

## International Law Firm Cozen O'Connor leverages the Evolve IP cloud to cut costs, secure data & improve service forging a new path to eDiscovery

**Location**  
Nationwide,  
Headquartered in  
Philadelphia

**Industry**  
International  
Law Firm

### Cozen O'Connor Customer Profile

Ranked among the top law firms in the country, Cozen O'Connor has 575 attorneys in 22 cities on two continents. It is a full-service firm with nationally recognized practices in litigation, business law, and government relations, and its attorneys have experience operating in all sectors of the economy. Its diverse client list includes global Fortune 500 companies, middle-market firms poised for growth, ambitious startups, and high-profile individuals.

#### An overview

Cozen O'Connor, which had been outsourcing its eDiscovery process, was seeking an alternative way to manage its eDiscovery that would ultimately benefit its clients and allow the firm to expand its litigation services.

#### Business Situation

Cozen O'Connor have 575 attorneys and regularly collects terabytes of electronically stored information (ESI). By outsourcing eDiscovery, the firm was concerned about risk of data breach and high costs.

#### Situation

With 575 attorneys litigating on behalf of major corporations and governments around the world, Cozen O'Connor regularly collects terabytes of electronically stored information (ESI) including but not limited to: emails, documents, presentations, databases, voicemail, zipped files, audio and video files, social media and web site content. The process of identifying, collecting, processing, extracting and searching for this data demands tremendous resources. Consequently, most clients must outsource the entire process – commonly referred to as eDiscovery – to an external, managed services provider equipped with the technology, software and processes needed to handle the job efficiently.

While this has historically been an effective approach to eDiscovery, third-party outsourcing comes with challenges including risk of data breach and high costs.

Outsourcing this critical aspect of litigation means the client and/or the law firm relinquishes control over the data, which

can be risky. Each time eDiscovery data exchanges hands, there's a chance for data to get lost, stolen or otherwise disappear. In an attempt to prevent the loss of valuable information, many firms will manually check all or a portion of the data collected...wasting precious time and resources while escalating costs. This can translate into as much as \$250/gigabyte of data – compounding the client's bill and distracting the firm from mission-critical research and litigation work.

Like many law firms, Cozen O'Connor had been spending a staggering amount of time cross-checking clients' eDiscovery data from third parties while clients shouldered the additional costs of an eDiscovery service provider. Plus, without full eDiscovery functions in house, Cozen lost out on the opportunity to be a value-add, full-service firm to its clients. So, as ESI volumes ballooned, Cozen O'Connor began evaluating alternative ways to manage eDiscovery that would ultimately benefit its clients and allow the firm to expand its litigation services.

## Products

- Virtual Data Center
- Data Retention
- Data Continuity

## Solution

Cozen O'Connor brought eDiscovery in-house with the implementation of industry-leading kCura eDiscovery software, and decided to host the infrastructure to support the application and all data in Evolve IP's cloud, which includes virtual data center, data retention and data continuity services.

"Nearly every major law firm is searching for new ways to manage client data and eDiscovery from both a cost and security perspective," explained Dave Walton, senior partner at Cozen O'Connor. "We initially considered bringing it all on premise in our data centers—implementing new software, expanding our infrastructure, hiring more IT experts to manage and maintain the system, training the staff to use the tool...everything. But, we were short on time. Plus, with the exponential growth of client data coupled by the need to maintain its integrity, we came to the realization that an on-premise solution would be a huge gamble."

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## Benefits

Combined, the unique hybrid solution enables Cozen O'Connor to save its clients' money while also protecting their data in Evolve IP's secure, private cloud. Encrypted and highly secure, cloud-hosted data is conveniently accessible online so authorized legal staff can be more productive, accessing the data from mobile or other devices anywhere and anytime. In addition, cloud services make it easy for Cozen to scale up or down, depending on its data needs for each case,

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Dave Walton  
Senior Partner

## Solution

**Evolve IP's Cloud Provides "the Road Less Traveled"**. Left without many effective traditional alternatives, Cozen O'Connor decided to take an unprecedented route to supporting its clients' eDiscovery needs – a path that would allow the firm to improve cost efficiency, data security and speed plus expand its service offering. The firm brought eDiscovery in-house with the implementation of industry-leading kCura eDiscovery software, and decided to host the infrastructure to support the application and all data in Evolve IP's cloud

and build its internal eDiscovery service offering incrementally rather than gambling on large, upfront capital investments with each new client.

