

A close-up photograph of a person's hands using a laptop. The left hand is on the trackpad, and the right hand is near the keyboard. The laptop screen displays a document with text and a small image. The background is blurred, showing a desk and a chair.

How the Cloud Can Boost eDiscovery Productivity

Just a few short years ago, clients paid law firms a set hourly rate. The firm logged the number of hours it took to do the work, then billed the client accordingly.



TODAY'S LANDSCAPE

Today, law firms are under constant pressure to do more with less, and attorneys are on the hunt for the best ways to increase their productivity. In service of this goal, technology both helps and hinders. Mobile technology – such as smartphones and tablets – enables lawyers to work from just about anywhere, anytime. Yet, they are not always able to access the most important case information that they need, due to the nature of a law firm's technology infrastructure.

Particularly in the eDiscovery process, attorneys need to be able to access relevant information and act on that information from any device, at any time and from any location, quickly, securely and easily. Too often, documents and other information are stored in many different places (the firm's offices in New York and Washington), on a variety of systems (a senior partner's PC hard drive) and platforms (the records management system that sits on the server in the data center in the D.C. office), each requiring a different password and different levels of authority to gain access. In short, there are constant, significant and very real barriers to being able to capture, transform and manage vital information, while maintaining the flexibility that information on demand can bring.

The promise of eDiscovery using secure cloud technology addresses these barriers. With the right tools and service provider, you can conduct eDiscovery efficiently and cost-effectively, with the flexibility that the modern attorney requires. In the following pages, we'll explain how you can do just that.

A photograph of two men in business attire sitting at a dark wooden conference table. The man on the left, wearing a light blue shirt and dark tie, is looking at a laptop. The man on the right, wearing a dark suit, white shirt, and striped tie, is writing in a notebook with a pen. The scene is dimly lit with a blue tint. In the foreground, there are several colorful sticky notes (pink, yellow, green) on the table. The background shows a blurred office environment with windows.

CAPTURE
Attention in a buyer's market



TODAY'S LEGAL LANDSCAPE IS A BUYER'S MARKET.

From 2015 to 2016, 41 percent of law departments decreased their spend on outside counsel budgets, according to [Altman Weil's 2016 Chief Legal Office Survey](#).¹ For the money they do spend on outside counsel, these clients expect greater efficiency, productivity and cost-effectiveness, which ultimately creates more value. Those law firms that can deliver that value are well positioned to capture more of this market.

But too many attorneys, whether on the road, at home or even at the office, find it difficult to access the documents they need. Relevant information still tends to be located in disparate sources. Logging into multiple platforms, searching for specific pieces of information, is neither quick nor easy. According to an [IDC survey commissioned by Ricoh](#),² 50 percent of employees need access to at least six data repositories to do their job, but only 18 percent are able to search across these repositories.

Meanwhile, clients are embracing the cloud. In a recent [survey by Apttus](#), 41 percent of corporate counsels cited cloud solutions as one of the fastest growing trends in corporate legal departments.³ By demonstrating sophisticated use of secure cloud technology, law firms can demonstrate to clients that they are leveraging the latest technology in order to deliver the best value.

With the right tools, law firms can use the cloud to create a central repository for eDiscovery documents. Through advanced services such as online portals, attorneys can access and review documents 24/7/365, simply by logging in via a secure web browser. In addition, metrics regarding the data and real-time information about collections, filtering and review of data can provide an edge.

Some firms have been slow to migrate to the cloud because of concerns over security. Too many times we see the news detailing yet another cyberattack. What most readers don't realize is that these cyberattacks are largely on in-house servers that don't carry the security benefits of some secure cloud services.

Consider these factors:

▶ You'll know where your data is

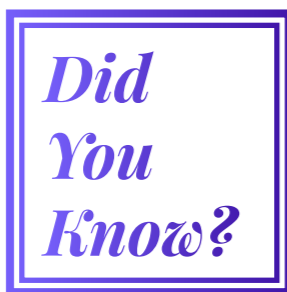
Many cloud providers enable customers to decide where to store their data geographically, down to the specific street address of the environment.

