



# Best Search Practices to Accelerate Review in 2018

*Improve Speed and Accuracy of Search Using the Latest Techniques*

**eDiscovery  
Webinar Series**

Erin Derby  
eDiscovery Specialist  
Lexbe

# eDiscovery Webinar Series

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- If you have technical issues or questions, please email [webinars@lexbe.com](mailto:webinars@lexbe.com)
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*Best Search Practices to Accelerate Review in 2018*

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# eDiscovery Webinar Series

## Erin Derby bio

- eDiscovery Specialist at Lexbe, specializing in working with clients handling eDiscovery in complex litigation, requiring a high level of precision and expertise.
- Certified by the Association of Certified E-Discovery Specialists (ACEDS).
- Erin is also a Litigation Paralegal with 10 years experience with both plaintiff and defense law firms in a variety of practice areas.



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*Best Search Practices to Accelerate Review in 2018*

**lexbe**<sup>SM</sup>

# Best Practices: eDiscovery Search

## Agenda

- Understanding How eDiscovery Search Indexes Work
- Multi-Index Approach to Prevent Missing Critical Case Data
- Pros and Cons of Keyword Search
- Constructing Quality Search Queries
- Search Expanders and Search Limiters
- Testing Keyword Search Results
- Practice Tips

# Best Practices: eDiscovery Search

## Introduction

- By understanding the latest tools, indexing techniques, and features associated with advanced eDiscovery search, you will conduct a highly effective review while still delivering your production on time.
- Applying the information from today's webinar will aid in finding the needle in the ESI haystack with increased speed, efficiency and accuracy for your current and upcoming cases.

# Best Practices: eDiscovery Search

## Search Indexing Types

- **Imaged Based:** Search results are generated only from imaged/OCRed documents, which capture image-based text.
- **Native Extraction:** text that is excluded from print and/or hidden/embedded text is extracted and converts the Native files into PDF and runs the documents through OCR.
- Lexbe, offers a “Multi Index,” which is a combination of these two. Please check with your vendor to see if your platform provides this multi index approach.
- Lexbe also offers an additional index to search across translated documents, using a multi-lingual search index, as well as a foreign language concept search.

# Best Practices: eDiscovery Search

## Multi-Index Index

- The Lexbe search engine indexes both text extracted from Native files (email, attachments and spreadsheets), a paginated file converted from Native files into PDF or TIFF and OCR'd, and any translated versions. We call it our Uber Index.
- Most comprehensive approach and minimizes potential of lost data.

### Benefits of Multi-Index Approach

Index Method	Captures Embedded Text	Captures Text Excluded From Print	Captures Hidden Text
Imaged/OCR	Yes	No	No
Native Extraction	No	Yes	Yes
<b>Lexbe Uber Index</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>

# Best Practices: eDiscovery Search

## Multi-Index Index

Native text extraction picks up changed text, but imaged OCR does not

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**Chewco 2000 Pro Forma Balance Statement Sheet**

CRITICAL ENRON EVIDENCE

	9/30/2000	9/30/2000	12/31/1999
<b>ASSETS</b> (Pro Forma)			
<b>Current Assets</b>			
Cash and Cash Equivalents	\$ 629,461	\$ 85,688	\$ -
Accounts Receivable, net	15,289	15,289	2,880
Stock Subscription Receivable	-	-	100,000
Inventory	48,429	48,429	-
Prepaid Expenses	6,417	6,417	2,302
Total Current Assets	699,596	155,823	105,181
Fixed Assets, net	10,163	10,163	235
Other Assets	11,531	11,531	7,698
Intangible Assets, net	17,059	17,059	-
<b>Total Assets</b>	<b>738,350</b>	<b>194,577</b>	<b>113,115</b>
<b>LIABILITIES AND STOCKHOLDERS' EQUITY</b>			
<b>Current Liabilities</b>			
Accounts Payable	50,998	50,998	1,615
Accrued Liabilities	4,624	4,624	215
Due to Affiliate	16,854	16,854	10,045
Deferred Compensation	8,836	8,836	-
Total Current Liabilities	81,312	81,312	11,876
<b>Stockholders' Equity</b>			
Common Stock, \$.01 par value	-	-	-
Preferred Stock \$.01 par value	576	244	200
Paid-in Capital	-	-	-
Accumulated Deficit	768,800	225,359	101,039
Accumulated Deficit	(112,338)	(112,338)	-
Total Stockholders' Equity	657,038	113,265	101,239
<b>Total Liab. &amp; SH Equity</b>	<b>\$ 738,350</b>	<b>\$ 194,577</b>	<b>\$ 113,115</b>

BODY TEXT

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'Chewco 2000 Pro Forma Sheet'

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'Body Text'

How Doc Appears Natively

OCR Based Index





# Best Practices: eDiscovery Search

## Use of Keyword Search in Discovery

- Early Stage Culling - Reduce amount of ESI for review by using keywords, date ranges, custodians to cull document collections.
- Keyword-Based Responsive and Privilege Review - Construct search queries to return documents that are likely to be responsive and/or confidential.
- ID Documents for Depo Prep - Find and assign key documents related to specific case participants to prepare for depositions.
- ID of Key Docs for Trial - Find and mark key case documents. Code documents that will be needed for trial.

