

Freshfields and Google Cloud Accelerate Legal Innovation Through Strategic AI Collaboration

LAS VEGAS, April 8, 2025 [/PRNewswire/](#) -- **Cloud Next '25, LAS VEGAS** -- Today, Google Cloud announced that it is joining forces with global law firm Freshfields to drive AI innovation across the legal industry. As part of the partnership, Freshfields will roll out Gemini with Google Workspace across its global firm and will also create groundbreaking AI products to transform processes in the highly regulated legal industry.

Forming part of Freshfields' tech-agnostic innovation strategy, and alongside existing tools, [Gemini with Google Workspace](#) will give Freshfields employees access to AI that is embedded in tools like Docs, Sheets, and NotebookLM. This will allow the firm to provide a broad range of technology solutions that support the needs of Freshfields' clients, alongside existing tech tools.

In addition to Workspace, the firm will take advantage of Google's enterprise AI-ready platform, Vertex AI, to create bespoke AI agents for its legal and business processes. Freshfields also plans to use Agentspace, deploying agents that bring together Gemini's advanced reasoning, Google-quality search, and enterprise data. As part of this upcoming work with Agentspace, [NotebookLM](#) will give employees the ability to quickly synthesize large quantities of information and uncover new insights.

Repetitive legal processes can often be a drain on productivity for legal employees – and their clients. To address this, Freshfields is integrating new AI-powered tools into legal workflows and products to boost collaboration and productivity. For example, Gemini will power *Dynamic Due Diligence*, Freshfields' proprietary tool that is designed to enhance legal reviews and due diligence, significantly improving the scale, accuracy, and efficiency of these processes.

"We have a mindset of client-centric innovation, delivered in a responsible way," said Freshfields Global Managing Partner Alan Mason. "This partnership with Google Cloud supports our innovation strategy by allowing us to tap into Google's generative AI expertise for the benefit of our clients. We are focused on using the right tool for the right client. This partnership with Google Cloud will enhance our ability to collaborate more closely with clients to find the best solutions for their business and ours."

"Generative AI has the potential to transform the way people and teams navigate work, helping streamline everything from daily tasks to complex problem solving—especially in highly regulated industries," said Thomas Kurian, CEO, Google Cloud. "We've been a proud partner of Freshfields' innovation journey for years with Google Workspace. We believe that our AI technologies can help Freshfields deliver new innovations for its organization, clients, and the legal industry overall."

About Google Workspace

Google Workspace is a suite of productivity apps, including Gmail, Drive, Calendar, Docs, Meet, Vids, and more, that are trusted by more than 3 billion users and over 11 million paying customers. Google Workspace helps people and teams do their best work across any device, from anywhere. AI has been used in Google Workspace for years to improve grammar, efficiency, security, and more with features like Smart Reply, Smart Compose, and malware and phishing protection in Gmail. Now, Gemini with Google Workspace brings AI into the entire suite.

About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

About Freshfields

Freshfields is a global firm with over 280 years' experience of anticipating change, setting new standards and shaping the future of law. In a complex world where new opportunities evolve quickly, we are a trusted, forward-thinking partner who can give clients the edge and help propel their ambitions. At Freshfields we are steadfast champions of our clients—that's why leading global companies turn to us when it matters most. We are proud to be recognized as a top-tier leader in the practice areas most important to clients around the world today.

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