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Advanced Email Analytics Guide

Think Outside of the [In]Box

Email Threading

Email Analysis 101

Email Analysis Techniques

Combined Forces



Venio Systems
Redefining Discovery



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Introduction to Advanced Email Analytics

VenioOne Platform Overview

VenioOne is a fully unified discovery platform that can replace several of your existing technologies, allowing you to save time and avoid the risk of moving data between multiple software platforms.

The VenioOne platform demonstrates four key areas of value:

- A Unified System
- User-Friendly Interface
- Customizable Workflows
- Lightning Fast

VenioOne's processing, as is the entire platform, is developed by a team of career e-Discovery experts who have decades of experience managing client's data, processing files, and dealing with the many number of potentially complex nuances associated with ESI.

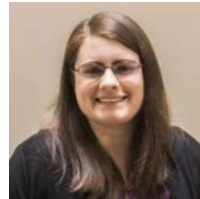
The dream of every litigator is to find that smoking gun email (or document). With email being the primary communication tool in business these days and data volumes increasing exponentially, that can be like finding the needle in the proverbial haystack or field of haystacks. However, eDiscovery platforms like VenioOne are making strides towards making that easier. With the right combination of tools and skills, email analytics can enable you to find the needle and so much more along the way!

In a recent Venio Systems webinar, our partners Richard Wessel and Lindsay McGhee of NearZero Discovery shared how they are using Venio's email analytics to assist their clients. We incorporated some great use cases they suggested into this guide for leveraging the email analytics tools in your eDiscovery platform. If you've been looking to up your email analytics game, their insights are a master class in just that.

We start at the 10,000-foot level and then get down into the nitty gritty of finding that smoking gun. Keep in mind that while we highlight items in either the context of data being produced or produced to you, most of these tools are helpful for both.



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Email Analysis 101

Email Threading Uses:

- Establishing the chain of communication and meeting events
- Understand who knew what and when
- Who forwarded or responded to the communications

To begin, you must understand how the custodians managed their email. The following questions should be top of mind when interviewing custodians or reviewing someone's email data.

- Is the person a PILER or FILER?
- What types of documents were typically sent as attachments?
- Did they actively use their calendar?
- What other mail features did they use? Tasks?
- What are the date ranges of the messages?
- Are there any gaps in the email or calendar date ranges? If so, why?