# Best Practices: eDiscovery Search

## Pros of Keyword Searching

- Fast - Keyword search is very fast compared with other document search methodologies.
- Inexpensive - Good results are obtained at little cost compared with manual review or other computer-assisted methodologies.
- Quality - Search can deliver high quality results, particularly if keyword terms are carefully developed and tested.
- Avoids Manual Review Errors/Inconsistencies - Search results are computer generated and avoid known human review errors that can result from fatigue and inadequate training or lack of focus.

# Best Practices: eDiscovery Search

## Cons of Keyword Searching

- Search Can be Over or Under-Inclusive - Search terms can bring back too many junk results or miss good results. These are known as “false positives” and “false negatives.”
- Difficulty of Creating Good Search Terms - Constructing good search terms takes design time, testing, iterations and analysis.
- Non-Searchable Text - Search results are only as good as the underlying searchable text. ESI collections and review tools can miss text that a human reviewer might catch for a variety of reasons.
- Some file types cannot be indexed - There is little consistency in what files can be indexed across databases.

# Best Practices: eDiscovery Search

## Alternatives to Using Search

eDiscovery searching is not a remedy for all cases and other techniques are used when appropriate.

- Predictive Coding - For very large cases, predictive coding, aka technology assisted review, may be used to identify documents for production or for other purposes. Predictive coding requires training of a seed set of documents that are marked responsive or non-responsive, and a computer algorithm applies learning from the seed set to the remainder of the review set.
- Manual Linear Review of All Documents - For smaller document sets, or even larger sets with a large review budget, attorneys or other reviewers may manually review all potentially responsive documents.

# Best Practices: eDiscovery Search

## Construct Quality Searches

- Start with Request for Production or Subpoena - Translate the demands of the RFP/SDT into a keyword search strategy.
- Interview Custodians - Ask key case participants/data custodians about their ESI. Use their insights and their terminology to find obscure key documents.
- Include Jargon - Seek out industry or company sub-culture specific terms and abbreviation/acronyms you may not be familiar with.
- Included Misspellings - Include misspelled versions of keywords or (use "fuzzy search" settings or Boolean limiters) in your search string to account for emails or other words with typos.

# Best Practices: eDiscovery Search

## Use Search Expanders

### **Search Expanders Enable Easy Expansion to Reduce False Negatives**

- Fuzzy - Fuzzy searching will find a word even if it is slightly misspelled, or converted improperly by the OCR process. For example, a fuzzy search for "litigation" will find "liti3ation."
- Phonic - Phonic searching looks for a word that sounds like the word being searched and begins with the same letter.
  - a phonic search for "Invoice" will also find "Investors", "Infection" and "Investment."

# Best Practices: eDiscovery Search

## Use Search Expanders

### Search Expanders Enable Easy Expansion to Reduce False Negatives

- Concept - Concept searching expands a search beyond specific keywords to include related concepts (synonyms and derivatives).
  - A search without concept search enabled for the term "injury" would return documents that included the term injury and derivatives, like injuring and injuries. However, a concept search on "injury" would additionally return documents that mention trauma, abrasion, wound, etc.
- Stemming - Stemming extends a search to cover grammatical variations of a word. A search for "fish" would also find "fishing."

# Best Practices: eDiscovery Search

## Use Search Expanders

### Fuzzy Search Example

**Fasto = Fastow**

Show Searches For

- Current Case
- All Cases In Account

Options

All of the words

- Concept Search
- Fuzzy Search
- Stemming Search
- Phonic Search

Fasto

Select Docs: [All](#) [Page](#) [None](#) Page: [Prev](#) [Next](#)

Documents found: 698

	Title	Rank	Bates
<input type="checkbox"/>	<a href="#">ORIGINAL Hearing Enron</a> ...here today will appear only briefly. Mr. <b>Fastow</b> , Kopper, Causey &	100	LEX 0000366-0000855
<input type="checkbox"/>	<a href="#">2001-10-23 01:08:02PM - Thank you and Stay Strong</a> ...PM To: Lay KennethKenneth.Lay@ENRON.com; <b>Fastow</b> Andrew	40	
<input type="checkbox"/>	<a href="#">fastows-brady-letter-june-1-2004</a> ...s interest in the Nigerian Barge. Andrew <b>Fastow Fastow</b> was int	38	enron 0006540-000654




