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HLB Announces Strategic Partnership with Normain to advance AI adoption across the Network

HLB, the global network of independent advisory and accounting firms, has announced a strategic partnership with Normain, a Stockholm-based AI technology company specialising in document analysis and evidence-based workflows. The partnership forms part of HLB's Affinity Partner Programme, which brings together technology providers and strategic partners to support digital transformation across the network.

Normain's Extractional AI Platform is designed for professionals working with complex documents in areas such as audit and assurance, governance, risk and compliance, and mergers and acquisitions. The platform allows firms to apply their own review methodologies to large volumes of information, producing structured findings that can be traced back to the original source documents.

Rather than relying on general-purpose AI tools, Normain enables professionals to define specific review procedures, including what information to examine, how findings should be assessed and how results should be presented. These instructions can be saved and reused across engagements, helping teams apply established methodologies consistently while retaining professional oversight.

The platform connects with existing document management systems, including SharePoint, Google Drive and Box. It can analyse information across multiple documents and present findings alongside their supporting evidence, reasoning and confidence scores. Results can also be incorporated into Word documents, Excel spreadsheets, PowerPoint presentations and other formats using firms' existing templates.

For HLB member firms, the technology has potential applications across a range of professional services. These include reviewing contracts for revenue recognition and lease accounting, assessing board minutes and supporting documentation, completing financial statement disclosure checklists, and examining evidence for audit testing. The platform can also support regulatory and compliance reviews, sustainability assurance procedures and financial due diligence.

Through the partnership, HLB member firms will have access to preferential network terms, alongside dedicated onboarding and implementation support. This will help firms explore how Normain can be incorporated into their existing processes and develop reusable workflows based on their own technical expertise and working practices.

The partnership reflects HLB's continued investment in technology that supports the work of its member firms. By combining AI-assisted document analysis with established professional methodologies and human review, HLB aims to help firms improve efficiency, maintain consistent working practices and dedicate more time to areas requiring specialist judgement.

About Normain

Normain is a Stockholm-based AI technology company and developer of the Extractional AI Platform, designed for professionals working in audit and assurance, governance, risk and compliance, and mergers and acquisitions. The platform enables organisations to develop reusable AI workflows based on their own methodologies, analyse complex documents and produce findings linked to supporting evidence. Normain holds SOC 2 Type II and ISO 27001 certifications and states that its platform is GDPR compliant. For more information, visit normain.com.

About HLB

HLB International is a global network of independent advisory and accounting firms and through the power of 58,538 professionals across 155 countries, we combine local expertise and global capablities to service client's needs. Learn more about HLB's global services and capabilities: www.hlb.global

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