

# Zoom for Information Governance

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*Predictive coding for records retention compliance and data remediation*



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## ***THE PROBLEM:*** RECORDS RETENTION HAS BECOME UNDOABLE

The need for a scalable Information Governance solution has never been more critical. To meet compliance obligations, many companies have defined records retention policies, but implementing these retention schedules has become virtually impossible. The underlying challenge has been the lack of systems or tools capable of managing the complexity of retention schedules against ever-growing volumes of unstructured data.

Existing manual processes for records retention are neither feasible nor defensible. The manual approach requires employees to “self-classify,” relying on their individual interpretation of critical classification criteria. This is burdensome, costly and yields alarmingly inconsistent results. In the absence of a workable alternative, many organizations have become paralyzed, defaulting to an inefficient and risk-laden “keep everything forever” approach.

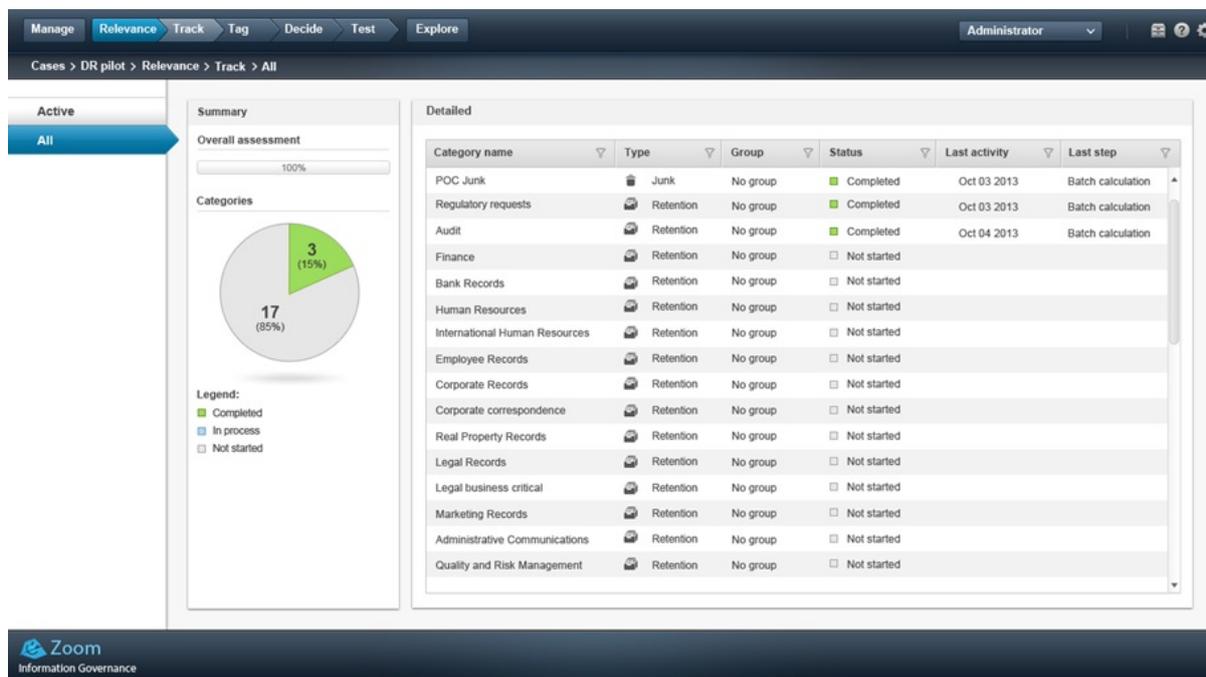
Either way, the existing approaches to records retention has left businesses saddled with an untenable level of risk and out-of-control legal costs. In addition, by not taking care of sensitive documents that should have been deleted, organizations increase the risk of these “forgotten” documents suddenly turning up in a document request – with potentially grave business consequences.