"Using Evolve IP's cloud, we were able to quickly bring the eDiscovery management process in-house – a change that has resulted in significant cost-savings for our clients...upwards of 30-40 percent," added Walton. "The new solution has also helped drive additional revenue for the firm, too, while increasing security and data governance. With Evolve IP's compliant architecture and geographically redundant data centers, our clients' data is secure

## Benefits

- Significant cost-savings
- Improved customer service
- Encrypted and highly secure, cloud-hosted data is conveniently accessible online
- Ability to scale as needed to quickly bring in large data sets at a reasonable cost

and we can easily manage our systems and scale quickly for new litigation needs without putting time and resource strains on existing IT systems and staff.”

Today, Cozen O'Connor is able to cost-efficiently and fully support its clients by not only providing litigation services but also managing eDiscovery processes

centers and provide redundancy. Further, outsourcing large data sets mitigates the security risks (i.e., employee theft, breach, hole in a firewall) of holding data in-house over a long period of time without the ability to effectively govern its use and access. Moving the data into the cloud centralizes its location and the processes and procedures for effectively securing

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and maintaining the integrity of the data – no matter how sizable. As one of the few full-service international firms in the world, Cozen is now uniquely positioned to expand even further...thanks, in part, to innovative solutions in cloud technology.

## **Before considering a new eDiscovery solution, Walton suggests asking these questions:**

### Is it Secure?

Internal data centers often offer protections so they are secure but many MSPs and other providers don't have the same level of security protection, trained staff or defined processes to maintain a high level of data governance. In other words, not all data centers are created equal.

Dealing with a reputable cloud services provider such as Evolve IP ensures that the right processes and technology is in place to distribute data across multiple data

and managing. In addition, with a cloud solution, law firms outsource a portion of this liability to the provider.

### Is it Scalable?

Because the cloud offers easy access and limitless space, it is scalable on a dime to meet the fluctuating needs of customers like Cozen O'Connor. Cozen needed immediate access to data sets in order to serve their clients faster. The cloud allows Cozen to scale as needed to quickly bring in large data sets at a reasonable cost. “We knew that we would struggle with scale if we brought this on premise. Hosting the e-Discovery application on Evolve IP allows us to focus on serving our clients legal needs and shifts the infrastructure responsibilities to a reliable partner.

We are providing our customers more options, delivering considerable cost savings on the eDiscovery processing and search functions in litigation, and providing a better service,” said Walton.

Further, 'scope creep,' which is commonplace today and causes eDiscovery budget overruns, is no longer a major issue with the scalability of a cloud services.

### **Is it Cost-Efficient?**

Cloud technologies are inherently efficient because there is no infrastructure to purchase, install or maintain. In addition, Cozen's hybrid approach is saving the company thousands of dollars a year in outsourcing costs, a savings that it is passing on to its clients for improve client-relations and an uptick in business. "We brought in 60 cases in the first five months since go-live – something we never could have accomplished without Evolve IP."

"This is one of those 'best of both worlds' situations where we now have all of the benefits of an in-house system (i.e., control, security, additional services offering for our clients) plus the advantages of outsourcing (i.e., speed, flexibility, availability)," concluded Walton. "It's the best alternative to bringing eDiscovery entirely inside your walls."

### **About Evolve IP:**

Evolve IP is The Cloud Services Company™. Designed from the beginning to provide organizations with a unified option for cloud services, Evolve IP enables decision-makers to migrate all or select IT technologies to its award-winning cloud platform. Evolve IP's combination of security, stability, scalability and lower total cost of ownership is fundamentally superior to outdated legacy systems and other cloud offerings. One of the nation's fastest growing cloud service companies, Evolve IP provides organizations with a unified option for cloud services with its Evolve IP OneCloud™ solution. Today, more than 50,000 users in the US and globally depend daily on Evolve IP for virtual data centers /servers, virtual desktops, unified communications, disaster recovery, contact centers, and more. Visit [www.EvolveIP.net](http://www.EvolveIP.net) or <http://blog.EvolveIP.net>.

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