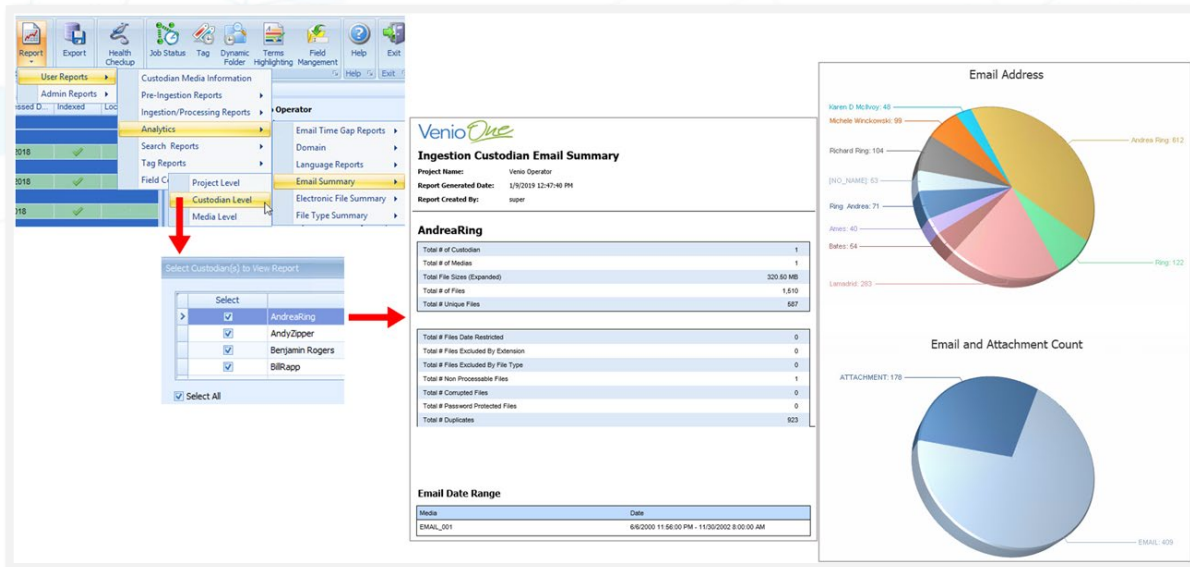
Email Threading

The foundation of any good eDiscovery platform is in its email threading. Email threading is key to establishing the chain of communications and events to get a clear picture of which parties knew what details and when they knew them – telling the story of the case. Having a clear view into the threads is the core of any email analysis.

Step 1: Email Summary Reports

Uses:

- Double check processing of data
- Meet and confer preparation
- Custodian interviews
- Internal Investigations



With well done email reports from your eDiscovery platform, you can get a quick view into your eDiscovery project at either the project, custodian, or media level. At a minimum, you should be able to see email metrics, document and attachment counts, exclusion metrics for corrupt, password protected, or unsupported file types, and the date range included. These can be helpful to check your processing and begin examining your data.

Beyond that, deeper insights can be obtained through visualizations like VenioOne's Top 10 graphs that show the years encompassed, email addresses, and domains. This 10,000 foot view can be helpful for rapidly determining how to proceed and what gaps there may be in the initial collection or processing of data.

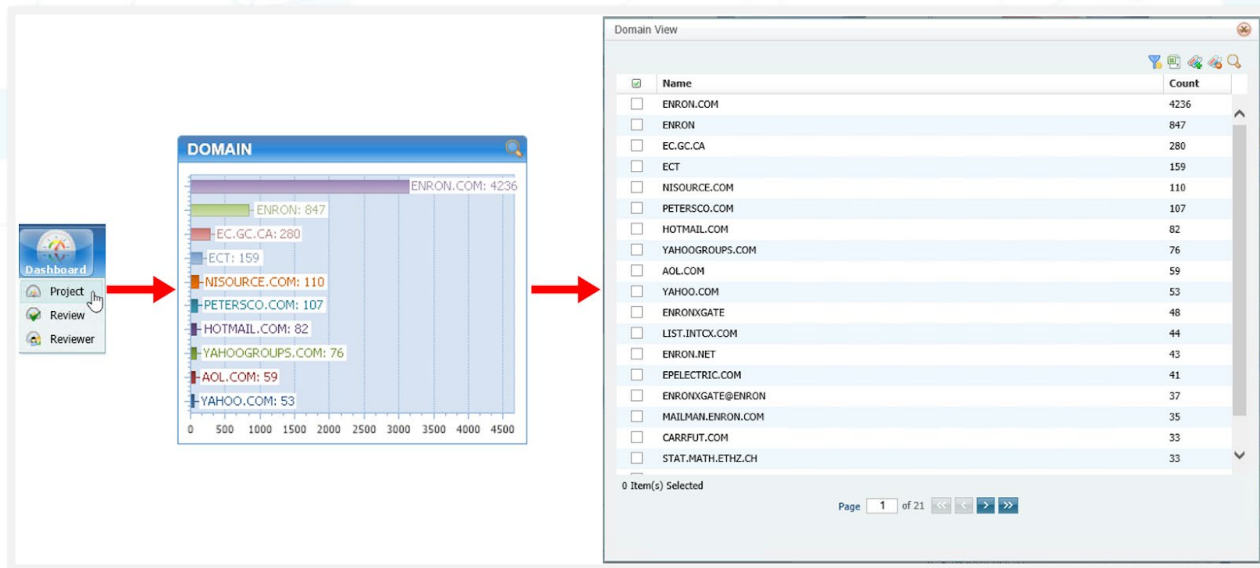
Step 2: Domain Analysis

Uses:

- Employee leaving to work for another competitor
- Excluding Irrelevant domains
- Identifying personal email to collect
- GDPR requests for deletion of personal data

Domain Types to consider:

- Old Domain Names
- News Websites
- Sports Websites
- Subscriptions
- Advertising/Marketing
- Junk/Spam
- Personal Email Domains, e.g. Yahoo, Gmail, AOL, Outlook.com



Domain analysis can be very helpful to identify relevant data or exclude irrelevant data and reduce the volume to be reviewed or produced. For example, you may exclude news and sports websites, or the presence of personal email domains may lead to additional items being collected.

