

Thomson Reuters CoCounsel at Plante Moran

Note: CoCounsel was formerly known
as Materia.



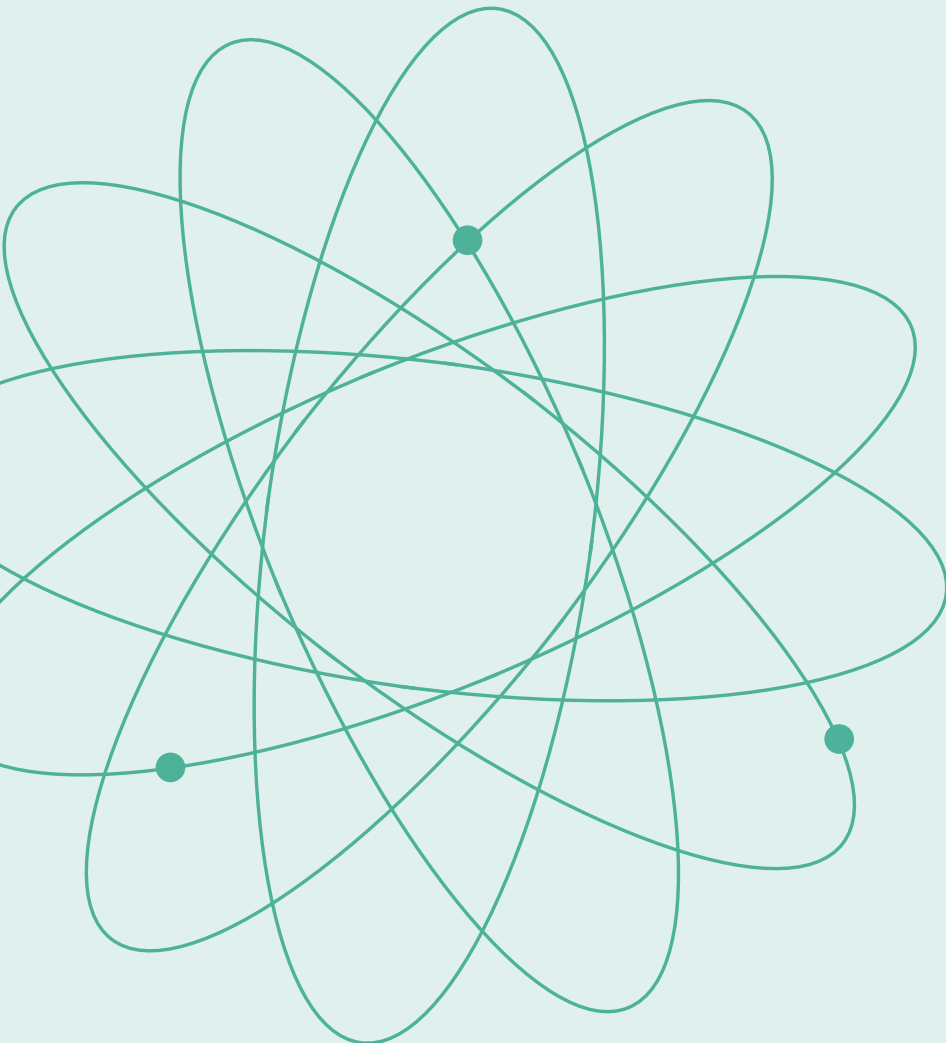
The Opportunity

Thomson Reuters® CoCounsel was piloted as a solution to streamline research, ensure quality and to stay ahead of technological advancements.

This initiative positions them as leaders in leveraging AI to drive business outcomes.

• “CoCounsel has saved me significant time ...
• STRONGLY recommend that we purchase
on a permanent basis.”

— Plante Moran pilot program user



Introduction — A new frontier

CoCounsel advances workflow and technology at Plante Moran



Precision and productivity

CoCounsel's integration enhances Plante Moran's audit technology, tools, processes, and efficiencies, setting new standards for excellence.



Enhanced capabilities

AI integration in CoCounsel elevates Plante Moran's efficiencies and future-proofs various audit practices.



Thoughtful innovation and rigorous security

Plante Moran, with guidance from CoCounsel, implements cutting-edge AI technologies while ensuring strict security measures. The collaboration includes new AI security protocols and robust software controls, safeguarding data and maintaining industry-leading standards.

