



**Brittany Bluestein** 

Vice President, Marketing  
ThoughtTrace

(Now Thomson Reuters Document Intelligence)

## 3 THINGS to Know About Me...

1. I believe in the power of people, the mastermind created through collaboration, and surrounding myself with the best both professionally and personally. When I got married, I had 16 bridesmaids! I know that sounds like chaos... but when you surround yourself with enthusiastic and brilliant people, the energy is infectious. So I say, "the more the merrier!"
2. @mandotheweenie is our pride and joy, and he went viral on Instagram several times! Despite my background in marketing, I must admit I had nothing to do with it. My husband runs the account for fun!
3. I took 13 years of piano lessons and many years of vocal coaching until I got nodules on my vocal chords. While I am no longer a practicing or aspiring musician, I am an avid musical theatre buff and love supporting the incredible arts community we have in Houston.

## Q & A

### How AI that reads contracts has helped leading energy companies deploy capital & manage assets with 100% confidence

#### What is ThoughtTrace?

ThoughtTrace (now Thomson Reuters Document Intelligence) is an AI and Machine learning platform that saves companies time and money by eliminating manual contract review and data extraction. Users can search across thousands of documents in minutes to surface critical information, risks, and obligations. By combining the judgement of knowledge workers with the power of "AI that reads" in due diligence, obligation management, regulatory compliance adherence, and beyond, our customers have been able to save millions of dollars and countless hours of time. They have probably slept better at night, too, knowing they did not leave any stone left unturned (or better stated, "no important information left unread").

#### ThoughtTrace was recently acquired by Thomson Reuters in 2022 – what are the synergies of these organizations and how is the acquisition going?

This has been an incredibly exciting acquisition that has created significant opportunities for current and future customers. ThoughtTrace has always provided pre-trained AI that worked on day one for users, making their time-to-value incredibly fast (those familiar with AI implementation or any software implementation for that matter know how big a deal this). All this to say, as part of Thomson Reuters, we have already quadrupled the number of attorney editors training the AI models. This has allowed us to improve and scale the product and model delivery at unprecedented speeds. The Document Intelligence platform continues to serve energy, as well as companies in manufacturing, pharmaceuticals, finance, telecommunications, corporate legal, law firms, and various other industries.

Thomson Reuter's mission is to inform the way forward. ThoughtTrace's mission – to empower people and companies to greater insight and creativity through better access to their most challenging information – is clearly aligned.

#### Why is Document Intelligence important to the energy industry?

Upstream & midstream teams have complex operations, compliance terms, & transactions that require a deep understanding of the critical detail contained in leases & contracts. The Document Intelligence energy models are extremely robust and identify over 1,000 provisions out-of-the-box. Obviously, this saves a tremendous amount of time, money, and stress when you need reliable answers about your assets and obligations. Without Document Intelligence, teams would spend countless hours or a ton of money on outsourcing to identify additional revenue streams by auditing post-production provisions across an asset, or answer questions like, "Where do I have a consent to assign?". With Document Intelligence, these questions are answered in a few minutes.

The pains we solve for are industry agnostic – as we joined the Thomson Reuters family, we're now solving the same problem for companies in multiple industries.

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#### What makes ThoughtTrace different?

- **The platform works on day one.** Put another way, the AI models are pre-trained by attorneys with industry-specific expertise to work out-of-the-box. Customers can harness the power of AI without the headache of AI implementation or continuous upkeep.
- **Domain specificity.** When our founders brought ThoughtTrace to life, they solved a very complex and nuanced problem for the oil and gas industry. While the software adds immense value across various horizontal use cases, it recognizes extremely nuanced, industry-specific terms, too. Our energy models alone are trained to identify over 1,000 provisions and critical terms. Today, we serve the energy, financial services, pharmaceuticals, real estate, and legal industries, and more.
- **Top Tier Customer Success.** I've had the privilege of meeting, or interviewing, many of our customers across the energy sector who have tackled a variety of different challenges using Document Intelligence. A piece of feedback that has remained consistent is that our customer success team (made up of technical support, project management, and education functions) is the best in the game and provides an effortless experience from onboarding to the first win, and beyond.