Having access to visual dashboards for a project allows a project manager to immediately apply filters for inclusion and exclusion of relevant domains. Further, that data can be exported to Excel to aid in conversations with attorneys or judges in the case, who may not have access to the system. This is also a way to expedite review - enabling project managers to create searches and then tag content or perform a first pass review prior to reviewers even accessing the data.

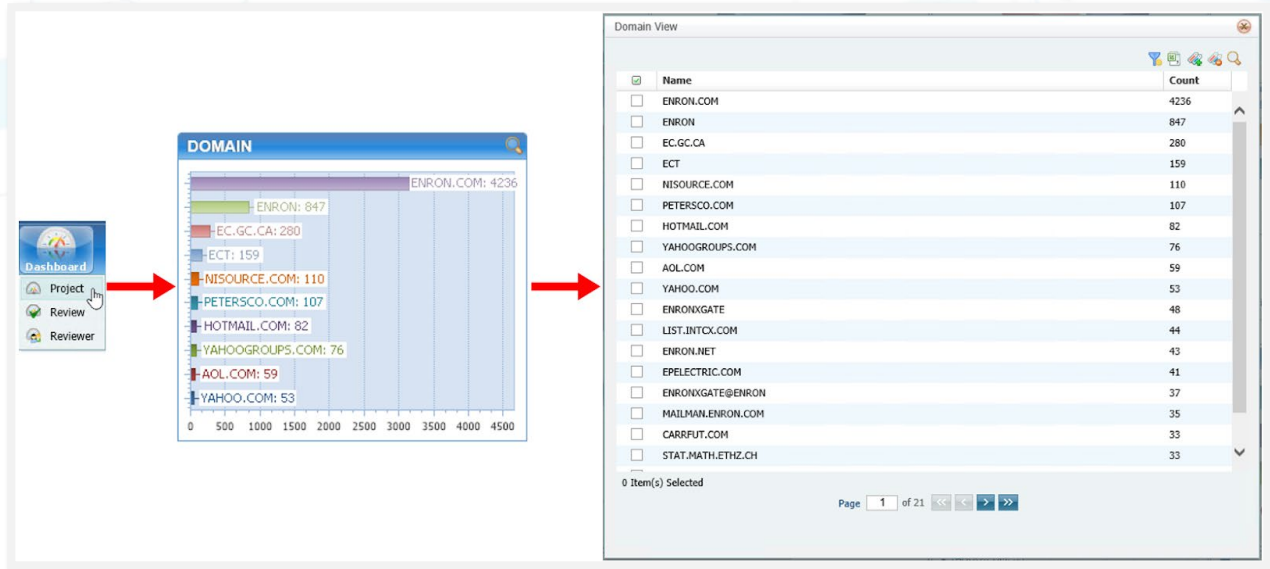
Step 2: Domain Analysis (cont.)