# Best Practices: eDiscovery Search


## Use Search Expanders


### Phonic Search Example

**Invoice = Investigation/Invest/Investor**

Show Searches For 

Current Case  
 All Cases In Account

Options 

All of the words 

Concept Search  
 Fuzzy Search  
 Stemming Search  
 Phonic Search

Invoice

Select Docs: [All](#) [Page](#) [None](#) Page: [Prev](#) [Next](#)

Documents found: 3,482


	Title	Rank	Bates
<input type="checkbox"/>	<a href="#">ORIGINAL Hearing Enron</a> ...HEARING BEFORE THE SUBCOMMITTEE ON OVERSIGHT AND <b>INVESTIGATIONS</b> OF	100	LEX 0000366-0000855
<input type="checkbox"/>	<a href="#">Memorandum re Investment</a> ...Pickennng PRIVATE PLACEMENT MEMORANDUM CONFID~ IJM2 CO- <b>INVESTMENT</b> , L.	94	LEX 0000856-0000905
<input type="checkbox"/>	<a href="#">ConfMemo-1</a> ...all of the information that a prospective <b>investor</b> may desire. In all cases, interested p	22	enron 0000142-0000192

# Best Practices: eDiscovery Search


## Use Search Expanders


### Concept Search Example

Trade = Swap

Show Searches For 

Current Case  
 All Cases In Account

Options 

All of the words 

Concept Search  
 Fuzzy Search  
 Stemming Search  
 Phonic Search

trade

Select Docs: [All](#) [Page](#) [None](#) Page: [Prev](#) [Next](#)

Documents found: 2,602

	Title	Rank	Bates
<input type="checkbox"/>	<a href="#">2000-09-20 08:33:00AM - trading day 9/19</a> ...CAL Swap 2000/09/01 2000 2000/09/19 9 Q3 Shoulder 0 0 0 ..	100	enron 0000496
<input type="checkbox"/>	<a href="#">west tot belden2</a> ...PWR COB COB West WSCC ST CAL <b>Swap</b> 2000/08/01 2000 200	99	
<input type="checkbox"/>	<a href="#">Enron email with attachments for upload</a>	99	

# Best Practices: eDiscovery Search

## Use Search Expanders

### Stemming Search Example

Trade = Trading

Show Searches For

Current Case  
 All Cases In Account

Options

All of the words

Concept Search  
 Fuzzy Search  
 Stemming Search  
 Phonic Search

Search Quick Links

trade

Select Docs: [All](#) [Page](#) [None](#) Page: [Prev](#) [Next](#)

Documents found: 3,051

	Title	Rank	Bates
<input type="checkbox"/>	<a href="#">Cash Analysis</a> ...Exploration 0 23580 35004 35004 Aquila Capital & <b>Trade</b> , Ltd. C	100	enron 0004748-0005373
<input type="checkbox"/>	<a href="#">Market Data Costs 11-9</a> ...Data Costs by Cost Center NA-Currency <b>Trading</b> \$539,271.24 N	75	
<input type="checkbox"/>	<a href="#">Market Data Costs 11-9</a> ...Data Costs by Cost Center NA-Currency <b>Trading</b> \$539,271.24 N	75	enron 0001616-0002081
<input type="checkbox"/>	<a href="#">Cash Analysis</a>		

# Best Practices: eDiscovery Search

## Using Search Expanders

### Basic Boolean Operators:

- AND: returns results including both terms
- OR : looking for at least one of a list of terms
- NOT : exclude terms you don't want
- ( ) : can be used to separate OR statements from the rest of the Boolean string
- PRE/*n* : First search term does not precede the second term by more than *n* words
- Wildcard Characters: '\*' replaces a letter in your search term, '!' allows for stemming search within a Boolean query

# Best Practices: eDiscovery Search

## Using Search Expanders

### Boolean Search Example

Lay W/5 Equity

Show Searches For

Current Case  
 All Cases In Account

Options

Boolean ▾

Concept Search  
 Fuzzy Search  
 Stemming Search  
 Phonic Search

Lay W/5 Equity

Select Docs: [All](#) [Page](#) [None](#) Page: [Prev](#) [Next](#)

Documents found: 2

	Title	Rank
<input type="checkbox"/>	<a href="#">ORIGINAL Hearing Enron</a> ...smaller d stnbuton may indicate thai Bare <b>lay's equity</b> as disproportionate and perha	100
<input type="checkbox"/>	<a href="#">oct23allemployeemeeting1</a> ...a guarantee for the partnership 14 KEN <b>LAY</b> : We adjusted our <b>equity</b> . But we also toc	25

# Best Practices: eDiscovery Search

## Finding Personally Identifiable Information

### Search for PII


- Social Security Numbers Search Options
  - Use Boolean option and wildcard '==' as a sequence of 09 digits:
    - 1- Wildcard "=== == =====" (spaces)
    - 2- Wildcard "===== " (w/o spaces)
    - 3- Wildcard "===-==-====" (dashes)
    - 4- Search "SSN"
    - 5- Search "Social Security Number"
  
- The same logic can be used for credit card numbers, birthdates, phone numbers, or any other PII needing to be redacted from documents prior to production or Court filings.

