



# 1 Ditch the “save everything” mentality—information needs to be managed, not stored.

A lot of companies are taking a “save everything” approach. Storage is cheap these days, so does it really matter? The short answer is yes—especially for those involved in eDiscovery. Critical time is wasted wading through bigger piles of useless data that’s potentially obscuring critical information.

# 2 View discovery and IG as symbiotic.

Discovery benefits from a sound IG process—but it’s also an asset for one. A collection of data for eDiscovery is a sampling of data from across various business units within the enterprise and there’s a significant amount of value and intelligence that can be gleaned either as the basis for starting an IG process or improving overall IG within an organization.

# 3 Classify data, but don’t go crazy—focus on sensitive and junk.

Beginning an IG strategy, or improving on an existing one, starts with data classification. But classification doesn’t have to start with a laundry list of hundreds of classifications. In fact, it’s better to start with a broad stroke, see what turns up, and then classify further from there. Initially, data can be broken down into four super types: relevant, non-relevant, sensitive, and junk. Classifying sensitive and junk data is the most vital for building a sound IG process. Companies should start small and focus on areas where ROI and early wins are easy to show—and use that to build the business case for a more comprehensive effort.

# 4 Apply precedence.

In most companies, the goal of eDiscovery is to respond to individual cases, not solve for why eDiscovery is a challenge in the first place. Cases should not be treated as isolated events, separate from each other and the overall business. Though relevant information—in general—is unique to each case, a lot of the data that’s not relevant (junk) or the data that is confidential to the company (sensitive) is often the same from case to case. Yet with each case, this information is being evaluated and reviewed over and over again. Much like precedence is used to inform case strategy and new rulings are recorded for use in future cases, information gleaned in discovery in one case should be ported back behind the company’s firewall into the overall data management process. Whether a company deals with discovery routinely or only occasionally, applying the findings from each case back to the overall data pool will refine the overall IG process.

# 5 Train the system.

It takes time in the beginning to train the system and develop the classifiers, but once the system is trained and has matured, it is automated. Any data that meets those criteria automatically gets classified, eliminating the need for manual classification. A well-trained system will dramatically reduce the eDiscovery spend by allowing for targeted preservation and collection of ESI. In theory, information that’s classified as junk within an organization with a sound IG practice won’t make it into discovery, making it simpler to target relevant information.

## Better IG leads to more cost-effective discovery.

Organizations that effectively manage their information in advance of discovery pave the way for future discoveries and, ultimately, lower costs. For each document that can be defensibly eliminated from the corporate environment, there’s a significant savings. In addition, there’s a tremendous financial benefit to decreasing the need for more and more storage, year after year.

### About Mindseye

*Mindseye is a leading provider of eDiscovery software solutions. The company’s flagship eDiscovery platform helps organizations manage risk, minimize legal exposure, and eliminate wasted time and money throughout the discovery process. Organizations that use Mindseye can quickly input and access early data to make cost and resource estimates, formulate strategy and case direction, and ultimately move less but more relevant data to review.*

**MINDSEYE**

**Discover More. Review Less.®**