Uses:

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Domain Types to consider:

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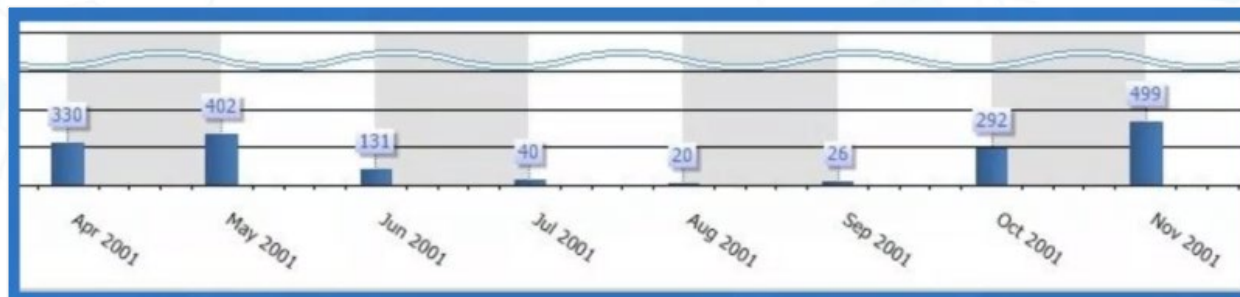
Filtering out subscriptions, advertising, marketing and junk or spam emails can go a long way to reducing the amount of data that needs to be reviewed, as well as identifying and tagging data for expert review.

One very specific use for domain analysis is to review communications for employees who may have left to go work for a competitor. Honing in on those items will get you to the smoking gun email, if there is one, very quickly!

Step 3: Timeline and Gap Analysis

Uses:

- Confirming relevant data has been collected and processed
- Determining custodian's role along the case timeline
- Filtering to relevant dates based on data



The more quick checks of data you can do in your early case assessments, the better. Being able to review a timeline and the volume of data for each day can be helpful for identifying where there may be gaps in data that was collected. Additionally, reports that specifically identify gaps for you and allow the exclusion of weekend days, like the Email Time Gap reports in VenioOne, can be even more helpful in finding those gaps.

"I know I sent the email on..." The ability to drill directly down into the timeline on known significant dates and then see all communications graphically can be much faster than running searches to do a quick review of important communications, especially when you can see their relationships to one another using threading or other visual diagrams. Conversely, if you expect to see communications and there are none, then that may identify relevant communications that have been deleted or excluded.

Step 4: Deleted Items Analysis

Depending on your case requirements, as a result of your meet and confer, deleted content may or may not be in scope.

Uses:

- Identification of the smoking gun email that may have been deleted
- Demonstrating preservation of all documents after legal hold initiation
- Finding items that may be in deleted items or trash folders prior to legal hold initiation

One of the key points that Wessel made in the webinar was that you need to have some familiarity with how the email systems, from which you are collecting, handle deletions. For instance, Exchange/Office 365 has a purge interval default setting of 30 days, so a legal hold collection could contain an extra month of data. Because the purge is halted as soon as a legal hold is initiated in Exchange, if you do not do collection soon thereafter, you could have additional months of deleted content.

While Lotus Notes does not have any legal hold features, there is an “Allow soft deletion” setting that is similar to Outlook’s purge function. Its default is set to two days and can be changed at the server level.

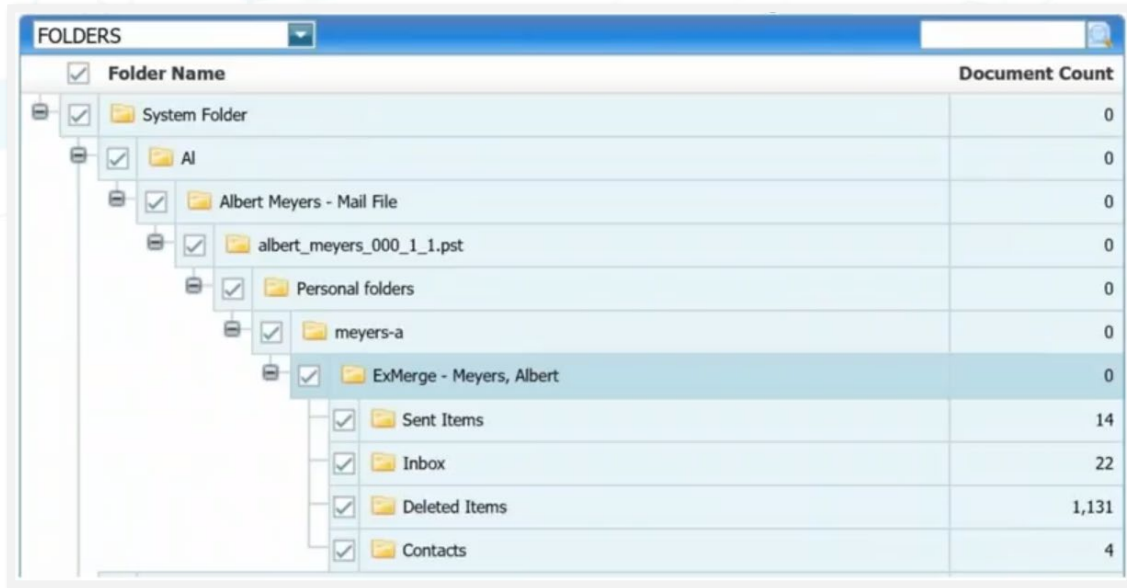
Being able to locate important items that may have been deleted prior to legal hold initiation could be critical. The bottom line is that understanding these features is paramount for answering the all-important question of “Do we have everything?”