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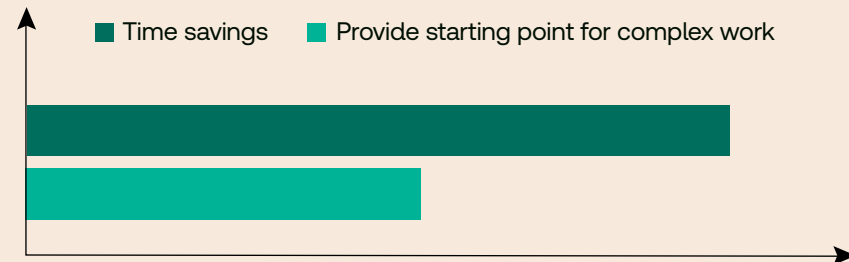
Embracing innovation

CoCounsel's effectiveness and its potential for widespread adoption in an internal survey with Plante Moran's 140+ Pilot program participants, who provided honest and anonymous feedback about their experience.

Key outcomes

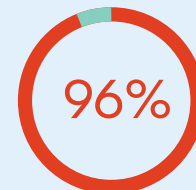
"Time savings" was the most commonly referenced benefit in open-answer feedback.

Unique mentions to the question, "What do you like about CoCounsel?"

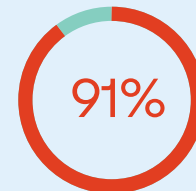


Thomson Reuters continually innovates and improves our solutions based on feedback from trusted partners like Plante Moran

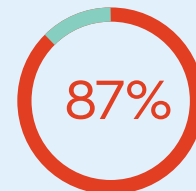
Their insights and feedback have been instrumental in shaping CoCounsel into a tool that better serves accountants around the world. It's partnerships like this that enable us to set new standards and continually improve our offerings for the entire industry.



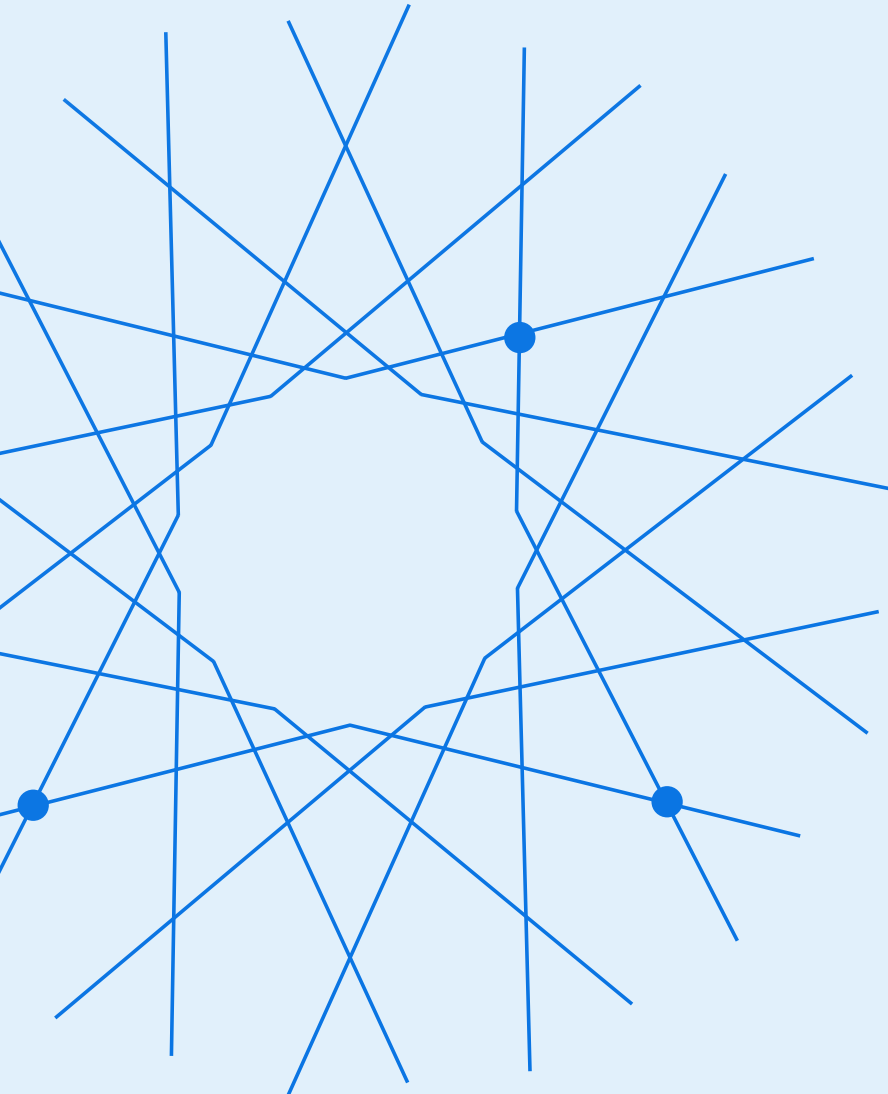
of respondents either strongly agreed or agreed that CoCounsel is a useful tool for practice staff members.



