

# Data Strategy

Maximize eDiscovery efficiency and minimize expenses.

Lean on Nextpoint's Data Strategy team to help defensibly reduce your eDiscovery burden and efficiently manage confidential data throughout the litigation lifecycle.

COLLECT

ANALYZE

REVIEW

EXCHANGE

PREP

## ★ *ESI Protocol Preparation*

Our legal tech pros will help draft a discovery order and collaborate on your **Rule 26(f) meet-and-confer plan** that covers:

- What to request from opposing counsel
- What to produce to opposing counsel
- Terms of a clawback agreement

## ★ *Data Collection Services*

- **Remote collections**  
(computer files and MS Outlook data, popular webmail, imap email)
- **Gmail and Google drive collections**
- **Mobile and smartphone collections**

## ★ *Data Reduction & Analytics*

The data experts at Nextpoint can help you avoid unnecessary review expenses:

- **Advanced data culling parameters**
- **Complex search syntax development**
- **Keyword, custodian or file type analysis**
- **Custom deduplication**
- **Early data assessment (EDA) reporting**
- **Predictive coding deployment**
- **Email threading assistance**

## ★ *Import Services*

- **Detailed data assessment**
- **Error processing and correction**
- **Custom load file development**

## ★ *Document Review Assistance*

- **Software script writing for custom fields and/or coding**

## ★ *Production Assistance*

- **Endorsement build-out**
- **Production setup and exchange**

## ★ *Post-case Data Management*

- **Secure cold storage**
- **Data archiving and export**



CONTACT US:

HELLO@NEXTPOINT.COM

773.929.4000

NEXTPOINT.COM

# EDA

Control cost and gain insight with early data assessment.

Bogged down by sky-high data volumes? Our EDA package can defensibly reduce the scope of your discovery challenge to avoid unnecessary expenses and provide greater visibility.

You've got millions of files that may be vital to your case. Or they may be digital deadweight. Nextpoint's early data assessment (EDA) service eliminates unnecessary files and gives you customizable metrics, analysis, and business intelligence to manage your case.

Using tactics like advanced deduplication, analytics, reporting, filtering, and culling, we can cut down any size eDiscovery challenge. Advanced reporting and analytics give you and your clients more insight into your data to make informed decisions.

While you can take advantage of EDA for eDiscovery projects of all sizes, it is particularly relevant when confronted with BIG data problems.

Nextpoint's expert **Data Strategy** team can analyze and categorize mountains of data, eliminate the unnecessary stuff, and then organize it into a usable archive.

**The result:** Your team can account for every file and identify and resolve most exceptions encountered to present a defensible case for excluding data from later stages of discovery.

Partnering with the Nextpoint Data Strategy team saves you time and money, so your resources can go to things that really matter—like winning the case for your client.

## ★ We Help Plan Reviews and Control Risk

### GET DETAILED REPORTS

Get detailed reports throughout the discovery process to help your clients plan reviews and make informed decisions at the outset.

### IDENTIFY TRENDS

We ingest all types of data more quickly so you can identify scope, trends and relevant information in the data set.

### SEARCH QUICKLY

Focused keyword searches help you quickly build your case.

### FILTER & CULL

Easily eliminate unnecessary files from your data set and get to the important evidence quickly.

### COLLABORATE WITH CLIENTS

Collaborate around detailed analysis and results in a centralized web portal.

### PREDICT COSTS

Identify areas of exposure early and control risks so you can predict costs.



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## GET MORE FROM YOUR DATA

Data Strategy's custom reports provide a holistic view of data volumes, key custodians, and trends that will help you narrow in on only the information that you need.

### Secure Search

Log in to a secure web portal and review collected data before it gets to review.

Run preliminary search terms and analyze the results to understand the data returned. The Data Strategy team and its tools can help identify key custodians and relationships, and narrow your search for potential smoking guns.

Based on the initial results, search terms can easily and quickly be removed, expanded, stemmed and modified, so subsequent data sets can be analyzed in the same manner. This information can be tracked and logged, or exported as graphical reports.

### Advanced Reporting

Our reports help you tell a story with data. Identify the custodians, see the flow of information, and capture the relevant files. The report types include processing reports, data detail reports, and administrative reports—all scoped by any document set within your case.

### Collaboration

Once data is processed, you can collaborate using detailed analysis and results in a centralized web portal view. By discovering key information early in a matter, you can refine your strategy and quickly move forward with your case.

