

An Army of One:

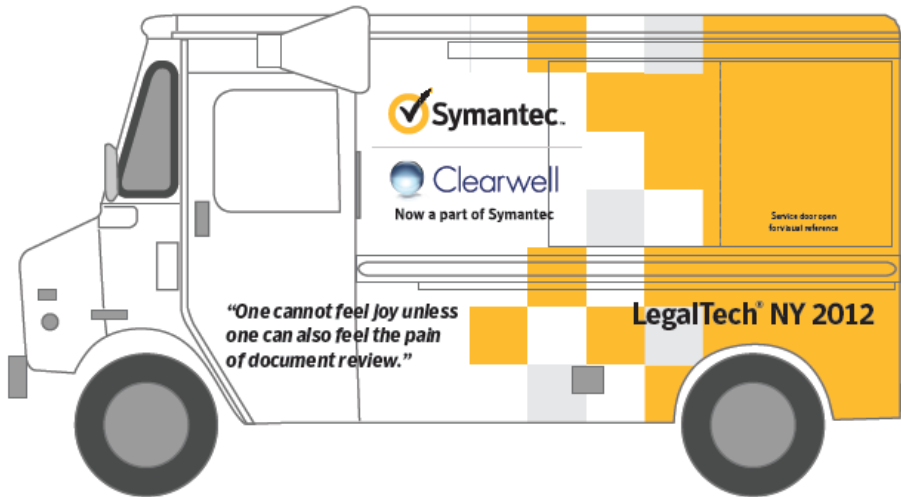
Can One Attorney Do the Work of 500 With Predictive Coding Technology?





Symantec Presents: The Sweetery at LegalTech

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- **But I don't have Twitter:** No problem! Text your tweet to 650-427-0806 and include you first and last name
- Tweet as many times as you like, winner will be randomly selected at end of the session

Speakers

- **Shawn Cheadle** – General Counsel, Surveillance and Navigation Systems, Lockheed Martin
- **Brendan M. Schulman** – Ediscovery Counsel, Kramer Levin, et. al.
- **Kurt Leafstrand** – Director, Product Management, Symantec
- **Matthew Nelson** – eDiscovery Counsel, Symantec

Discussion Topics

- What is Predictive Coding?
- Why isn't Predictive Coding Widely Adopted?
- How it Works
- Key Takeaways
- Resources & Reference Material

What is Predictive Coding?

“Predictive coding refers to machine learning technology that can be used to automatically predict how documents should be classified. In the legal context, predictive coding technology can be used to rank and then “code” or “tag” electronic documents based on criteria such as “relevance” and “privilege” so organizations can reduce the amount of time and money they spend on attorney document review.”

Clearwell Now a Part of Symantec - Predictive Coding FAQ 2012

Why isn't Predictive Coding Widely Adopted?

What's the Cost?

- \$650/GB for predictive coding?
- \$100-300/GB for de-duplication, filtering, analysis, and review?



Why Isn't Predictive Coding Widely Adopted?

Difficult to Use

- User interface is confusing
- No clear sampling/training workflow

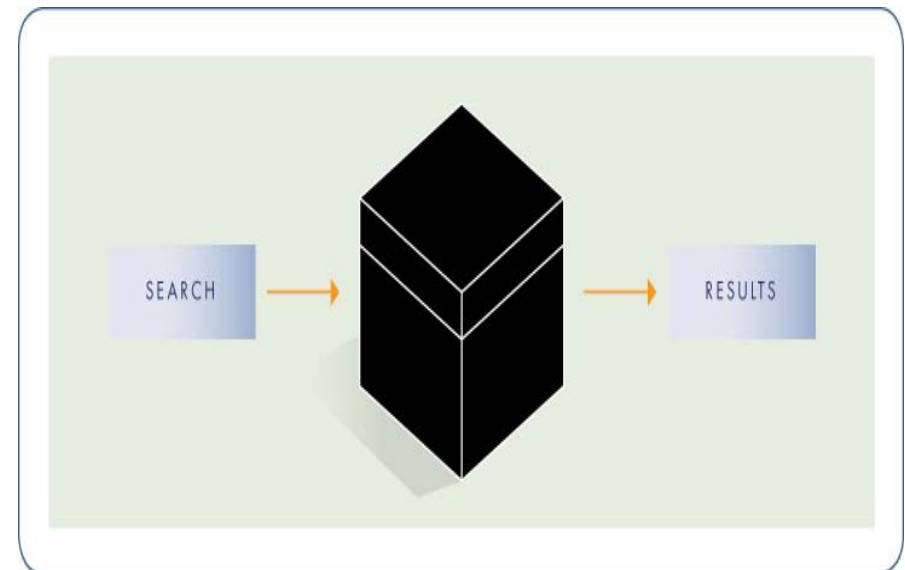
Accuracy Concerns

- Metadata ignored
- No language targeting

Defensibility & Waiver Concerns

- Ease of use and accuracy concerns increase risk of waiver and sanctions
- Difficult to understand = difficult to defend

Black Box Technology



Key Takeaways

- PC is One of Many Technology Assisted Review (TAR) Tools
- Using other TAR Tools Before PC Can Save Money
- Meet & Confer Discussions Can Be Critical to Establish Buy-In
- PC Will Not Replace Human Review
- Improvements in PC Technology Will Help Take PC Mainstream in 2012

How It Works



Transparent Predictive Coding

1. No Additional Cost
2. Easy to Use
3. Increased Accuracy
4. Increased Defensibility & Waiver Protection

Resources & Reference Material

- Presentation - <http://www.clearwellsystems.com/legaltech/>
- *Man v. Machine – The New eDiscovery Gold Standard:*
<http://www.insidecounsel.com/2011/12/19/inside-experts-man-v-machinea-new-e-discovery-gold>
- *Clearwell Blog 2.0:*
<http://www.clearwellsystems.com/e-discovery-blog/>
- *Search, Forward: Will manual document review and keyword searches be replaced by computer assisted-coding?:* by Judge Andrew Peck
<http://bit.ly/qGwIRh>
- *Twitter: @InfoGovLawyer*
- *“Technology-Assisted Review in Electronic Discovery Can Be More Efficient And More Cost Effective Than Exhaustive Manual Review”* by Maura R. Grossman & Gordon V. Cormack:
<http://jolt.richmond.edu/v17i3/article11.pdf>

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