

70% FASTER PROPERTY REVIEWS IN THE BAG FOR PRIMARK

189 stores. 40,000+ pages of leasehold contracts. 28,000,000 words. When Primark asked us to determine and present on the repair responsibilities for every property in its portfolio, we faced a herculean challenge. And with just two weeks to deliver, we knew manpower alone wasn't enough. Instead, we put technology to work. Within three days we had deployed a platform that could review the leases, pinpoint essential information and – where necessary – escalate any issues. One week later, the data was ready.



MORE IMAGINATION **MORE IMPACT**



THE CHALLENGE

Primark, one of the UK's major high street retailers, needed an urgent review of its entire property portfolio to establish liabilities on a site-by-site basis. With 189 stores to review nationwide in two weeks, the timescales were incredibly tight.

To add to the challenge, the leases varied hugely in scope, age, detail and exposure to risk. It was a complex puzzle where some stores were the sole responsibility of Primark, while others were managed by the landlord. We had to pull all the pieces together – and the clock was ticking.

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Everyone's talking about AI, but this is a real example of: on day one, we had to answer a question; on day two, we'd found a platform; and on day three we're actually doing it and delivering results.

Lucy Sturrock, Partner

THE IMAGINATION

We rapidly built an AI-system that could review each contract in minutes, not days. But to really get the most from the technology we needed to know which questions to ask. For Primark, this came down to two things: What is the definition of the premises we are responsible for? What does the repairing clause say?

We collated and fed the information into the system, asked the right questions, and within seconds we had the answers. The process also identified leases where issues were more complex, in which case we sent them to experienced real estate solicitors to assess and advise on the nuances and obligations. The results were then presented digitally, using pie charts, graphics and Excel sheets, to make it easy to share and understand.

THE IMPACT

Using a combination of tech and legal expertise, we were able to complete the review in days, rather than weeks, saving Primark 70% in time and costs. In the process, we have also created a valuable repository of information, bringing all the company's disparate contracts together. It means that in the future we could easily find answers to other questions – whether it's sub-letting restrictions or residential flexibility.

Perhaps most important of all, this project shows that AI is not just for multi-million pound projects of staggering scope, scale and cost. With the right knowledge, AI can rapidly be applied to everyday tasks, delivering real-world savings very rapidly.

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The use of AI was fantastic, hugely impressive and it allowed us to deliver the project to a tight timescale and in budget. Amazing.

James Gilhooly,
Head of Property Asset Management,
Primark Property

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