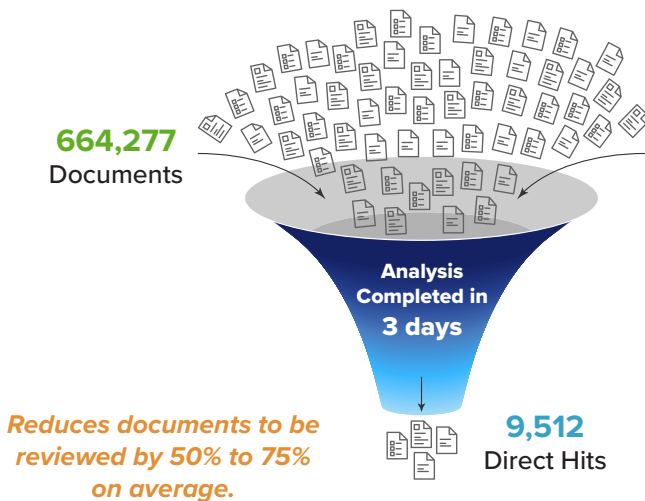


NARRATIVE ANALYSIS SEARCH STRATEGY

Pinpoint Key Evidence Quickly

Prism Litigation Technology offers a fast, efficient method to identify key documents, gain early case insight, and shorten review time. Our unique narrative strategy revolves around the story of the case — the claims, defenses, and fact pattern that define the language of who, what, where, and when — to dramatically improve precision and recall.



The Science of Search

Prism's approach was developed by merging elements of information retrieval science, linguistics, and data mining analytics with sound document review strategies. The narrative strategy is more accurate than traditional keyword search. It forms the roadmap to reduce the volume of data and create a categorization system for organization and prioritization of review. **The approach is simple, flexible, and can be adapted to achieve the client's objective**, whether during early case assessment, targeted collection using index-in-place technology, or linear or technology-assisted review.

Out with the Old

The typical strategy of brainstorming a list of search terms in an effort to narrow down a set of documents for review has several shortcomings.

1 Search terms are only as good as the subject matter knowledge and language expertise of the people selecting them.

2 Single words and phrases lack context and are not structured to disambiguate language, which leads to high volumes of false positives.

3 This method often misses the synonyms, acronyms, and phrases key to the claims and defenses, leaving behind relevant documents.

In with the New

Prism collaborates with the legal team to create unambiguous case narratives, utilizing the language of the case for more accurate and insightful results.

1 We are experts on language nuances and crafting search strategies that focus on the claims, defenses, and fact patterns that define the case.

2 The narrative approach results in optimal recall and precision, which leads to earlier insights into the story of the data.

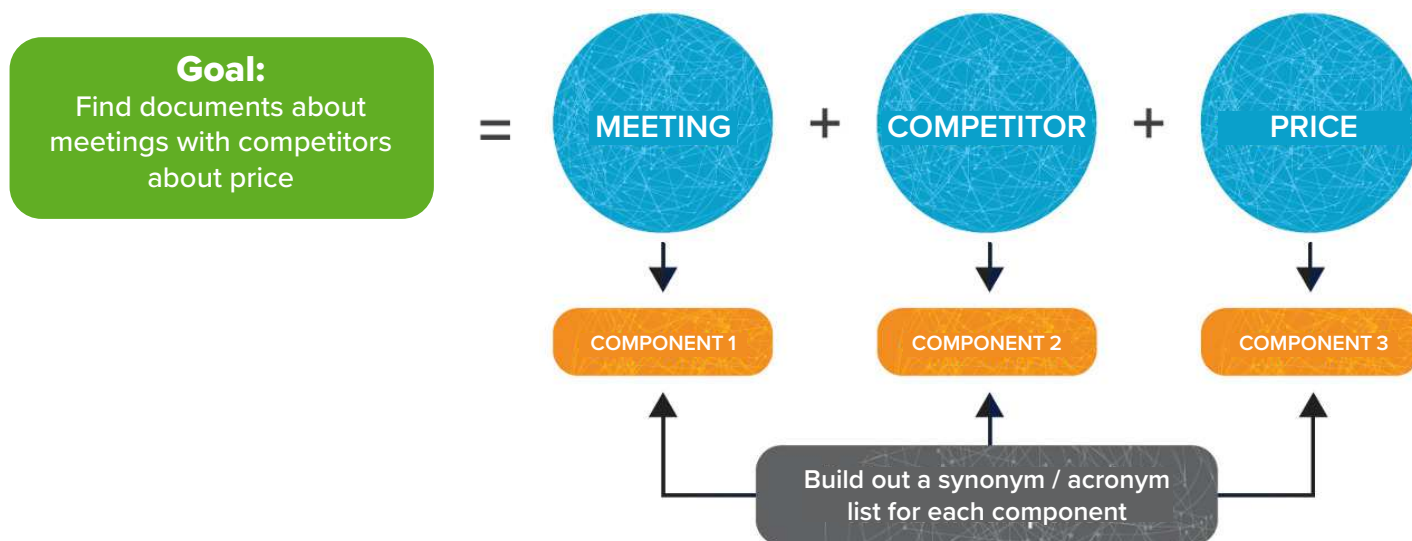
3 The speed and accuracy of this process results in shorter review timelines, improved prioritization, and a dramatic reduction in spend.



Narrative Strategy Dramatically Improves Search Results

The goal in any information retrieval exercise is **optimal recall and precision** — or in other words, to find all documents that contain potentially relevant information while also reducing the retrieval of non-relevant documents. Crafting searches that combine all the components of key issues and the synonyms that are contained within the vocabulary of the data will result in the highest precision and minimize false positives.

The following case example centers on the issue of price fixing. There may be multiple expressions required to convey the full meaning of this issue. One path would be to find key documents that include any mention of meetings with competitors where prices were discussed.



Use Cases

• Early Case Strategy

Understand the story of the case in the first 90 days to make more informed settle versus proceed and discovery strategies.

• Targeted Collection

Combine iterative search- and index-in-place technologies to perform targeted collection.

• Review Acceleration

Prioritize highly relevant information and propagate your seed set if using accelerated review methodologies.

• Incoming Production Assessment

Analyze incoming documents quickly to correlate documents to discovery requests and identify any deficiencies.

• ESI Protocol Negotiation

Gain an advantage in the negotiation of search terms by deploying this iterative approach with requesting parties.



Contact Prism Litigation Technology for more details on how this unique and proven search strategy can work for you.

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