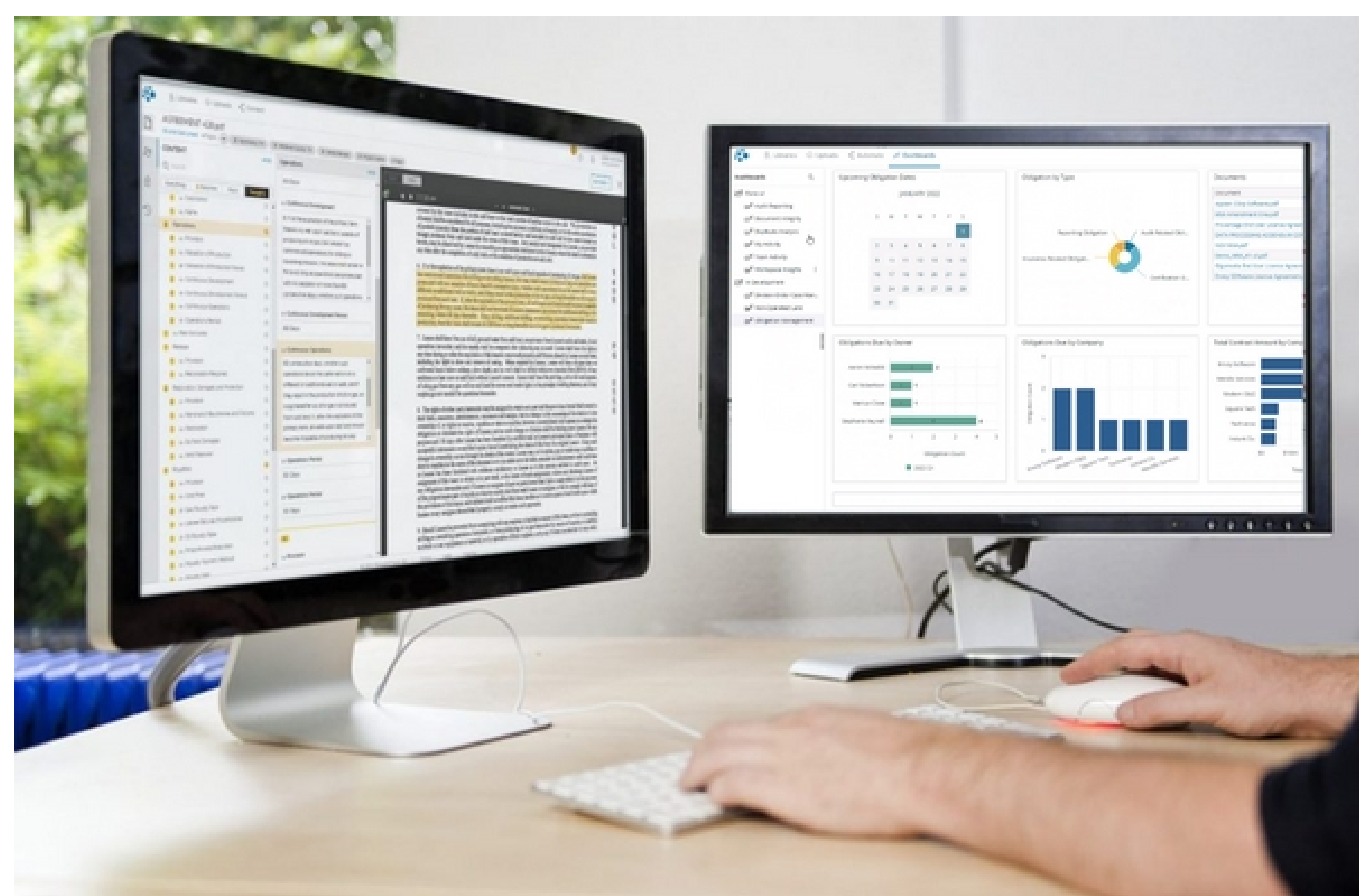
#### What are some examples of this sort of technology in action? Any results or stories to share?

A Fortune 500 global power company missed a production guarantee resulting in liquidated damages. To prevent oversights like this, they championed a new approach with Document Intelligence.

- Once documents were loaded into the platform, they were able to review over 20,000 pages of dense content in three days.
- They found and extracted all production guarantee clauses for continual obligation management tracking.
- With all the important documents automatically organized and categorized, they were able to build a robust digital ecosystem integrating data from the source of truth (the governing document) with other business systems for ongoing insights

In another example that really shows the speed of the platform; a customer loaded 9,000 leases in a day and a half and the platform extracted both vertical and horizontal Pughs in a matter of minutes (literally).

***In both cases, these quickly obtained insights provided by the Document Intelligence platform helped end-users advise key stakeholders on critical business decisions worth millions of dollars.***



ThoughtTrace Document Intelligence and Contract Analytics Platform  
(now Thomson Reuters Document Intelligence)

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