

How Law Firm Saves Restaurant Chain Time & Money By Leveraging Conceptual Analytics



RESTAURANT CHAIN'S DOCUMENT OVERVIEW



Docs from 35
Restaurants



Docs from 85
Managers



5.7 Million Docs
Collected



2,733 EEOC
Search Strings



2.5 Million Docs
Search Results

THE BACKGROUND

Law Firm represented Large US restaurant chain in an investigation by the EEOC. EEOC was looking into the hiring practices of the managers in various restaurants across the country to determine if they were practicing in age discrimination.

Law Firm assisted their Client in collecting documents from 35 restaurants and 85 managers. The total document collection was a little over 5.7 million after duplicates were removed, but before any additional culling.

After processing all the documents and loading into an online review platform, Relativity, Law Firm ran EEOC's 2,733 search strings. The results were a staggering 2.5 million documents.

THE PROBLEM

Law Firm knew that they did not have the time or resources to review 2.5 million documents. They also were confident after reviewing the search strings that most of the strings were bad and likely returning false positives. However, they could not go back to EEOC and tell them that their search strings were overly broad without proof.

Due the volume of search strings, the normal sampling of documents in each string to reveal false positives and refining the strings would take too much time. Law Firm knew that their had to be a better way to accomplish this task.

Law Firm turned to their eDiscovery partner, Strategic Legal Solutions, to help solve this problem.



THE SOLUTION

How do we use the power of conceptual analytic, designed to group documents by concept, to help prove EEOC's search strings were bad without having to waste time sampling lots of documents?

The first step was to narrow down the list of search strings by presuming that some of them that had overlapping results were valid; meaning that if the same document was a hit on multiple search strings the presumption was that they were valid. This was done by utilizing the built-in Search Term Report feature of the Relativity platform. The module tags all documents that are unique hits, hitting on only one search string.

Once all unique hits were identified, we needed to group them in a meaningful way to allow visualization of problematic search strings.

How can that be done?

The solution was to utilize Clustering to group all conceptually related documents that were unique results to the search strings and leverage Cluster Visualization within the platform to make it easy to pick out anomalies.

Cluster Visualization is a graphical representa-

tion of conceptually similar documents arranged in a bubble diagram with larger bubbles indicating clusters with lots of documents



and bubbles inside of other bubbles representing sub-concepts. The main concepts in the clusters are written on the bubble.

Cluster Visualization revealed issues immediately. One of the largest clusters was 85k documents with the concept of "SHRIMP". Clearly EEOC was not investigating shrimp! It turns out that one of the search strings hitting on 80k documents in the cluster was "Market" within 20 words of "Fresh". After a quick review of a few documents and a text search to verify, it was clear that 80k documents were lunch and dinner menus.

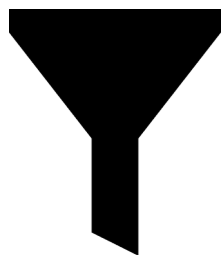
THE RESULT

By simply changing EEOC's search string from "Market w/20 Fresh" to "(Market w/20 Fresh) AND NOT MENU", Law Firm was able to quickly

eliminate approximately 80k documents, the equivalent of approximately \$80k in review cost. In addition, this gave Law Firm the proof they were looking for to discredit many of EEOC's search strings. After all, it would be difficult for EEOC to argue that adding "AND NOT MENU" would have a negative impact on their investigation.

This is just one of many examples of how Law Firm, with the assistance of Strategic Legal Solutions' Team of experts and technology, saved their Client time and money by leveraging technology. In the end, only 700k documents, down from 2.5 million, were reviewed by attorneys. It's estimated that Law Firm saved their Client an estimated \$1.8 million in attorney review costs!

2.8m Docs



700k Docs

HOW THIS HELPS YOU

TECHNOLOGY

- ◆ *Electronic Document Processing*
- ◆ *SEE-ECA our custom ECA tool within Relativity*
- ◆ *Relativity Hosting*
- ◆ *Structural & Conceptual Analytics included with Relativity Hosting*
- ◆ *Dynamic Integrated Dashboards for Business Intelligence included with Relativity Hosting*

SERVICES

- ◆ *eDiscovery - Consulting , Processing, Hosting and Production*
- ◆ *SEE-ECA our custom ECA tool within Relativity*
- ◆ *Computer Forensics*
- ◆ *Managed Document Review*
- ◆ *Document Review Staffing*
- ◆ *Legal Staffing*