## ★ Meet Sonali Ray



DATA STRATEGY  
ASSOCIATE

Sonali is a founding member of our Data Strategy team. She is a Juris doctor, an active member of the State Bar of Illinois and registered **patent attorney** before the USPTO. Sonali also holds a **mechanical engineering** degree from the University of Wisconsin-Madison.

Sonali practiced as corporate counsel and an intellectual property associate, and is proficient in negotiating/drafting corporate, commercial, finance and trade agreements.

### Sonali's Skillset

ESI PROTOCOL PREPARATION  
EARLY DATA ASSESSMENT PROJECTS  
PREDICTIVE CODING PROJECTS



Nextpoint's team is second to none. They **solve any technical or logistical problem** you throw at them.

—MICHAEL KOZIK, PELLIS LAW GROUP, LLP



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# Near-Dupe Detection

Target and find near-duplicates of your key documents.

Quickly locate and group contextually-similar documents for comparative analysis during discovery to streamline relevance review and protect privilege.

## *What Is Near-Dupe Detection?*

Near duplicate detection technology, often referred to as *near-dupe* or *near-dupe identification*, helps your team identify files that contain contextually similar content, but are not exact matches. It will target and recognize scanned documents and documents with multiple revisions based on exact matching strings of terms.

The Nextpoint **Data Strategy** team can use near-dupe detection technology to evaluate the text of files in a collection and group those significantly similar to a principle or comparison file (90% similarity value).

## *Increase Document Review Efficiency*

Near-dupe detection can dramatically increase the efficiency of document review by grouping similar documents into structured review groups, identify documents similar to those already marked 'hot' or 'key' in a collection, and prevent the inadvertent disclosure of privileged case information.

## *When to Use It*

Near-duplicate detection can be applied during the initial review of a collection, in creating and exchanging a production, and when reviewing productions received from opposing counsel.



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# Predictive Coding

Use the power of machine learning to find relevant docs.

The Data Strategy team can use advanced algorithms to quickly pinpoint relevant documents in large data sets and save hours of review time for contract attorneys.

In some matters, the volume of electronic evidence is so overwhelming it is simply impossible for a team of attorneys to view, assess, and appropriately code all necessary documents during relevance review.

Nextpoint offers **predictive coding** capabilities as a process to help solve this problem in the most cost-effective manner possible.



## Technology:

- Online stochastic gradient descent algorithm wrapped in proprietary, mass-parallelized superstructure



## Uses:

- Identify responsive documents for production
- Eliminate non-responsive documents
- Supplement privilege review
- Avoid human coding (tagging) errors
- Prioritize document review by those most likely to be relevant
- Find documents relevant to specific issues



## Benefits:

- Ideal for large-scale productions
- Bulk-eliminate non-responsive documents in days
- Reduce the time and cost of attorney review by orders of magnitude, with fewer errors
- Readily comprehensible graphical analysis
- Works on multi-lingual and CJK documents
- Requires a few hundred to a few thousand exemplars irrespective of total data set size
- Excellent Equivio replacement
- Cutting-edge algorithms regularly updated for maximum accuracy



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# Email Threading

Gain context and accelerate review with threading analysis.

Nextpoint's Data Strategy team can turn raw email data into chronological, inclusive conversations for better coding consistency and reduced review times.

Inside common mail container files like PST and MBOX, there's a collection of email and attachment files for many recipients and senders. Reviewing these files in random order and out of context can be very cumbersome and slow, and creates a greater potential for inaccuracy. We can help with email threading.

## Benefits

Email threading makes sense of all these disorganized files, ordering them into chronological conversations - or "threads" - similar to the way they originally appeared in a custodian's inbox. Threads include forwards, replies and reply-alls, CCs and BCCs, and included attachments.

With this increased clarity, your team can avoid reviewing duplicate emails and have more immediate insight into whether an email, attachment or entire thread is relevant to the issue at hand.

### With email threading, you can:

- **Avoid reviewing duplicate emails**
- **Identify who participated in conversations and at what time**
- **Identify who did and not receive email attachments**
- **Discover when replies were drafted but not sent**

## Methodology

Our data analysts can thread emails using several techniques based on:

- **Conversation topic/index fields** (*Microsoft Outlook/Exchange, Lotus Notes*)
- **RFC822 fields such as Message-ID, In-Reply-To and References** (*Web-based email*)
- **Content such as duplicate or near-duplicate subjects**



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