VenioOne provides two options for locating these items - path name queries and folder analysis. First, you can do a field query of the original file folder path name and search for “recoverable” and “deleted” for PST files and “trash” for Lotus Notes files. Second, you can do a folder analysis (see Step 5), view the folders, and locate the Trash, Deleted Items or Recoverable Items folders. Additionally, you may also want to do keyword searches of those terms to capture emails regarding deletions.

Step 5: Email Folder Analysis

Uses:

- Identifying relevant content by custodian and volume of content
- Gain insight into terminology used to formulate searches
- Internal Data Audits
- Analyzing web filtering/monitoring traffic



The screenshot shows a software interface titled "FOLDERS" with a table listing email folders and their document counts. The table has two columns: "Folder Name" and "Document Count". The folders are listed in a hierarchical tree structure, with checkboxes next to each folder name. The "Deleted Items" folder has the highest count at 1,131.

Folder Name	Document Count
System Folder	0
AI	0
Albert Meyers - Mail File	0
albert_meyers_000_1_1.pst	0
Personal folders	0
meyers-a	0
ExMerge - Meyers, Albert	0
Sent Items	14
Inbox	22
Deleted Items	1,131
Contacts	4

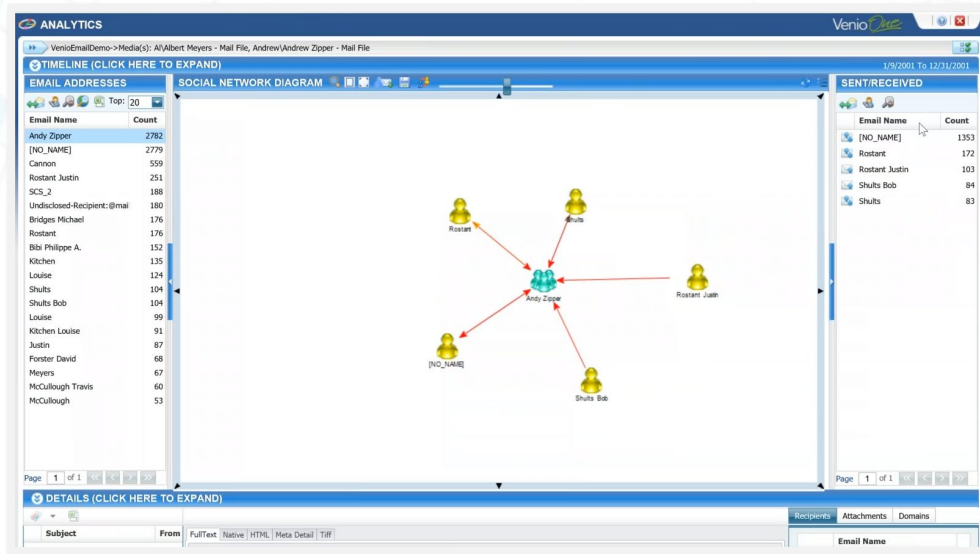
Instead of running keyword searches, doing an email folder analysis can be a tool to more quickly narrow down which custodians may have relevant content and how much content exists. You can also gain insight for formulating keyword searches based on the terminology used by custodians to organize their communications.

