



DATA MAPPING CLOUD-BASED ORGANIZATIONS IN AN EMERGING AI WORLD



- Welcome to today's webinar entitled, "Data Mapping for Cloud-based organizations in an Emerging AI World"
- What you'll learn today
 - What Data Mapping is and its growing importance
 - Implications of AI on Data Mapping
 - How to define Data Mapping strategies
 - How to develop Data Mapping tactics to uncover client data landscapes
- Pose questions via Teams chat – answered at end of webinar
- Forthcoming post-webinar email with link to landing page tomorrow
 - Recorded webinar, copy of slides in PDF format, quick survey

A LITTLE BIT ABOUT US

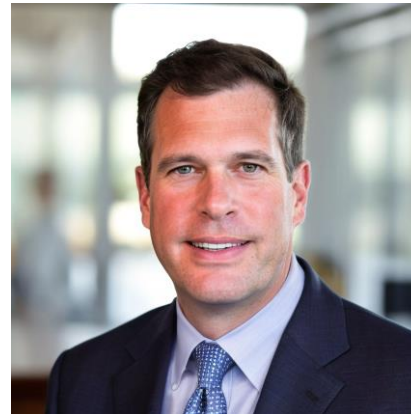
A subsidiary of parent company Celerity, Celerity Discovery provides advanced **eDiscovery, data analysis, expert witness and incident response services** to law firms, corporations and government agencies seeking to optimize complex matter results.

With **deep roots in complex data analysis**, Celerity Discovery legal services practitioners blend extensive experience managing matters across all phases of the EDRM. Celerity Discovery services help clients **convert raw data into clean intelligence to optimize cases and mitigate risk.**



Bryant Gauthier

Vice President
Celerity Discovery



Dave Darns

Chief Information Officer
Beveridge & Diamond



Charles Tsuji

Director
Celerity Discovery

- Broad definition- What is data mapping?
 - Applications
 - Storage
 - Data & Document types
 - On Premise/Cloud
 - Historical
- What areas use it
 - eDiscovery
 - Data Governance
 - Cyber Security
 - Data Migrations



Data Mapping is foundational as Artificial Intelligence (AI) makes it mission critical as it relies on the data for your results

- Why data mapping is so important for AI
 - Data Mapping is foundational missing information two ways:
 - Model Training
 - Applying models to the data/document set
 - Both can lead to missing needed information

- **Problems with Data Mapping**
 - Substantive issues
 - Procedural issues
- **Data and Documents missing**
 - Missing information that helps your case
 - Missing information that hurts your case
 - Missing information you should have
 - Missing information you should have, and the other party has

- What data mapping is
 - Applications
 - Storage
 - Data & Document types
 - On Premise/Cloud
 - Historical
- What areas use it
 - eDiscovery
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 - Data Migrations

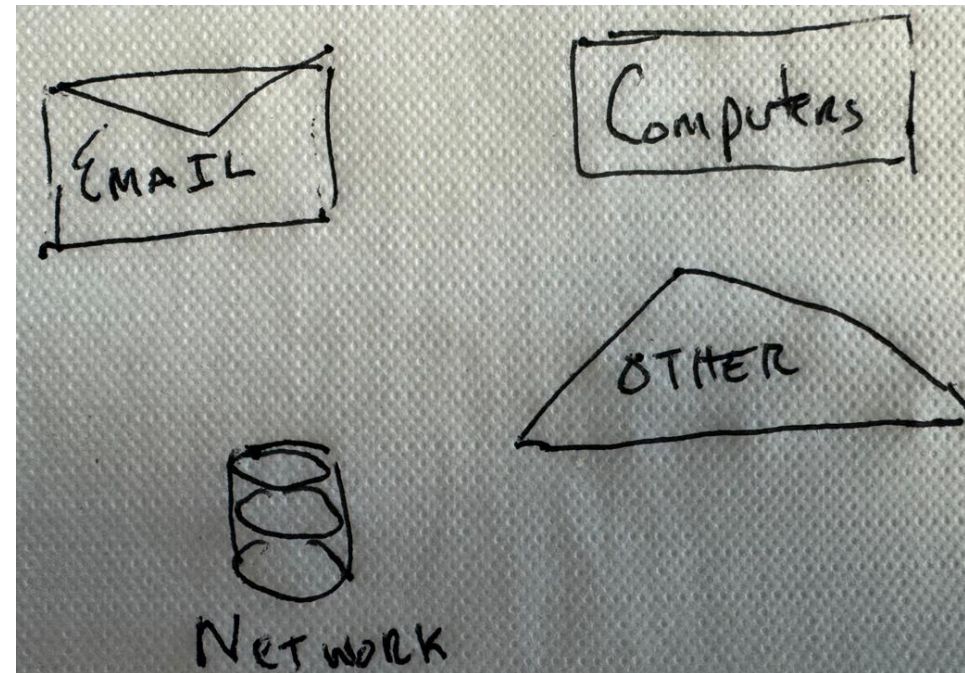


- How is a data map formatted
 - Charts
 - Diagrams
 - Lists
 - Reports
- What information does it track?
 - Systems
 - Document Types
 - Cyber Security
 - Data Migrations
 - Changes in systems and Software

