

Search Term Optimization Delivers \$4 Million Savings

Company Profile

A Fortune 200 domestic pharmaceutical company and a Fortune Global 250 international pharmaceutical company, with combined annual revenues of more than \$49 billion.

Matter Summary

High-profile litigation involving large volumes of proprietary data that must be reviewed against tight deadlines and high expectations for quality.

Services Utilized

- Consilio Analytics Consulting

Client Challenge

Our clients faced potentially expensive, disproportionate review costs, and needed a defensible way to reduce the volume of review populations. Specifically:

- Plaintiff-provided terms returned an unnecessarily large volume of irrelevant documents, resulting in inefficient culling and driving high review costs.
- Overwhelming amounts of data were collected, exceeding 20 million documents, with more than 7 million containing plaintiff's search terms.

Consilio Response

We implemented Consilio Analytics Consulting to increase the precision of culling while maintaining a high level of recall. This included:

- Statistical analysis of keyword search terms, encompassing sampling, assessment, and optimization of terms.
- A standardized, defensible process to create statistically defensible samples and infer characteristics of a large data set, streamlining and reducing manual review of documents.
- Documentation detailing the case-specific process and findings aiding during the negotiation and meet-and-confer process.

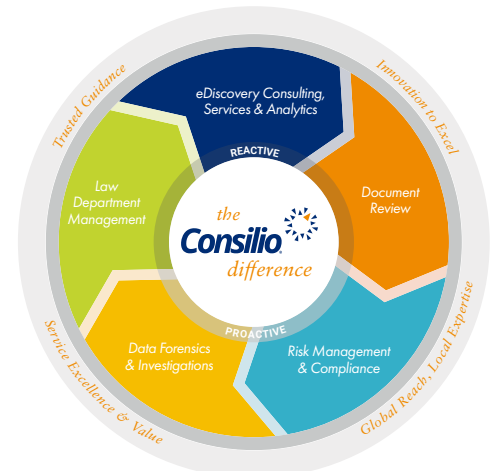
Results Achieved

- Returned \$4 million in savings from a \$40,000 investment in optimization and validation.
- Reduced volume of documents requiring human intervention by 60%.
- Doubled precision and maintained a recall rate of 97%.
- Used file type and social networking analysis to further reduce non-responsive documents from review.

Proven Solutions for Risk Management, Data Forensics, eDiscovery, Document Review, and Law Department Management

Consilio is the global leader in legal consulting and services. Our worldwide team of professionals brings their expertise and a commitment to serve to every engagement, partnering with our clients to develop creative solutions for their most pressing challenges.

From our dedicated Solutions Experts and Project Managers—who hold over 300 Relativity Certifications—to our quality assurance, technology and security teams, every eDiscovery and Risk Management professional across our practice areas are focused on helping you find what matters when it mattersSM.



By the Numbers

4,000+

Team Members, including eDiscovery, Cybersecurity, Data Forensics & Compliance Risk Assessments Experts

9,500+

Matters Currently Hosted **Globally**

70+

Regions with Consilio Presence **Spanning 11 Countries**

2,500+

Active Review Professionals

Our Values



Serve as a Trusted Advisor

Guiding clients through their toughest challenges



Deliver Service Excellence

Setting the bar high and surpassing expectations



Right Solutions, Right Results

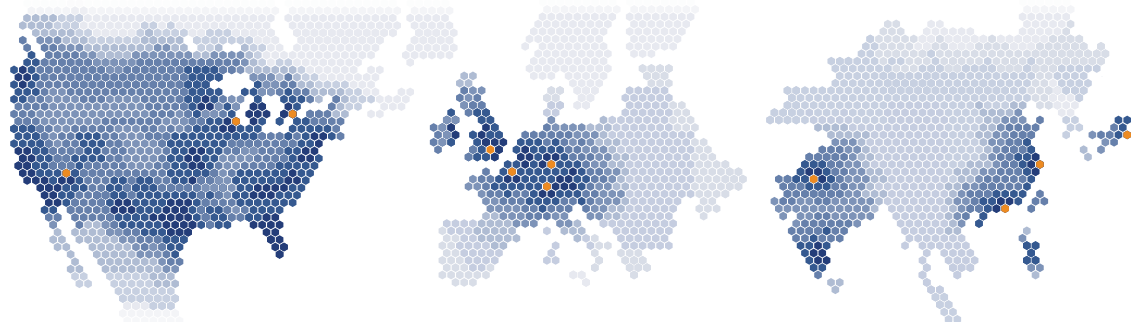
Innovating to excel beyond the status quo



One Global Practice

Global reach, local expertise

Global Reach, Local Expertise



1,700+
Employees
Worldwide

20+
Countries Worldwide
with Staffed Review Professionals

31+
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