



How LegalSifter Became MSA's Most Important Vendor in the Contract Space

OVERVIEW

Like many companies, MSA - The Safety Company was struggling with their contracts. It took too long to read and negotiate the hundreds of contracts they reviewed every year. Once contracts were signed and executed, they were difficult to keep track of.

In 2019, the General Counsel of MSA tasked Kimberly Karr, Senior Counsel, to investigate solutions. After evaluating options, Kim selected LegalSifter Review to help speed contract review, drive efficiency and reduce risk. MSA used the artificial and human intelligence product to review 38 contracts in 2019. That number grew to 105 in 2021, saving MSA hundreds of hours in contract review time. More importantly, MSA now has consistency in its contract language, reducing risk and ensuring compliance.



Kimberly Karr
Senior Counsel,
MSA

When LegalSifter® introduced a contract management product, LegalSifter Organize Concierge, MSA was one of the first to buy it. They added 225 contracts in 2020, increasing to almost 1,000 in 2021. They now have metadata from almost 20,000 fields.

About MSA

Established in 1914, MSA Safety Incorporated is the global leader in the development, manufacture and supply of safety products that protect people and facility infrastructures. The company's comprehensive product line is used by workers around the world in a broad range of markets, including the oil, gas and petrochemical industry, the fire service, the construction industry, mining and the military.

The company is headquartered north of Pittsburgh in Cranberry Township, Pennsylvania, and has manufacturing operations in the United States, Europe, Asia and Latin America. With more than 40 international locations, MSA realizes approximately half of its revenue from outside North America.

Industry: Safety Manufacturer

Employees: 5,000+

Locations: 40+

Regions: US, Europe, Asia, Latin America

Revenue: \$1.4 Billion (2021)

Product Solutions:

LegalSifter Review

LegalSifter Organize Concierge

BEFORE LEGALSIFTER

- **Manual operating process** meant each lawyer at MSA selected their own contract language, sometimes using a shared PowerPoint with common contract clauses.
- **A decentralized system** that lacked a comprehensive, efficient, or even a consistent way of doing things.
- **Signed contracts were stored everywhere.** From a shared drive to a quasi-contract management system, MSA lacked a single source of truth about their contractual commitments. MSA knew buying a software solution like a contract lifecycle management solution (CLM) was not the answer, because the solution had to come with an improved and consistent process.

THE EVALUATION

MSA examined solutions for contract review. LegalSifter and several other companies were included in the competitive evaluation. None of the competitors offer the combination of AI + human expertise that LegalSifter does. MSA didn't want to just buy software, they wanted a partner. Karr found that "LegalSifter was offering a product that was more intuitive and cost-effective than the others."

IMPLEMENTATION

MSA started using LegalSifter Review immediately by utilizing advice available straight out of the box. MSA valued the built-in advice written by [Ken Adams](#), LegalSifter's Chief Content Officer and author of the ABA's "A Manual of Style for Contract Drafting." MSA has custom configured the tool, developing playbooks, establishing best practices and standardization that ensures consistency.

For signed contracts, MSA uses LegalSifter Organize Concierge, relying on LegalSifter's Sifting Services team to extract metadata, replacing laborious manual data entry.

THE RESULTS

MSA feels they have greatly benefited from using LegalSifter Review and LegalSifter Organize Concierge. "Before, I opened a contract and dove in blind, now I run it through LegalSifter first. LegalSifter Review cuts the time in half, providing more reliability and ensuring compliance," Karr said.

For signed contracts, Karr says "It's made finding contracts a lot easier — more reliable. We are able to customize the product for different users, tastes, and processes."



64%

increase in
contract
review since
2019



20,000

new fields
of metadata

Want to learn more? LegalSifter will ease your contract pain the same as it did for MSA. Contact us at legalsifter.com or inquiry@legalsifter.com.