# Best Practices: eDiscovery Search


## Finding Personally Identifiable Information


### Search for PII

Phone Numbers “=== === =====”

Show Searches For 

Current Case  
 All Cases In Account

Options 

Boolean 

Concept Search  
 Fuzzy Search  
 Stemming Search  
 Phonic Search

“=== === =====”

Select Docs: [All](#) [Page](#) [None](#) Page: [Prev](#) [Next](#)

Documents found: 5,199

	Title	Rank	Bates
<input type="checkbox"/>	<a href="#">Exec Committee List</a> ...CELL PHONE ASSISTANT'S PAGER Baxter, Cliff <b>713-853-7357 281-265-0813 713-</b>	100	enron 0002305-0002306
<input type="checkbox"/>	<a href="#">Exec Committee List 091101withMgmtCmt</a> ...CELL PHONE ASSISTANT'S PAGER Buy, Rick <b>713-853-4739 713-599-0794 713-5</b>	84	enron 0003338-0003339
<input type="checkbox"/>	<a href="#">Native-1f225b81-518c-4d23-9bd2-725d57bbddeb</a> ...Interview Alatorre Carlos Associate EOL Commercial EB2639g <b>713-345-8705</b> carlos.a	75	

# Best Practices: eDiscovery Search

## Using Search Limiters

### **Search Limiters Reduce False Positives (Noise)**

- Filter Out Unneeded File Types. Some file types are unlikely to lead to useful information and can be excluded.
  
- Use Boolean Modifiers to Limit Overly Expansive Searches.
  - Boolean modifiers can reduce the number of documents returned from a query while increasing the relevance of those files.
  - Exclude certain words or combinations and specify word order.



# Best Practices: eDiscovery Search

## Test Keyword Searching Results

- Look at Results Returned. Searching without review and testing results in low quality results.
- Sample and Look for Ways to Limit Search. Create new queries that reduce false positives.
- More new keywords. Viewing search results prompt the discovery of additional keywords that could be used to expand or reduce search queries.
- Fuzzy and Concept Search. Find new keywords by searching and returning synonyms and near identical words.

**Keyword searching becomes an iterative process.**

# Best Practices: eDiscovery Search

## Ways to Improve Searchability

- Understand Data Collection. Understand composition of collection, file types, special issues. Not everything is ready to be indexed/searched. Some data will need processing.
- Understand Software Used for Processing & Search - Indexing tools create database entries for files by opening, scanning, and storing specific content in 'fields', often based on the data's location within the document, e.g. header data fields and body content fields.
  - If indexing tools can't open a file or see specific forms of data within the file, it will not be able to index it and the data will not be searchable.

# Best Practices: eDiscovery Search

## Practice Tips - Basic Searching

- Plan your document strategy in advance
- Abstract Requests for Production
- Cull document collections by using keywords
- Focus on keyword-based responsive and privilege review
- Code and index documents for trial, depositions
- Include misspellings in keyword searches

# Best Practices: eDiscovery Search

## Practice Tips

*Use the following in your eDiscovery Searches:*

- Concept and phonic search
- Fuzzy and stemming search
- Boolean search
- Keyword highlighting
- Indexing of extracted text and multi-indexing of natives/paginated file types
- Dual Index
- Search Expanders

# Thank You

## Thank You for Attending

We'll be making the following available to webinar attendees:

- A recorded streaming version
- MP3 podcast
- PDF

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# Thank You

## What Attendees are Saying:

- "Excellent presentation! One of the best webinars I have attended!"
- "Time well spent."
- "Great in terms of content and presentation. Thanks!"
- "Excellent and informative piece!"

For notices of future live and on-Demand webinars as part of this series please email us at [webinars@lexbe.com](mailto:webinars@lexbe.com) or [Follow us on LinkedIn](#).

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# Lexbe eDiscovery Platform

## About Lexbe

**Lexbe is an Austin, Texas- based eDiscovery software and services provider, specializing in serving small & medium-sized law firms and organizations.**

- The Lexbe eDiscovery Platform, is our cloud-based processing, review and production tool. Designed for attorneys and legal staff to be DIY and easy to use with no users fees or case fees. Free standard loading with annual plans.
- Learn about our high-speed/high-capacity eDiscovery services, and expert professional services.

**Request a personalized demo and expert consultation today!**



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