of respondents reported that CoCounsel was faster than traditional methods of research and finding answers.



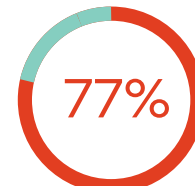
of respondents felt the firm should purchase CoCounsel and make it available to all staff.



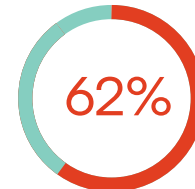


CoCounsel was used to help unblock complex, novel work, providing a starting point for users to get on the right path and brainstorm solutions.

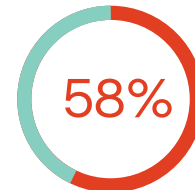
These results highlight CoCounsel's value in enhancing productivity, efficiency, and confidence among Plante Moran's staff.



77% of respondents felt more confident using generative AI tools after using CoCounsel.



62% of respondents reported significant efficiency and time savings improvements during technical research with CoCounsel.



58% of respondents started using other tools less frequently once CoCounsel was available.

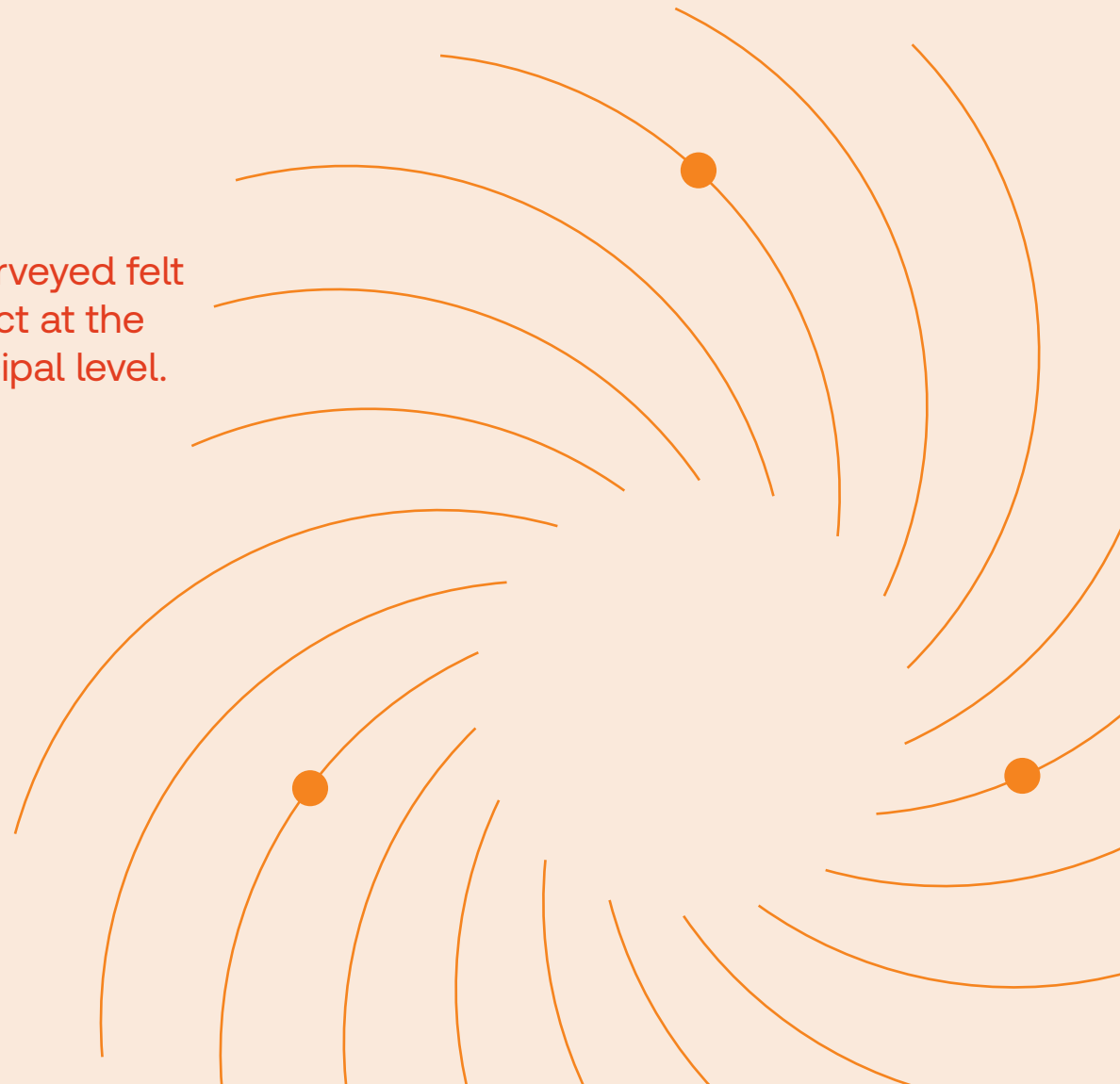
Power of the Possible: Firm-wide adoption

