**Challenge 1: eDiscovery is Disrupting Lawyers’ Ability to Generate Billable Work**

* eDiscovery is Crazy Expensive – even on small cases
  + eDiscovery costs impact which cases move forward
  + Fewer potential cases are moving forward
  + Smaller cases can’t justify the ediscovery costs
* Clients are foregoing litigation or settling due to unpredictability of costs
  + Unpredictability creates fear in clients
  + 100 GBs can cost as much as $25,000 just to collect and process for review
  + Each GB can cost $8k - $15k for the review

**Challenge 2: Becoming more challenging to compete with other lawyers**

* eDiscovery is complex -many moving parts, collection, processing, etc
  + Data reduction techniques and cost reduction techniques
  + Hard to estimate up-front costs to give clients a comfort level
    - Example article of large law firm earning $20mm in ediscovery
    - <http://www.abajournal.com/news/article/winston_strawn_finds_e-discovery_a_lucrative_market_niche_400_lawyers_vied_/>
* Education – keeping up with the laws and methods for dealing with volume of data
  + Corporate clients are becoming more educated and expect lawyers to know the latest
  + Ever changing technologies
    - Some lawyers have internal teams and access to better technology

**Solution 1: Leverage technology to manage costs**

* Reduce and lower your clients’ ediscovery costs
  + Firm assessment
  + Utilize advanced cloud-based technology
  + Take advantage of free tools and offerings
    - Data profiling, early data assessment, etc
  + Reduce data sizes quickly
* Help clients calculate and predict ediscovery costs early
  + Remove fear of the unknown
  + Understand the data early

**Solution 2: Align with a team of experts and trusted advisors (in-house or vendor)**

* Remove complexities & lower your risks
  + Perform an ediscovery process assessment on your practice
  + Leverage efficiencies and best practices processes
  + Keep overhead and fixed costs low
  + Offer Customized solutions
* Educate yourself and your clients
  + Leverage experts as a competitive advantage
  + Market your process as a competitive advantage
    - Cost reduction methods, free value added offerings, predictable pricing