# Analytics & Data Strategy

## Addressing complex data challenges in disputes, investigations, and litigation

As technology evolves, organizations maintain increasingly complex and substantial volumes of structured and unstructured data. In addition to core data sources, it is common for organizations to have complexities such as migrated data sources, user-created copies or extracts, legacy data sources, obsolete and irrelevant repositories, and gaps or known issues with specific data sources. To accommodate these data challenges, ad hoc tools and processes often develop to identify, manage, and analyze this information. Over time, it becomes increasingly difficult to identify golden sources of information, untangle technical workflows that developed on top of ad hoc tools, unwind data processes that evolved from short-term fixes, and recall decisions that led to the current state of the data. Adding to these complexities, there is typically a lack of current data maps and workflow documentation, and system owners with historical knowledge about the data are rare.

Breakwater's analytics & data strategy professionals are experts at resolving complex data challenges in response to a dispute, investigation, or litigation and proactively improving data visibility and defensibility before an event occurs.

## Analytics Expertise

Our analytics professionals are experts at identifying, aggregating, standardizing, and analyzing large volumes of disparate structured and unstructured data. We work with organizations and counsel to identify relevant data sources, garner actionable insights, and mitigate data risks in a dispute, investigation, or litigation by strategically leveraging our experience in data, analytics, and technology. Our expertise adds significant value when (1) large volumes of disparate sources and data types are at issue in a matter, (2) data files are available on an iterative or rolling basis, or (3) data conversion processes are required to read or analyze the information. Breakwater's analytics offerings are developed to be repeatable, defensible, and auditable with rigorous attention to quality and efficiency.

## Data Strategy Expertise

Our data strategy professionals are experts in data and data-driven processes across all data types. We work with clients to proactively identify and remediate potential data risks before an event occurs, improve the defensibility of data within an organization, and modernize internal processes through automation and artificial intelligence. Our data strategy offerings are designed to enhance an organization's data-driven processes to gain early, actionable insights and develop repeatable, defensible solutions while minimizing business interruption. Our data strategy team works closely with Breakwater's data privacy and security experts to ensure compliance with evolving regulatory requirements.

## Our Approach

Our analytics & data strategy team works with each client to deeply understand their data challenges to develop a solution that addresses the specific need, rather than forcing a pre-designed product. We provide insights into known data risks, areas of potential exposure, and concerns raised by plaintiffs or regulators. Whether we are engaged to perform a "follow the funds" analysis, automate a data-driven workflow, calculate exposure amounts or damages, or design a data quality framework, we develop a tiered approach with the client to deliver incremental successes. Each engagement is led by one or more senior team members who deliver with a leveraged team. Our delivery model is built upon consistency of team, transparency of process and communication, and the highest quality of work product.

### Sample Engagement: Complex ETL, Analytics, Data Visualization

A client in a regulated industry required significant process improvements to ensure compliance with industry regulations and eliminate data risks associated with the original design. We were engaged to deliver an end-to-end solution that ingested structured data from multiple sources, calculated a series of metrics discussed and defined with the client, and displayed the analytics results in a dynamic dashboard. Our fully automated solution eliminated manual components of the process, saved time and cost associated with human intervention and outdated technology, eliminated data risks inherent to the original design, and achieved the client's compliance objectives.

### Sample Engagement: Data Strategy, Process Improvement

A global financial institution desired a more efficient and defensible process to perform custodial research in response to legal inquiries and investigations. We were engaged to establish a framework for an automated custodial research process, from a single source of truth, designed with critical data elements from golden sources. Our successful design and delivery resulted in reducing processing time to a fraction of the original timeline, repurposing talent to higher value tasks, and significantly mitigating data risks related to manual processes, spoliation, sanctions, and fines for data production efforts in legal matters and regulatory proceedings.

### Sample Engagement: Forensic Analysis, Data Risk Mitigation, Expert Testimony

A hospital system faced litigation from patients who alleged the hospitals shared personally identifiable information with Facebook and Google by use of advertising and marketing technology on their websites. We were engaged to review the technology deployed, assess the types of information shared, identify areas of risk or exposure, provide recommendations to mitigate related privacy risks, and testify as 30(b)(6) experts. Our forensic review and privacy assessment provided the client and outside counsel with actionable information that offered improved clarity on disclosures, enabled defense of class certification, promoted settlement discussions, and strengthened protection of the client's sensitive data.

## Our Differentiators

- Data experts with deep experience across a variety of industries, including financial services and insurance, healthcare and pharma, and big tech
- Client-centric, solution-oriented design and delivery
- Flexibility based on an agnostic approach to technology and data
- Cross-discipline expertise in cybersecurity, data privacy, legal technology, and information governance
- Access to proprietary software
- Experienced testifying expert witnesses

## Sample Data Sources

- Structured databases
- Unstructured data repositories
- Applications
- Custom tools
- Social media
- Web pages
- Log files
- Source code
- Data archives

## About Breakwater

Breakwater helps mitigate risk and gain insight from sprawling information by combining technology automation and human expertise. Our expert consulting, software, and managed services address the challenges within information governance, disputes and investigations, regulatory compliance, privacy, cybersecurity, and legal operations. Our solutions allow governance, legal, and risk professionals to locate, access, analyze, and manage information by making data transparent and actionable. Breakwater helps clients in public and private sectors mitigate risk, improve productivity, and increase profitability by transforming how they use data.