

June 19, 2019

Phelps Dunbar, Tulane Bring AI to Legal Services

NEW ORLEANS— Phelps Dunbar and Tulane University's A.B. Freeman School of Business have formed a partnership to pilot artificial intelligence (AI) programs that will improve legal services. The initiative will explore how AI, particularly data analytics, can be used to identify business trends, develop litigation strategies and increase efficiency, according to Phelps Dunbar Managing Partner Marshall Redmon.

"The legal industry is changing, and we embrace the opportunities that come with change. We are committed to being at the innovation forefront through technology," Redmon said.

The partnership was launched earlier this year under the auspices of the Phelps Analytics Lab (PAL) and the Freeman School's Master of Business Analytics program (MANA). Already, it has yielded valuable insights to help clients who are hungry for data that can help drive business and legal decisions. "Additional AI applications are virtually limitless," said Redmon. Both parties look forward to continuing their collaboration.

Freeman School Professor Xianjun Geng noted that while analytics may improve legal services, they are not a substitute for the work of lawyers. "What analytics does well is help the firm and its employees collect and understand information in a different, more efficient way."

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About Phelps Dunbar

With offices along the Gulf Coast from Texas to Florida, Phelps Dunbar is uniquely equipped to serve clients in major commercial centers in the South, nationwide and internationally. It's 280 lawyers focus on five core areas: labor and employment, litigation, business, admiralty and insurance. The firm is committed to providing first-class talent and outstanding economic value for its clients. Both individual lawyers and key practices are regularly recognized for excellence by leading industry publications such as Chambers USA and US News — Best Lawyers.

About The Freeman School of Business

The A. B. Freeman School of Business at Tulane University is a leading internationally recognized business school with more than 3,000 students in programs spanning the globe. With innovative curricula that combine outstanding classroom instruction with distinctive experiential learning opportunities, the Freeman School is dedicated to preparing current and future business leaders to contribute positively to their organizations and their communities. Founded in 1914 in New Orleans, Louisiana, the Freeman School is a founding member of the Association to Advance Collegiate Schools of Business (AACSB),

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the premier accrediting body for collegiate schools of business. For more information visit freeman.tulane.edu.

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