▶ Your data is protected

Secure cloud services provide disaster recovery and business continuity as effectively as traditional data centers. Reputable cloud service providers typically have built-in redundancy. In addition, reputable providers use security specialists to constantly monitor their systems for attacks 24/7. These specialists make sure that security best practices are followed and updated. As a client, you inherit this advanced security, which is a significant advantage of using secure cloud service providers.

▶ You can have sophisticated encryption

Data can be encrypted beyond government grade while travelling to and from the cloud, as well as while it is stored in the cloud and being moved between applications, making secure cloud services a realistic option for secure eDiscovery platforms.



- Many firms are adopting a "cloud first" approach, according to the [2016 ILTA/InsideLegal Technology Purchasing Survey](#).⁴ The top reason, by far, is the cloud's disaster recovery/business continuity capability (71 percent). The other top reasons are versatility/mobility (44 percent), flexibility (53 percent) and overall efficiency and cost savings (34 percent).
- According to the survey, 34 percent of firms had purchased cloud storage in the last year and 25 percent planned to purchase it within the next year.
- Nevertheless, firms remain concerned about cloud security. When asked to identify reasons for avoiding cloud, 55 percent of respondents cited security concerns.



TRANSFORM

Today's amount of data is more abundant than ever



THE AMOUNT OF DATA IN THE WORLD IS GROWING EXPONENTIALLY EVERY YEAR.

[IDC estimates](#) that by 2020, 1.7 megabytes of new information will be created every second for every human being on the planet.⁵ In fact, every day, humans create 2.5 quintillion bytes of data — so much that 90 percent of the data in the world today has been created in the last two years, alone according to IBM.

In the legal world, that translates to skyrocketing volumes of ESI. “Counsel used to reference ESI by the equivalent number of pages,” said one judge who responded to a [recent survey on e-Discovery practices](#).⁶ “Now, they discuss terabytes.”

How can firms gather, store and analyze all this information while at the same time reducing costs? The cloud offers a solution.

The cloud allows you to accommodate the growing amounts of data easily and economically as needed. It also allows you to easily shift workloads among attorneys as needed. Third-party experts can provide innovative technologies to automatically organize, search and cull data, saving time and money in review costs, which you can then pass on to your clients. provide an edge.

A large law firm⁷ handling a large healthcare case subject to HIPPA laws was in a jam when a service provider failed to adequately redact PII information from documents it was due to submit to the court.

▶ The challenge

The documents consisted of 30 multi-tab Excel spreadsheets, which when converted to TIFF files amounted to 7,000 pages.

▶ The potential expense

The firm faced fines of up to \$10,000 per incident if information was not completely redacted.

▶ The solution

Ricoh Managed Review Services and its eDiscovery support team proposed a novel “inside out” approach. The team realized that 99 percent of each document would require redaction. Working in native Excel, the Ricoh team identified the information that DID NOT need redaction, rather than information that did.

▶ The outcome

The team redacted all documents in 12 hours, half the allotted time – at an 80-percent cost savings. Documents were submitted to court and opposing counsel on time.



- Only 27 percent of organizations provide collaboration tools to all employees, according to the [IDC study](#).⁸
- The global e-discovery market is growing at 16.2-percent compound annual growth rate (CAGR), and is expected to reach \$21.89 billion by 2022, according to a report by [Transparency Market Research](#). The primary driver of that growth is the increasing generation rate and volume of ESI every year.⁹
- In a survey of cases, [The Rand Institute](#) found that document review constituted 73 percent of all ESI costs.¹⁰



MANAGE

**Take advantage of the flexibility
of the cloud technology**



ONE OF THE BIGGEST ADVANTAGES OF CLOUD TECHNOLOGY IS ITS FLEXIBILITY, IN BOTH DATA STORAGE CAPACITY AND STAFFING.

Add a knowledgeable technology partner to the mix, and you get the flexibility of having expertise and access to advanced legal technology solutions whenever needed, and without any overhead investment.

