

# How Cvent Reviewed 360 Contracts in Minutes Using Kira



Cvent, a global-leading meetings, events and hospitality technology company with a highly active mergers and acquisitions strategy, was involved in a high-stakes acquisition in 2024 that brought deal complexity and a surge in diligence review of negotiated contracts for their in-house legal team creating a need for extra resources in a short period of time. When manual contract review processes reached their limits, Cvent sought a more effective solution. In late 2025, Cvent introduced Kira to their workflow, allowing the legal team to review certain key provisions in 360 contracts in minutes and dramatically transforming their ability to deliver real-time insights and make strategic decisions. Kira fundamentally changed what Cvent's legal team could contribute during live deals, enabling faster, more confident decision-making.

## THE CHALLENGE

### Cvent's deal size and volume began to outpace its manual review capacity

For years, Cvent's legal team handled M&A diligence of commercial contracts in-house. Most acquired companies came with relatively few negotiated contracts, and the work was well within the team's capacity. Outside resources were brought in selectively when the situation called for it, but diligence was manageable, and the process was working. In fact, for most M&A transactions, the volume and complexity rarely required specialized legal review or technology.

That changed with a significant acquisition in 2024. The target company had a larger customer base, and the majority of those customers operated under negotiated terms that differed from Cvent's standard. The volume of contracts requiring review was unlike anything the team had encountered before. Outside help was brought in to assist, but coordinating manual review across that many documents introduced inconsistencies in how contractual provisions were categorized and delayed the company's ability to assess and quantify potential risk.

## THE SOLUTION

### How Cvent chose Kira mid-acquisition

When Cvent's legal team began evaluating contract intelligence platforms in 2025, three things were non-negotiable: the solution needed to perform during active acquisitions, deliver reliable insights within compressed timelines, and be able to easily export that data with actionable insights for leadership. The team evaluated several platforms and found the same problem across all of them—none could meet all three without asking the legal team to compromise somewhere that mattered.

#### **Cvent's Non-Negotiables for a Contract Intelligence Platform:**

1. Perform during active acquisitions
2. Deliver reliable insights within compressed timelines
3. Provide easy to use exports with actionable insights

*Kira was the only platform that met all three criteria, making it the clear choice for Cvent's legal team.*

The Cvent legal team put Kira straight into a new acquisition from day one. It aligned with the team's existing Excel-based diligence tracking, keeping transition friction low and letting attorneys stay focused on their work. To ensure alignment with Cvent's deep commitment to data privacy and security, Kira worked with Cvent's security team to ensure corporate compliance and conduct thorough security reviews, allowing the legal team to confidently use real transaction data from day one.

The support Kira provided throughout the evaluation was a meaningful part of the decision. Cvent's diligence frameworks were built directly into the platform, office hours ran throughout the trial, and the team had access to assistance as questions came up during active deal work. Kira adapted to Cvent's existing workflows, and within a week of the trial ending the team had made their decision.

"The Kira team was really in lockstep with us," said Myah Bowermaster, Head of Legal Operations at Cvent. "They were dynamically available whenever we had questions, and they just understood how legal works with the business."

## THE RESULTS

### 360 contracts in minutes

Kira delivered immediate impact for Cvent's legal team during a live acquisition. Just hours before a meeting between the leadership of Cvent and the target company, they needed detailed data on certain provisions for customer contracts recently uploaded to the data room. The legal team used Kira to extract key information from 360 contracts in minutes, giving leadership exactly what they needed to walk into that conversation well informed.

#### **Key Results:**

- Reviewed 360 contracts in minutes
- Delivered detailed contract data to Cvent leadership just hours before a critical call
- Enabled faster, more confident decision-making during a live acquisition

*These results not only saved time but also empowered Cvent to make strategic decisions with confidence during a critical acquisition.*



## CASE STUDY

Beyond the speed, the data itself changed what the legal team could contribute. Without the dependency on manual review and outside contractors, the team could deliver insights that informed deal considerations, integration planning, and risk profile. Contract data that once took days to surface was now available when the business needed it.

"I would describe Kira's value to our business in three words: time to value," said Myah Bowermaster, Head of Legal Operations at Cvent. "Making strategic decisions at the right time with the right insights can change a lot of things. We would not have been able to successfully navigate what was one of our most significant deals to date without it."

See what Kira can do for your next deal. [Request a demo.](#)



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