The integration of CoCounsel across Plante Moran's team has shown potential for enhancing productivity at all firm levels.

Adoption Readiness:

Based on the internal survey, Pilot users surveyed felt that the tool would have the greatest impact at the Senior, Manager, and Senior Manager/Principal level.

- **83%** Partner
- **96%** Manager
- **96%** Senior
- **90%** Senior Manager/Principal
- **84%** Potential adoption



“This (CoCounsel) is really a great tool and has helped a lot with being more efficient at technical research. It would be greatly, greatly missed if we were to not pursue the technology and lose access.”

— Plante Moran CoCounsel program user



Why CoCounsel?

Plante Moran was eager to enhance their auditing processes with an advanced AI tool but took the time to evaluate several options against a list of essential criteria:

- **Authoritative guidance integration** for quality and compliance
- **Advanced document processing** capabilities
- **Accurate responses** with embedded citations
- **Customizable workflows** to fit audit procedures
- **Potential for future** gather and knowledge-based integrations
- **User-friendly interface** for easy adoption

An additional key driver for choosing CoCounsel included the ease of integrating internal documents and templates into the system, as well as its advanced search functionality, which simplifies finding answers. This empowered the audit team to confidently navigate compliance requirements and significantly improve overall efficiency.

• “The workflow function, ability to upload documents, prompt against them, etc., is fantastic and can add a tremendous amount of efficiency in areas across the entire firm.”

— Plante Moran CoCounsel program user



Looking ahead

CoCounsel's impact at Plante Moran

Since adopting CoCounsel, Plante Moran has scaled its user base 450%, showcasing exceptional innovation in adoption techniques, upskilling, and AI usage to make processes faster than ever—driving significant innovation and creating a ripple effect across their organization.



Investing in AI Security

By refining AI security procedures, Plante Moran has boosted efficiency and accuracy, setting industry-leading standards for their clients.



Enhanced Accuracy

AI integration has significantly improved operational efficiency, enabling the team to confidently deliver unparalleled value to their client base.



