



## Expert insight



**Seda Yalçinkaya**  
General Counsel

Seda Yalçinkaya is an experienced general counsel with deep sector exposure in technology and financial services. She became the European General Counsel in March 2019 of Apollo Global Management and previously was the General Counsel, EMEA for Silver Lake. Ms. Yalçinkaya holds an A.B. from Harvard University and a J.D. from Columbia Law School, and is qualified to practice law in New York and in England and Wales.

**I was introduced to Luminance when working with a leading London law firm as outside counsel in late 2017. The firm was advising on an acquisition, and the due diligence included a large-scale contract review.**

The law firm explained that they were using AI technology: I was hesitant and curious about the results, but, at the end of the project, in addition to timing efficiency, I saw real benefits in cost effectiveness. The bill was lower than I expected for this extensive diligence exercise and demonstrated the benefits of integrating Luminance into law firm services.

General counsel and in-house lawyers are always short of resources in two areas: time and cost. Any tools or efficiencies that can help extend those resources are therefore welcome. Cost and time pressures are only going to continue to rise across the industry, and in-house counsel will look for a range of ways in which to ease these pressures, including engaging with ALPs and using technology more broadly. As an in-house counsel, I would like to see our external service providers, who have the resources to make larger strides in innovation, be active users of technology and provide their services effectively and efficiently. By using technology to do the work that is repetitive and time-consuming (together with appropriate levels of quality control) and offering enhanced transparency in terms of fees and accrued time through use of technology such as Luminance, law firms can pass on cost and time efficiencies to their clients and evolve the services they offer.

By implementing efficiencies around repetitive tasks, whether that is due diligence, drafting of form documents or otherwise, law firms can tailor their services around value-added advice – superior technical expertise, judgment and tactical prowess. Innovation needs to happen at law firms not only to keep up with the times, but to respond to the pressures that are facing their clients, in-house counsel like myself, and deliver growth.