DATA MAPPING- DETAILS MATTER

- It's in the Details
 - Applications
 - Storage
 - Data & Document types
 - On Premise/ Cloud
 - Backups
 - Historical

Not Quite There



- Reporting easier to track
 - Excel
 - PowerBI
 - Database
- What data mapping is
 - Applications
 - Storage
 - Data & Document types
 - On Premise/Cloud
 - Historical

System	Abbreviation	Owner	Control/Access	Use	Where	Type	When
Email	E						
Sales-Purchasing	SP						
Finance - Billing	FB						
Customer Service	CS						
Call Center	CC						
Inventory	I						
Training	T						
Serivces Contractor	SC						

System	Abbr.	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Email	E	E	E	E	E	E	E	E	E	E	E
Sales-Purchasing	SP	SP	SP	SP	SP	SP	SP	SP	SP	SP	SP
Finance - Billing	FB	FB	FB	FB	FB	FB	FB	FB	FB	FB	FB
Customer Service	CS	CS	CS	CS	CS	CS	CS	CS	CS	CS	CS
Call Center	CC	CC	CC	CC	CC	CC	CC	CC	CC	CC	CC
Inventory	I	I	I	I	I	I	I	I	I	I	I
Training	T	T	T	T	T	T	T	T	T	T	T
Serivces - Contractor	SC	SC	SC	SC	SC	SC	SC	SC	SC	SC	SC

- **Yellow** cells indicate years at issue

So, what does this all mean?

System	Abbr.	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Email	E	E	E	E	E2	E2	E2	E2	E2	E2	E3
Sales-Purchasing	SP	SP	SP	SP	SP	SP	SP	SP, SP2	SP2	SP, SP2	SP2
Finance - Billing	FB	FB	FB	FB	FB	FB, FBT	FB2	FB2	FB2	FB2	FB2
Customer Service	CS	CS	CS	CS	CS	CS	CS, CS2, CS3	CS, C3	CS4	CS4	CS4
Call Center	CC	CC	CC	CC	CC2	CC3	CC4	C5	C6	C7	C8
Inventory	I	I	I	I	I	I2	I2	I, I2	I, I3	I3	I3
Training	T	T	T	T2	T2, T3	T2, T3	T2, T3, T4	T2, T3, T4, T5	T2, T3, T4, T5, T6	T4, T5, T6	T4, T5, T6
Serivces Contractor	SC	SC	SC	SC	SC, SC2	SC, SC2	SC, SC2, SC3, SC4, SC5	SC, SC2, SC8	SC, SC9	SC, SC9	S, SC10

- E = the initial system tracked
- E2 = the second system tracked
- E3 = the third system tracked on so forth
- **Yellow** cells indicate years at issue

TRACKING CHANGES, 2

System	Abbr.	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Email	E	E	E	E	E2	E2	E2	E2	E3	E3	E3
Sales-Purchasing	SP	SP	SP	SP	SP	SP	SP	SP, SP2	SP, SP2	SP, SP2	SP, SP2

- Email – Same system throughout the time period
- Sales-Purchasing – added a system in year 7

System	Abbr.	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Finance - Billing	FB	FB	FB	FB	FB	FB, FBT	FB2	FB2	FB2	FB2	FB2
Customer Service	CS	CS	CS	CS	CS	CS	CS, CS2, CS3	CS, C3	CS4	CS4	CS4
Call Center	CC	CC	CC	CC	CC2	CC3	CC4	C5	C6	C7	C8

- Finance- Billing – Added a system for testing in year 5, then adopted that system two as FB2
- Customer Service – added two systems in year 6
- Call Center – Changed system each year

