always looking for ways to improve the quality and efficiency of our legal services. Embracing AI was a natural step forward. It helps us eliminate repetitive tasks and gives our team more time to focus on strategic work,” he explains.

Seeing the long-term benefits of driving innovation today, rather than adopting a ‘wait and see approach,’ the search was on for the right solution.

“We didn’t want to adopt cutting-edge technologies late, but rather, be the early adopters driving greater efficiencies as soon as possible.”



## Why CoCounsel and Practical Law?

Two green flags drew Justen and his stakeholders toward CoCounsel and Practical Law. First, both products seamlessly integrated into their daily operations. Second, they found a strong alignment with Thomson Reuters as their preferred provider.

### 1. Perfect match for daily operations

**Smooth process for contract reviews:** The Swire Legal team integrated CoCounsel with their in-house contract negotiation playbook. Leveraging insights from Practical Law, CoCounsel enables a first-pass review and markup of third-party contracts, aligning them with internal negotiation standards. As a result, baseline positions (such as limitation of liability) are consistently applied across all agreements.

**Advanced disputes analysis and strategy planning:** Beyond contracts, CoCounsel has proven invaluable in summarising extensive documents and articles, offering actionable insights to both the legal team and executive management. CoCounsel’s ability to analyse dispute-related documents and correspondences adds another dimension. It enables the team to uncover insight and evidence that bolsters legal strategy.

## 2. Trusted and collaborative vendor

For an implementation project to work, it is essential to be on the same page as your technology provider. Justen's positive customer experience provided assurance he had made the right choice.

"The Thomson Reuters team has been a fantastic partner. Their approachable and friendly demeanour has made working together effortless, while their quick response times and ability to react promptly to our needs have been remarkable. A special acknowledgment goes to their dedicated technology team for successfully navigating our internal Information Security process with expertise and efficiency."



### Signing on the dotted line

Stakeholders from Tech, InfoSec, Risk, Finance, and Executive Leadership across Swire Hotels were involved in a rigorous selection process. "Once we saw the benefits in action, the decision to move forward was clear," notes Justen.

Their evaluation led to the choice of CoCounsel and Practical Law as the winning legal tech combination. "By exploring a variety of use cases and demonstrating its tangible benefits in our daily operations, we confidently chose CoCounsel with Practical Law as our solution."

## The journey is just getting started

Swire Hotels' legal team is taking a deliberate, forward-thinking approach to legal tech. With CoCounsel and Practical Law now embedded in their workflows, they are focused on scaling impact, improving consistency, and continuing to evolve how the legal function supports the business.

"We recognise that this marks just the initial phase of our journey into the realm of AI and Legal Tech. With enthusiasm, we anticipate advancing further, exploring diverse solutions and possibilities that lie ahead to refine and enhance our approach," Justen concludes.

Accelerate in-house legal work with CoCounsel's GenAI technology, powered by Practical Law. Get quick, reliable insights to support confident decisions and enhance your legal skills. Learn more about CoCounsel and Practical Law today.

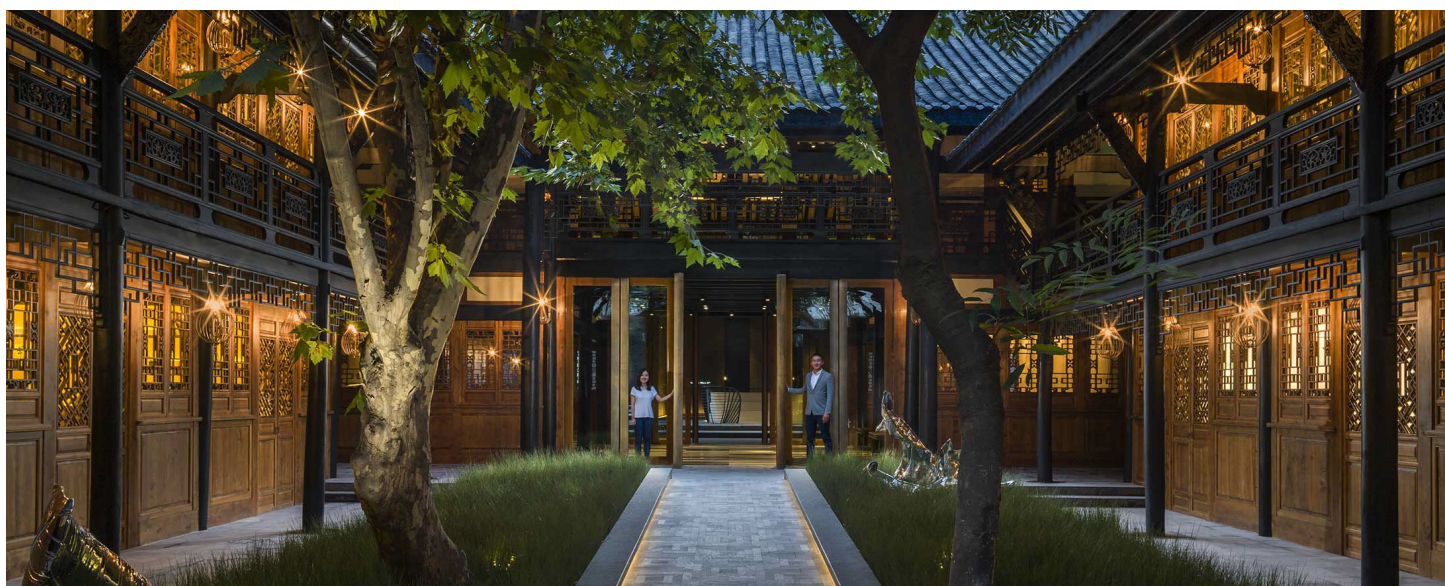


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