

## StoredIQ 6.0 touts targeted e-discovery with earlier legal insight on data (and cost)

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**StoredIQ's** data management appliance serves many masters, offering in-place data analysis across repositories or 'in the wild' for better classification and organization of enterprise information assets. Its latest release focuses on e-discovery, adding workflow for a cross-functional business process with easier legal self-service and cost forecasting. In this use case, StoredIQ's early 'in-place' data analysis prevents over-collection of e-discovery by targeting only what's relevant to a particular case early on – preventing the 'paying for what you already have' problem of competing early case assessment (ECA) products, which may only cull downstream after broad collection and processing, often priced based on data volume.

### The 451 take

Already differentiated technically, StoredIQ's new, more-defined e-discovery workflow will increase appeal considerably for customers seeking an in-house e-discovery process with less IT involvement and more focus on downstream costs. With rival Kazeon now part of EMC, the company has developed burgeoning partnerships with Symantec, Dell, NetApp and other large vendors, since they encourage intelligent migration of customers' distributed data to new storage and information repositories for better access and management. StoredIQ is reporting growing e-discovery service-provider interest for partnerships as the market becomes less reactive; however, the company might still benefit from its own SaaS or pay-per-use option to gain traction. It will still have plenty of direct competition in e-discovery as rivals swiftly add capabilities, integration and workflow of their own.

StoredIQ v. 6.0 adds the new eDiscoveryManager application to its Intelligent Information Management platform, offering more defined e-discovery workflow for role-based delegating of IT and legal tasks in a collaborative and iterative process. The goal is to offer legal teams greater usability and insight into the vitals of a case early on (including cost and scope of discovery) while identifying and selecting data for preservation and collection in-place – prior to handing off collection duties to IT. Other additions for 6.0 include a new secondary disaster-recovery appliance for storage of the primary index, as well as language expansion for indexing and search across all major languages – a boon to burgeoning international partner sales with **Dell, NetApp** and **Symantec**.

The investigative process for identifying and collecting potential evidence involves a legal manager for project setup and administration; a legal-support user for search, culling and first-pass review; and a legal-IT role for actual data collection and preservation. The

administrative dashboard of eDiscoveryManager supports multiple-matter management, while an e-discovery Scoreboard interface for legal lets users more easily search and cull data for responsiveness, since it automatically calculates potential downstream review costs (or savings) per document – around \$1.15-1.20 per document. Once data is culled and selected for preservation, the work can be approved upstream by the manager or sent directly to IT for data move-and-copy to a single-instance repository on the preservation server. Data can be exported to Concordance, **Ringtail**, EDRM XML or other standard load file formats, and de-duped across a particular custodian or the entire production.

Released in Q1, the Analyze Anywhere ECA application covered previously is also included for analysis and first-pass review. The v. 6.0 search interface has been streamlined to harness StoredIQ's 1,000-attribute metadata searching and analytic features within a more customized **Westlaw**-like interface for better legal use-case searching. Custodian management improves identification of responsive data by associating documents with a named data custodian through personally identifiable information in a document, linguistic name identification or even just documents that they have access to – rather than only their immediate named data assets or through keyword search. StoredIQ points to differentiators like incremental single-instance collections, exception handling for data in the wild and security access allowing reviewers permission only to their assigned data across systems, without per-object security adjustments.

The company now has around 100 installations, with an average sale price rising to around \$500,000 following a significant number of large enterprise deals this year. This is up from 50 customers at around \$200,000 ADS in October 2009. Overall sales are 60% direct to 40% indirect, overwhelmingly with enterprise clients, although law firms and litigation-support providers have expressed growing interest. Recent customer wins included **Eisai**, **Live Nation**, **Chrysler**, **Duke Energy**, and a few other oil-and-gas-sector accounts.

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