



Priori Partners with Hearst, Marsh McLennan, Zimmer Biomet, a Fortune 10 Company & Orrick to Launch New Product Scout(™), Forms Scout Advisory Board

Three Fortune 500 companies, one private global corporation and an Am Law 50 law firm collaborated on new outside counsel software from Priori

NEW YORK, NY, November 18, 2021: Today, the legal technology company Priori announced the launch of its new product Scout(™), an outside counsel decision-making platform built in partnership with Hearst, Marsh McLennan, Zimmer Biomet, a Fortune 10 company and Orrick, all of whom have joined Priori's Scout Advisory Board.

Scout creates a custom database and robust dashboards for legal departments about their valued outside counsel relationships. In-house teams can search information on lawyer and law firm experience, diversity, and relationship and pricing history, along with reviews, to enhance department-wide knowledge about valued firms, identify the right staffing for new projects and track outside attorney performance over time.

"The external legal services market is a \$400B industry in the U.S., with the average Fortune 500 company spending \$150M on legal services annually," explained Priori's CEO and Co-Founder, Basha Rubin. "Scout is a first-of-its-kind platform that supercharges and customizes the data available about trusted firms and attorneys to in-house teams as they are making mission critical engagement decisions."

Priori collaborated with the legal departments at Hearst, Marsh McLennan, Zimmer Biomet and a Fortune 10 company, as well as the innovation team at Orrick, to develop the beta for Scout, launching today.

The following legal innovation leaders have joined Priori's Scout Advisory Board to provide strategic advice on Scout's growth and expansion:

- An Trotter, Senior Director of Operations, Office of the General Counsel at Hearst
- Farrah Pepper, Chief Legal Innovation Counsel at Marsh McLennan
- Andrea Kochensparger, Division General Counsel & Head of Global Legal Operations at Zimmer Biomet
- Wendy Butler Curtis, Chief Innovation Officer at Orrick

"Scout is the result of close collaboration between four top global legal departments, a law firm innovation leader in Orrick, and Priori. This collaboration has yielded exceptional results," said Mirra Levitt, Priori's Chief Product Officer and Co-Founder. "With Scout, legal teams can take immediate action to achieve their goals, whether they be diversity, convergence and panel initiatives, cost-savings and/or performance tracking."

More than 30 law firms, including Orrick and 13 other Am Law 50 firms, have agreed to join the platform in collaboration with the Scout beta clients.

Mitchell Zuklie, Chairman and Chief Executive Officer of Orrick said: “We expect Scout will set a new industry standard for how law firms and corporate legal departments communicate about experience and expertise, as well as other key factors such as diversity and digital adaptation. We are honored to collaborate with the Priori team and other thought leaders on the development of this platform.”

“Priori is the market leader in helping in-house teams identify new outside counsel for projects, and Hearst has been delighted to collaborate with Priori on the beta of its new product Scout, which will create a new category of legal department software that broadens and deepens in-house team's relationships with their external counsel,” An Trotter, Senior Director of Operations, Office of the General Counsel at Hearst, said.

About Priori: Priori revolutionizes how large legal teams find and engage outside counsel. Ranked a Chambers Tier 1 Global LawTech company and a Financial Times Intelligent Business, Priori's cutting-edge technology powers two products: **Scout**, which surfaces insights about trusted outside counsel relationships to drive informed hiring decisions and D&I initiatives; and **Marketplace**, which connects legal teams with new talent from Priori's vetted, global network of attorneys at firms of all sizes.

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