- **Yellow** cells indicate years at issue

System	Abbr.	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Inventory	I	I	I	I	I	I2	I2	I, I2	I, I3	I3	I3
Training	T	T	T	T2	T2, T3	T2, T3	T2, T3, T4	T2, T3, T4, T5	T2, T3, T4, T5, T6	T4, T5, T6	T4, T5, T6
Serivces Contractor	SC	SC	SC	SC	SC, SC2	SC, SC2	SC, SC2, SC3, SC4, SC5	SC, SC2, SC8	SC, SC9	SC, SC9	S, SC10
Collaboration	Col					Col	Col, Col2	Col, COL2	COL, COL2, COL3	COL, COL2, COL3	COL, COL2, COL3

- Inventory - Added System in Year 5, removed I in year 6. I added back in year 7 through a merger or acquisition
- Training- added systems years 4 thru 8
- Service Contractor—SC is there throughout. Contractors were added in years 2 and 6 and changed in years 7 through 8. Potentially, SC is the prime contractor.
- Collaboration: Started in year 5, added system in 6, added another system in year 7

- **Yellow** cells indicate years at issue

DATA MAPPING IS CRITICAL FOR AI

- Updates in application features
- Frequency of application changes
- Considerations for companies with Roque IT
- Data governance considerations
- Preservation, collection, review, and production
- The emergence and evolution of advanced analytics and AI makes this a critical step



- Knowledge about the client
- Knowledge of internal processes and systems
- Technology used and how they are used
- Storage systems used
- What can be collected?
- What should be collected?



- Need to understand
 - Planning and preparation
 - Development of client-specific questionnaires
 - Case type, industry, technology culture



- The Process
 - Multiple levels of questions
 - C-suite, IT, directors, managers, front line, everyday users
 - Geographic / office variations
 - Written questionnaires
 - Create surveys



- Organizational Structure
 - Offices
 - Departments
 - Employee Reporting Diagrams
 - Training information
 - Onboarding Information
- IT Documentation
 - IT Security
 - Lists of Applications & Software
 - Lists of Hardware Used

CROSS-INDUSTRY CONSIDERATIONS

- Organizational mergers
- Company Acquisitions
- Contractors
- Temporary / Contracting employees
- Sunset systems
- Duplicate Systems
- Storage Backups
- Testing systems
- Legacy systems
- Proof of concept systems (POC systems)
- Data Migrations

- Systems
 - Asset Management
 - Training
 - Audio communications
 - Employee Testing
- Considerations
 - Migrations
 - Former Systems
 - Sub-Contractors



- **Systems**
 - Account & Loan Information
 - Customer Demographic Data
 - Call Center - audio communications
 - Customer Service
- **Considerations**
 - Different Service Lines
 - Acquisitions
 - Historical Systems
 - Contractors



DAVE CARNES

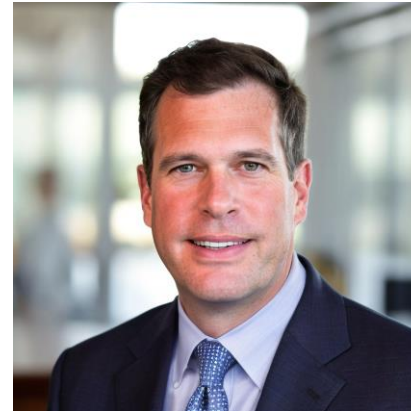


Chief Information Officer
Beveridge & Diamond



DAVE CARNS - INTRODUCTION

- Background
- Varied Path
 - eDiscovery Experience
 - IT Career
 - Instructor
- Thought Leader
 - Technology
 - eDiscovery
 - AI