## ***THE SOLUTION:*** PREDICTIVE CODING FOR SYSTEMATIC RECORDS RETENTION

Zoom for Information Governance (Zoom) addresses the records retention challenge via predictive coding technology. Endorsed by the courts and widely used in e-discovery, predictive coding is a type of learning software that can be trained to classify documents into various categories. Equivio has re-engineered this technology to meet the unique needs of information governance, automating the records retention compliance and legacy data remediation processes.

Zoom renders records retention doable by enabling the systematic implementation of a document retention schedule via a centralized process that can be completed with a reasonable and cost-effective level of effort. At the same time, it ensures quality and defensibility through a focused, governable training process. A core team of subject matter experts, with an agreed upon and consistent interpretation of the retention category criteria, trains the system. Transparency is assured through statistically-valid monitoring and measurement of results.

Figure 1: Training Dashboard



Zoom is an add-on to the corporation's existing archiving and retention infrastructure. By avoiding the expensive replacement or replication of legacy systems, corporations can immediately start implementation. The Zoom architecture is designed to support integration with third-party repositories, including both on-premise and cloud-based environments.

In addition to predictive coding, Zoom includes powerful analytics capabilities such as thematic analysis (aka new generation clustering), data profiling, pivot analysis and email threading. These capabilities are used to support a wide range of information governance use scenarios, including data leakage prevention, behavior alerts and internal investigations.

## **THE PROCESS: CONTROLLED AND REPEATABLE PROCESS FLOW**

Rather than attempting to classify documents manually, Zoom's predictive coding technology enables systematic and streamlined document retention via a controlled, repeatable process:

- 1) **Define the categories.**  
The user sets up the various retention categories and buckets.
- 2) **Train the system.**  
In a cyclical, self-correcting process, the expert "trains" Zoom to recognize documents that belong to the various retention and junk categories.

- 3) **Perform QA.**  
Zoom guides the expert through a QA process to verify quality and statistically quantify the results.
- 4) **Decide.**  
The Zoom decision support zone allows the user to adjust deletion policies to align with the organization's cost and risk guidelines.
- 5) **Apply retention rules.**  
Based on the selected deletion policy, Zoom assigns each document to the appropriate retention bucket.

## **THE RESULT: ENABLING DEFENSIBLE RECORDS RETENTION COMPLIANCE AND LEGACY DATA REMEDIATION**

Zoom enables enterprises to defensibly implement records retention compliance:

- **Defensibly reduces legal and regulatory risk** – Using Zoom, corporations can efficiently execute critical records retention compliance policies, as well as affirmatively analyze junk data for deletion. Zoom is repository agnostic, providing corporations the ability to implement flexible, in-place data compliance programs. Zoom allows effective corporate risk management - retainable documents can be found when needed, unwanted populations deleted, and the risk of lingering litigation "gotcha" documents mitigated.
- **Defensibly reduces superfluous data populations** – Organizations can defensibly delete unneeded legacy data through a repeatable process. By enabling legacy data remediation, businesses can reduce data noise, facilitating "cleaner" search enhancement for Big Data analysis.
- **Defensibly reduces storage volumes** – Zoom allows corporations to map and control their data resources through a proven process of records retention and data deletion. This assists in implementing successful "data hygiene" management compliance programs by greatly reducing data storage requirements and costs.

## BOTTOM LINE: PREDICTIVE CODING IS A GAME-CHANGER FOR RECORDS RETENTION

Powered by Equivio's game-changing predictive coding technology, Zoom for Information Governance re-invents the way organizations execute compliance functions related to records retention and data mediation. Zoom enables a systematic and defensible retention process that allows organizations to regain control over their information resources. By using Zoom's predictive coding technology to implement records retention schedules quickly and efficiently, organizations are able to ensure compliance, mitigate risk, lower e-discovery overhead and reduce storage and data management costs.

### ABOUT EQUIVIO

Equivio provides analysis software for e-discovery and information governance. Users include hundreds of law firms, corporations and government agencies. Zoom organizes collections of documents in meaningful ways. So you can zoom right in and find out what's interesting, notable and unique. Request a demo at [info@equivio.com](mailto:info@equivio.com) or visit us at [www.equivio.com](http://www.equivio.com).

**Zoom in. Find out.**