Forward-Thinking Culture

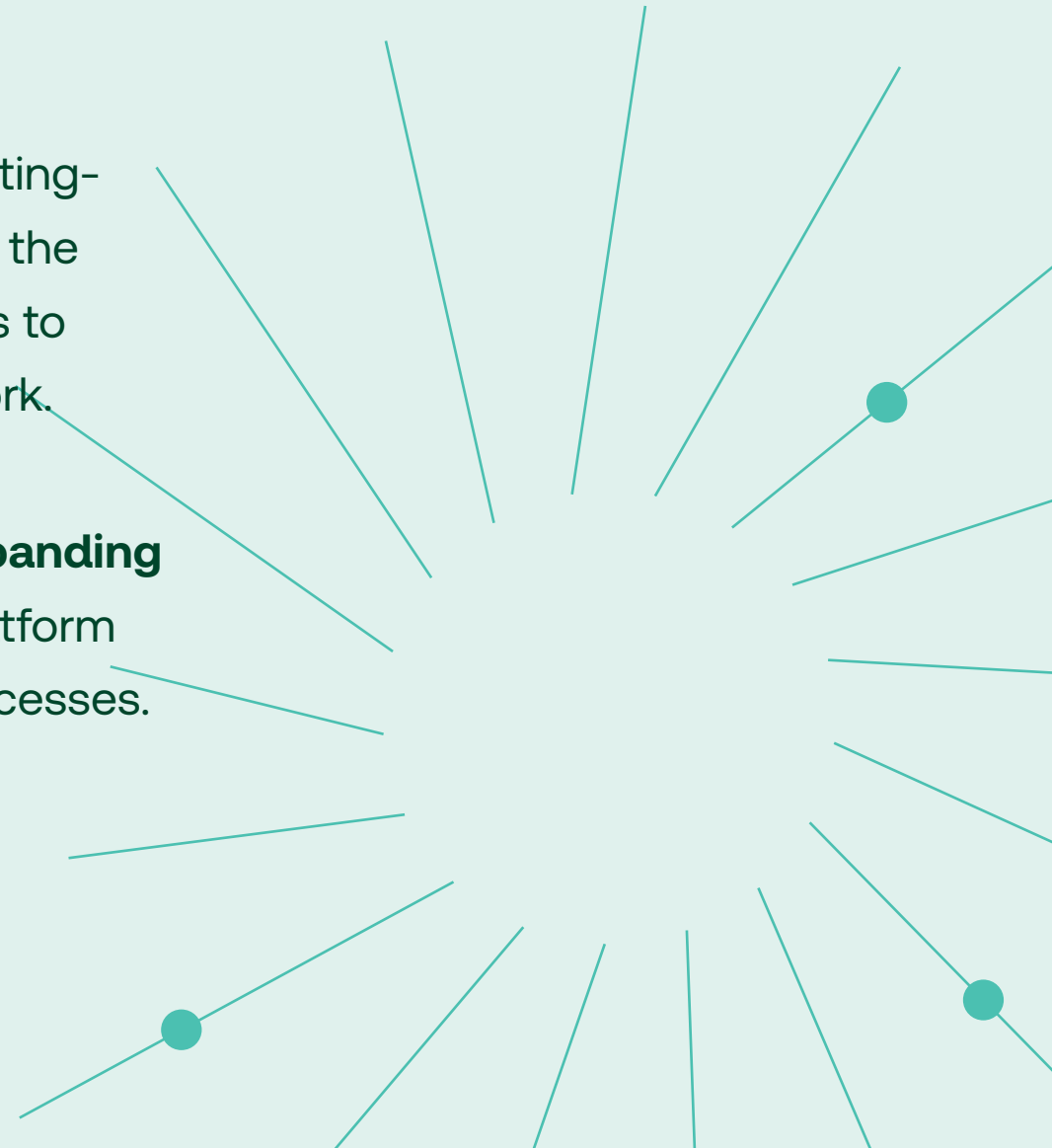
Equipping every staff member with CoCounsel has positioned Plante Moran as a desirable workplace, offering prospective hires the opportunity to leverage cutting-edge technology.

Continuing the partnership to drive innovation

Following the success of our initial pilot with Plante Moran, they made the **strategic decision to deepen their partnership.**

Plante Moran's dedication to embracing cutting-edge technology reflects their leadership in the industry, continually pushing the boundaries to enhance efficiency and accuracy in their work.

This commitment involved **significantly expanding the number of users** on the CoCounsel platform and further integrating it into their audit processes.





About Plante Moran

Plante Moran is among the nation's largest audit, tax, consulting and wealth management firms and provides a full line of services to organizations in the following industries: manufacturing and distribution, financial services, service, healthcare, private equity, public sector, real estate, construction and energy. Throughout the firm's 100 years in business, Plante Moran has grown to a staff of more than 3,800 professionals throughout the United States with international offices in Shanghai, China; Mumbai, India; Tokyo, Japan; and Monterrey, Mexico. Plante Moran has been recognized by a number of organizations, including Fortune magazine, as one of the country's best places to work.

For more information, visit plantemoran.com.

"Looking Ahead: Thomson Reuters CoCounsel is formerly known as Materia, as reflected in this study."

Experience CoCounsel

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