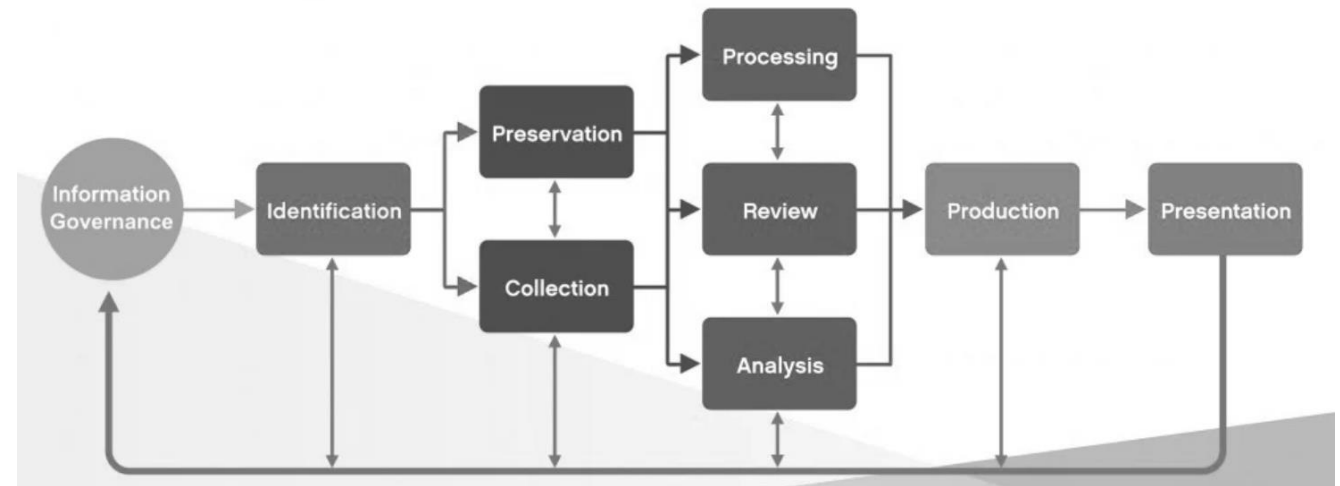


Chief Information Officer
Beveridge & Diamond

- Artificial Intelligence
 - Law Firm Uses
 - eDiscovery Uses
 - Client Adoption
 - Investigator Adoption
- Rogue IT
 - Overview
 - Uncovering
 - Addressing the Rogue IT

- Why Data Mapping is Important
 - Foundational
 - Addresses Gaps
 - Training
 - Modeling
- Expanding Data Footprints
 - Cloud
 - Mobile Apps
 - Virtual Machines
 - Contractors/Sub-Contractors
- Modern Data
 - Version Control & Tracking
 - Access
 - Ownership

- Electronic Discovery Reference Model (EDRM)
 - Data Mapping Relevance
 - Identification
 - Collection
 - Analysis
 - Preservation



- Data Mapping Process
- Evolution of Data Identification
- Data Mapping Surveys
- Data Mapping Questionnaires
- Items to look out for
- Witness / Employee Questionnaires



CHARLES TSUJI



Director
Celerity Discovery



CHARLES TSUJI - INTRODUCTION

- Background
- Varied Path
 - Law Practice
 - eDiscovery Career
- eDiscovery expert and veteran practitioner
 - Technology Expert
 - eDiscovery Leader
- Custodian Interviews



Director
Celerity Discovery

- Why is data mapping important
 - Important to collection & productions phase
 - Completeness of the process
 - Do not want overlooked items to become substantive for the legal team or incur more expenses in redoing work
- Witness interview process - steps
 - Talk to Leadership
 - Talk to IT
 - Survey
 - Interviews
 - Tracking/Reporting

- Interview Best Practices
 - Top to bottom and bottom to top
 - Confirmation is key
 - Documentation
- Changes connected to AI
 - Volume of Data
 - Some end users may use systems but not much knowledge beyond that
 - Iterative nature of material created by AI

BACK TO BRYANT

 **CELERITY**
WE EMPOWER LEGAL™



- Type of Action
- Litigation
- Investigation
- Internal
- Government



- Rogue IT
 - It is mainly driven by gaps and employee needs
 - Potentially additive in nature
 - Changes in the priority of collections
 - Vary by department and industry
- Modern Data
 - Applications emerging
 - Modern attachments
 - What to watch out for
- How to uncover the information
 - The Data Mapping questions

- Company with no internal network / applications
 - Laptops
 - Internet
 - 30+ cloud-based applications
 - How it's handled
 - Changed the process
 - Database / data source of record
 - Finance systems
- Slack - changed mindsets the most
 - System and the context on the data
 - Underlying system
 - Slack – context
 - Compatible with a growing number of systems

- **Problems with Data Mapping**
 - Substantive issues: Modeling & Gaps
 - Procedural issues
- **Data and Documents missing**
 - Missing information that helps/hurts your case
 - Missing information you should have, and the other party has
 - Precision & Recall

- **Prepare** your team to have conversations across a client organization
- Data mapping provides **insights** into your client and your case
- **Data footprints** are ever expanding and evolving, so you must be prepared and have your process constantly evolve
- To use advanced analytics and AI, you need to ensure you have data that is **needed and required**
- Evolving technologies will require you to constantly **evolve and expand** your Data Mapping process

Q & A



- Thank you for attending
- Forthcoming post-webinar email with link to landing page
 - Recorded webinar
 - Copy of slides in PDF format
 - Quick survey
- Stay tuned our next webinar forthcoming with Celerity's Clear Path / vegetation management division discussing Risk Compliance Assessments (RCA), Nov 20th