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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- Attend a Symantec super session or drop by the booth for your voucher
Symantec’s *legaltech twitter contest*

- **What you win:** Bose QuietComfort® 15 Acoustic Noise Cancelling® headphones
- **How to enter:** Tweet something you learned or heard at the session. Use both hashtags #LTNY and #SymSS1E
- **But I don’t have Twitter:** No problem! Text your tweet to 650-427-0806 and include your 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?
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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
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

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

Transparent Predictive Coding
Resources & Reference Material

• Presentation - http://www.clearwellsystems.com/legaltech/

• Man v. Machine – The New eDiscovery Gold Standard:

• 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

  http://jolt.richmond.edu/v17i3/article11.pdf
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