Folder analysis can be particularly helpful outside of litigation settings when internal audits are being done. It can also be useful internally for analyzing traffic from web filtering and monitoring tools used by IT departments.

Step 6: Social Network Diagram

Uses:

- Quickly digging into details without having to use search tools
- Seeing things you might not have expected
- Identifying custodians using multiple email accounts
- Visualizing communications for data privacy, security, and compliance initiatives



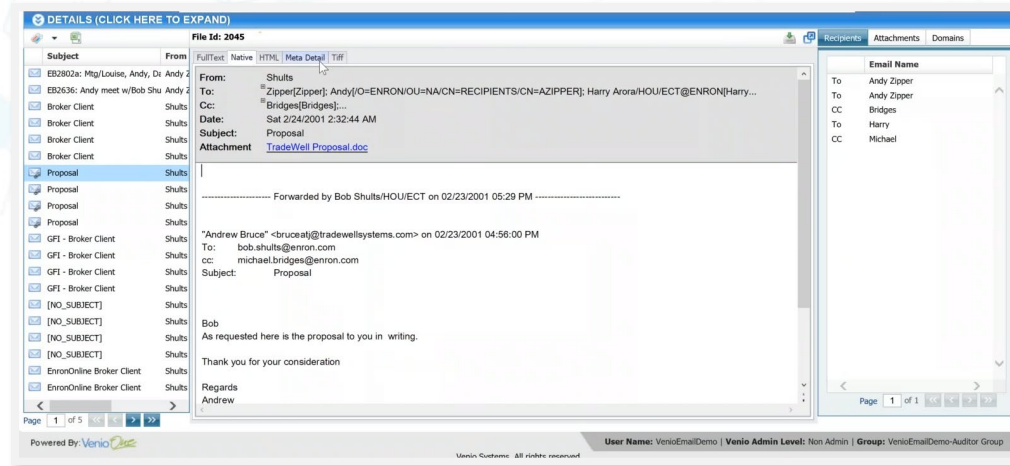
Newer features like the Social Network Diagram and all of its options in VenioOne bring to life the phrase “A picture is worth a thousand words.” They have made reviewing email user friendly with visual data tools galore. Relationships are clearly noted and the volume and direction of communication are clearly marked. These diagrams can be saved as images to assist during interviews with custodians and other parties or be used to help visualize email evidence.

Drilling into or expanding the drill level is easily accomplished to get a clearer picture. Additional panels provide the ability to identify email addresses, which can help identify domain name changes or the use of multiple email addresses or accounts.

Step 6: Social Network Diagram (cont.)

Uses:

- Quickly digging into details without having to use search tools
- Seeing things you might not have expected
- Identifying custodians using multiple email accounts
- Visualizing communications for data privacy, security, and compliance initiatives



If it is clear that email names and accounts are related, those can be normalized by combining the nodes. A Sent/Received panel shows all of the email addresses contained within a particular node and can be helpful for identifying additional custodians.

