

# DIGITAL AUTHORITY

Strategies for Reducing Cost and Risk Associated with Information Protection and Storage

## REDUCE COST AND RISK

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Online Backup  
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Cover All Your  
Business Needs

### GOING THE EXTRA MILE

A Shared  
Philosophy for  
eDiscovery

**Brian Wycliff,**  
a principal with the Forensic  
Technology practice at  
PricewaterhouseCoopers  
LLP, teams with Stratify,  
an Iron Mountain company,  
to deliver eDiscovery solutions.

**BOTTOM LINE**

Stratify, an Iron Mountain company, and PricewaterhouseCoopers LLP have teamed up to deliver a software-as-a-service-based eDiscovery solution that can help reduce the cost and complexity of litigation review.

# GOING THE EXTRA MILE

PwC and Stratify bring a shared philosophy to the business of eDiscovery

By Maria Doyle

Photograph by Steven Vote

MORE THAN 90 PERCENT OF ALL BUSINESS RECORDS TODAY are created and/or stored in electronic form. This has had a significant impact on the discovery phase of litigation, where each party can request (or demand) documents and other evidence from one another and from third parties. Much of the discovery phase of litigation has morphed into what is now called electronic discovery or eDiscovery—essentially, the discovery of any electronically stored information, such as documents stored on a computer, emails or information in a company database.

Despite the dramatic courtroom scenes most of us conjure up when we think of litigation, in actuality, most civil cases in the United States are settled prior to the close of discovery and well before trial. Indeed, one of the fundamental benefits of a thorough discovery process is avoiding trial.



Brian Wycliff, principal, PwC eDiscovery top-level service provider and trusted business advisor with the Forensic Technology practice at PricewaterhouseCoopers LLP.

## Teaming for eDiscovery

Stratify®, an Iron Mountain company, is a leading eDiscovery services provider. Now, as a result of a joint business relationship with PricewaterhouseCoopers LLP (PwC), part of the world's largest professional services network, the two organizations are teaming up to deliver professional services and a software-as-a-service-based eDiscovery solution that can reduce the cost and complexity of litigation review.

“Wherever companies encounter legal or regulatory challenges with large or complex data collections, we aim to provide solutions. The situations vary, but the solution usually includes some combination of PwC’s ‘hands-on’ assistance, like forensic data collections or analysis of structured data, and advice to the client regarding cost control or risk mitigation,” explains Brian Wycliff, a prin-

cial with the Forensic Technology practice at PwC. “On the discovery side, there’s a great deal of uncertainty on the part of companies and their outside counsel about how the company can meet its obligations and, at the same time, control costs. We are working with many of these companies to meet these objectives, and innovative tools like Stratify can be a big part of that.”

## A thorough evaluation

PwC evaluated many of the leading technology providers in its search for support of its delivery of eDiscovery services.

“PwC started with a methodical assessment of the eDiscovery market and its players,” says Steve Whetstone, Stratify’s vice president of Client Development and Strategy. PwC’s due diligence included talking to many law firms and corporate users, including current Stratify customers and prospects.

“PwC left no stone unturned before concluding for itself and its customers that Stratify would be a significant improvement over prior eDiscovery approaches and other market options,” Whetstone continues. Stratify’s in-depth support for complex languages (including Japanese, Chinese and Korean) was another winning factor, and PwC recognized that Stratify was technologically ahead of the pack in this regard. Due to the global nature of litigation today, more than a third of all Stratify’s engagements require substantial foreign language data processing and support.

As a final test before signing the joint business agreement, teams from both organizations worked on a live situation to ensure they would work well together. “We were delighted that Stratify passed this final exam, and with flying colors,” states Whetstone.

“Both the technology and the ‘can do’ attitude of Stratify’s team were key factors in why we decided to establish a joint business relationship with Stratify,” says Wycliff.

## Joining forces

In the first six months of the relationship, PwC and Stratify teamed on approximately 15 active matters, and many others are in process. One recent engagement shows the synergy of the two companies when time is of the essence.

In this case, outside counsel for a large, global company engaged Stratify after the law firm received notice of a fast-moving government inquiry. The initial call was made on a Wednesday. After contracting with the client, Stratify immediately reached out to PwC for assistance through the joint business arrangement. They hit the ground running, sending a team of forensic technology professionals to the client’s primary office site and other locations around the country. By the weekend, PwC had collected and transferred several million pages to Stratify, which then intelligently processed and organized those previously unstructured

files into the Stratify Legal Discovery™ service. Just one week after first learning of the matter, PwC and Stratify had identified, collected, extracted, transferred, loaded and conceptually organized the massive data set so that teams of lawyers could begin their expedited review. Working together, PwC and Stratify were able to control potential runaway eDiscovery costs and protracted timetables while facilitating a more focused and efficient review.

Says Vivian Tero, program manager for Compliance Infrastructure at the market analyst firm IDC: “The PwC and Stratify joint business relationship is an exciting new development that should have a significant impact on the eDiscovery market. With the consulting skills and global reach of PwC and Stratify’s advanced eDiscovery solution capabilities, the joint business relationship has the potential to alter the traditional consultant-review platform landscape substantially.”

## What lies ahead

PwC sees the goal of enabling lawyers to be more productive coming to fruition when the Stratify Legal Discovery service is implemented at a client company.

Wycliff says that one PwC manager reported that in her first engagement working with the Stratify service and its advanced features, the document review was performed about three times faster than it previously would have taken using traditional tools. Stratify’s technology helped PwC and the client to identify near duplicates and utilize concept organization, thereby dramatically increasing productivity versus purely traditional linear (keyword and manual) review.

“PwC excels in upstream challenges,” Whetstone says. “They regularly advise on records retention and data protection best practices, so clients are ready for eDiscovery requests even before the duty to preserve triggers and the real data challenges arise. Together, PwC, Iron Mountain and Stratify have the entire data life cycle covered. From file creation, capture and storage; to preservation and collection; to processing, review and analysis; through to production; to access and recovery; we are in a unique position to provide our combined experienced advice to our many mutual clients and new clients as well.

“The market’s reaction to this joint business relationship has exceeded our initial expectations,” he adds. “But the best is yet to come.” ▲

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