Ringtail™
E-DISCOVERY SOFTWARE

Using Ringtail® to Speed E-discovery and Innovate for Clients: Gunster

Gunster, "*Florida's Law Firm for Business*," is an early adopter of advanced analytics and predictive coding. Attorneys at the firm embrace technology as an exciting way to improve their practice and save money for clients. Gunster has been ahead of the industry-wide shift toward incorporating advanced analytics into the e-discovery workflow. As part of Gunster's push toward e-discovery efficiency, the firm has deployed the Ringtail® e-discovery software as its go-to platform. Ringtail has enabled Gunster attorneys to efficiently evaluate each matter's pool of data to more quickly build case strategy, understand what is relevant and determine what can be achieved as the best possible outcome for their clients.

The Challenge:

Litigation attorneys now face ever-increasing electronic data volumes, which can soar into the hundreds of thousands, and even millions, of documents for a given matter due to the emergence of new technologies and society's reliance on email and the Internet. Law firms like Gunster must review growing volumes of data while continuing to provide the best and most cost-effective service for clients. As Gunster's Josh Levine put it, "Companies and even individual clients can unwittingly amass an unlimited number of documents. It is necessary to use the newest technology to categorize and compartmentalize those documents to review them in an efficient way for clients."

Gunster's leadership saw a cutting-edge opportunity to expand the time associates have available to focus on strategic legal analysis by leveraging the latest technologies. While other law firms continue to rely on outdated e-discovery platforms that lack analytics, speed and ease of use, the firm realized these platforms necessitated many time-consuming steps and were not optimized for the non-linear review that cases were beginning to require.

As Gunster shareholder Joseph Raia observed, "Our clients see e-discovery as an imposing burden with costs that, at times, can rival the dollar amount of the litigation stakes. So clients want us to handle matters as efficiently as possible." To produce the high-quality results clients have grown to expect, Gunster set out to find the fastest, most cost-effective way to review documents. The program had to be intuitive and easy

> "Analytics can definitely assist attorneys in developing case strategy. In one case, discovery turned out to be the deciding factor that helped us settle the case earlier and for less cost than either party had anticipated because we were able to use analytics to find the best and most relevant documents right at the beginning."
>
> – *Associate Amy Shayne Levenberg*

to use, similar to tools the attorneys and staff already were using in their everyday lives. It also needed to be powerful and flexible enough to support a variety of case sizes and types.

The Solution:

For Gunster, the clear solution was the Ringtail e-discovery platform. The innovative and tech-savvy Florida firm determined that Ringtail's analytics capabilities alone would provide dramatic, long-term cost and time savings. At the same time, the program would allow Gunster to significantly reduce document review costs for clients facing growing volumes of data. Moreover, Ringtail's intuitive interface would provide usability for everyone in the firm — from paralegals to partners — to easily get up to speed and understand the data for any given case. As Gunster associate Amy Shayne Levenberg commented, "A lot of other platforms aren't easy to use and require extra work to get the same information that Ringtail provides in a snapshot."

Benefits of Using Ringtail:

Quicker Case Strategy Building

Ringtail's built-in visual analytics, including Document Mapper® and predictive coding, enables Gunster teams to formulate case strategy even faster than before. Using advanced search, concept clustering, pivot tables and data mining, Gunster attorneys accelerate the discovery of critical facts and communication patterns, unlocking the keys to case analysis. Now teams at Gunster are entering negotiations, depositions and the courtroom armed with stronger case theories earlier, ultimately positioning clients for a more advantageous outcome earlier in the litigation. Gunster associate Allison Cammack saw this effect firsthand and noted, "Document Mapper has helped our team develop better case strategies because we can review documents more consistently and efficiently."

Neutralizing Big Data for Cost Savings:

Leveraging predictive coding and analytics on a variety of cases is necessary for handling large data volumes. Rather than being restricted by massive collections, Gunster attorneys can quickly tame a data set by eliminating less relevant documents and then organizing the remaining data into concepts and themes that reviewers can prioritize and analyze as logical groups or progressions. Said Gunster associate Stephanie Turk, "Analytics helps attorneys reduce discovery costs because the universe of documents is narrowed and attorneys can view related documents simultaneously. In the end, it saves both the reviewing attorney's time and the client's money."

> "Ringtail was able to collect similar and related documents all around the same subject. This enabled a single reviewer to look at the evolution of the document in context as opposed to having two or three different reviewers forced to follow a chronological database built along Bates' numbered documents."
>
> – *Shareholder Joseph Raia*

Ease and Agility for Everyday Legal Tasks:

Not every case involves big data or analytics, but all cases require some element of review, including marking, tagging and organizing documents for production. This is where usability becomes extremely important. Engineered to be intuitive and user friendly, Ringtail's clean user interface makes the creation, configuration and tracking of all e-discovery projects quick and simple. With Ringtail, the Gunster team is able to leverage features such as intuitive color coding, making it easy to categorize data sets in an instant. Similarly, Ringtail's ability to segregate documents into binders to organize and manage data or prepare for depositions is useful for both large- and small-scale matters. Remarked Gunster associate Amy Shayne Levenberg, "Ringtail is one of the easiest-to-use software programs I've ever encountered."

Ringtail in Action: Data Sampling Leads to Savings for Gunster Clients

Parameters:

One Case

Several Parties

Total data set = 1+ million pages

Action

- The Gunster team applied search terms using Ringtail and divided the results into two batches — one with documents that included the terms and one larger set of documents that didn't.
- Ringtail's statistical sampling was used to produce a random sample of 60,000 documents from the larger (suspected unresponsive) set.
- A few hundred documents were selected from the sample to review for confirmation that they were not relevant to the matter.

Result

The process confirmed the result and eliminated tens of thousands of documents from the review.

Benefit

Both time and money were saved, and the project was viewed as a huge victory by both Gunster and its client.

Ringtail e-discovery software delivers a unique visual approach to e-discovery - from early case assessments and investigations to document review and trial preparation - that enable organizations to master the details of any legal matter. With more than 50,000 users around the globe, Ringtail is the e-discovery software the world's top law firms and corporations turn to for trusted performance and results.

Ringtail™