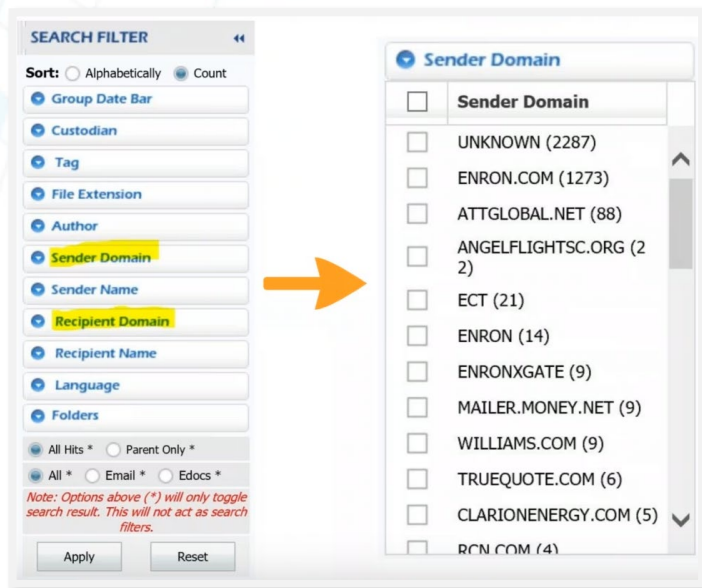
The associated attached documents are even included with various options for viewing and downloading them. Additionally, emails can be viewed and tagged right from within the tool to save review time. Being able to effectively use these types of modern tools is like having eDiscovery super powers!

Add in the changing landscape and complexity of current data privacy, security, and compliance needs required by things like Europe's General Data Protection Regulation ("GDPR") and the California Consumer Privacy Act of 2018 ("CCPA") and the need for tools like the social network diagram becomes even more critical to an organization's internal functions.

Combined Forces

Uses:

- Covering your bases
- Filtering out known domain names
- Identifying viruses within content



Don't think of email analysis tools in isolation. All of the above tools can be used in combination with things like dynamic folders and searching to create powerful solutions to your eDiscovery needs. In this diagram, search filtering can be done by either sender or recipient domain.

A specific use is when clients have multiple known domains. In those cases, NearZero Discovery uses VenioOne's Dynamic Folders to search for and store those items at the outset of the project. You might also consider building a search that can be used across multiple projects that contains known sports or news sites that are not going to be relevant. You can then use that search to populate a dynamic folder and easily tag any non-relevant items.

Another combined use option is to search for and exclude emails with specific executables that are known to contain viruses in your initial processing.

In Conclusion

In response to the modern landscape of discovery, law firms and legal teams need a discovery and investigation solution that is more agile and adaptable than ever. From new rules and practice directions to the addition of new data sources and eminent concerns over privacy and security (both corporate and personal), today's legal teams truly require more than just analytics and review tools.

As a fully unified platform, VenioOne is more than eDiscovery software. Our solution includes all of the tools needed for ingestion and data processing, visual overviews and interactive filtering for early case assessment (ECA), advanced machine learning AI to enhance document review, and customizable review interfaces guiding the user with automated workflows.

A single unified software solution also means centralized data management across all phases of discovery/investigation. It also means more efficient workflows, built-in access to all advanced features and analytics, as well as better security, without the risks and complications from moving data across multiple software tools. If you have questions about email analytics, please email info@nearzerodiscovery.com. If you would like to see a demo of the VenioOne platform, please email info@veniosystems.com.



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About NearZero Discovery



NearZero Discovery is a registered trade name of REW Computing Inc.

REW Computing Inc. is a Canadian, privately held corporation that has been providing eDiscovery support services (project management, consulting, forensic and non-forensic data collection, structured data transformation services, and litigation readiness assessments) since 2007 to corporations and clients in the legal services industry. Their goal is to assist clients by providing a centralized project management team and approach focused on the client's eDiscovery and IT project needs. They accomplish this through their FAST & SECURE© approach and methodology. For more information, please call +1.289.803.9730, email info@nearzerodiscovery.com or visit <https://www.nearzerodiscovery.com>.

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About Venio Systems



Venio Systems

Redefining Discovery

At Venio Systems, we are dedicated to working with our trusted partners to bring the latest legal technology innovations to law firms, agencies, and corporations. We provide e-Discovery solutions that streamline and improve the litigation process for our clients and partners, allowing them to achieve the most successful outcome possible while saving time and resources.

Experience the VenioOne difference with our unified platform that powers every phase of e-Discovery: processing, early case assessment, legal analysis, culling, review, and digital production. Our VenioOne OnDemand self-service solution provides users an agile and easy to use system throughout the litigation process.

Bring all phases of e-Discovery from processing through production under one platform with VenioOne.

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