With On Demand tools, for example, you select whatever services you want, then upload your ESI for processing. As your ESI moves through the automated production process, you'll automatically receive notifications and status reports. Through a web-based portal, you can see visual representations of your project's progress at any time. This portal also includes tools that enable you to dig deeper, to analyze the data in more detail or generate more granular reports.

Because On Demand solutions are customizable and scalable, it delivers the benefits of cloud eDiscovery to firms of all sizes, from a two-partner practice to a firm with 500+ attorneys.

Cloud is such a powerful way to reduce IT overhead while maintaining easy access to data and processes that attorneys have an obligation to understand the impact of cloud on eDiscovery management, and to consider using it to mitigate discovery costs.

▶ Why it's important

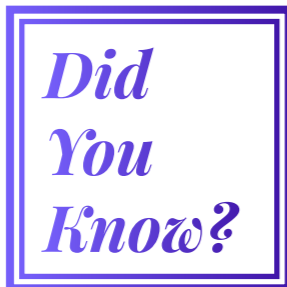
If there are multiple parties or multiple counsels involved in a matter, cloud can be particularly useful as a central repository of documents and ESI.

▶ Leverage the cloud

Attorneys that do not consider this technology could be shirking their responsibility to participate competently in the discovery process.

▶ The ethical responsibility

"An attorney cannot ignore cloud options because of lack of knowledge or discomfort," said David A. Greetham, vice president of eDiscovery sales and operations at Ricoh USA, Inc. "There is an ethical responsibility to understand this area of the law to best serve clients."



- Companies deploying a range of business applications on tablets and smartphones saw a 13-percent increase in productivity and a 12-percent increase in revenue, according to an [IDC study commissioned by Ricoh](#).¹¹
- [ABA Model Rules: 1.1 Competence](#), specify: "Competent lawyers must have a basic understanding of the technologies they use. Furthermore, as technology, the regulatory framework, and privacy laws keep changing, lawyers should keep abreast of these changes." That means attorneys should be knowledgeable about cloud and exercise reasonable due diligence when placing client data in the cloud.¹²
- A majority of respondents in a [KPMG survey](#) said they have used, or intend to use, external service providers. The most common services were data processing (83 percent), hosting of data (79 percent) and data review (75 percent). Over half deemed cost to be the most important selection criteria.¹³



FINAL THOUGHTS

“We have seen that processing within the cloud is significantly faster and less expensive,” said Greetham. “Considering the mammoth benefits and enhanced security options, the transition to the cloud is inevitable, and should be a welcomed one as it will ultimately deliver valuable business benefits.”¹⁴

You owe it to your own, and your clients’, bottom line to explore using the cloud for eDiscovery. It’s a productive, low-cost and easily accessible way to capture, transform and manage information, all in one place and at any time. It can become a platform for hosted review, enabling you to take advantage of the expertise of third-party providers and use cutting edge, money-saving technologies that will make you more productive and your clients well satisfied with the value you deliver.

For information on Ricoh’s eDiscovery solutions, visit:
www.ricoh-usa.com/en/eDiscovery

CITATIONS

- ¹ Altman Weil 2016 Chief Legal Officer Survey
- ² Addressing Information Gridlock
- ³ The General Counsel’s Technology Report: Top Trends Impacting Legal and Contract Management
- ⁴ 2016 ILTA/InsideLegal Technology Purchasing Survey
- ⁵ IDC Digital Universe Study, 2012
- ⁶ Federal Judges Survey: E-Discovery Best Practices and Trends, Exterro Inc.
- ⁷ A Ricoh Managed Review Services and eDiscovery case study
- ⁸ Addressing Information Gridlock
- ⁹ ESI and Social Media Drives Growth of eDiscovery Market
- ¹⁰ Rand Institute for Civil Justice, “Where the Money Goes: Understanding Litigation Expenditures for Producing Electronic Discovery,” 2012
- ¹¹ Addressing Information Gridlock
- ¹² ABA Model Rules: 1.1 Competence
- ¹³ 2015 KPMG survey, “Managing Electronic Data for Litigation and Regulatory Readiness.”
- ¹⁴ Ethics: Choosing the Cloud