

# Big Data:

## *The Big Picture (and Big Catalyst?)*

#SPEC9 #ILTA13





## Moderator

**Jobst Elster**  
*Head of Legal Strategy*  
*InsideLegal.com*

## Panelists

**Karen Anzuini**  
*CIO - Benesch Law*

**Galina Datskovsky**  
*Independent Consultant*

**Justin Ergler**  
*Director, Alternative Fee*  
*Intelligence & Analytics -*  
*GlaxoSmithKline*

**Blain Banick**  
*Chief Business Development*  
*Officer - Husch Blackwell*

**Justin Somaini**  
*Chief Trust Officer - Box*

# Big Data: The Complete Picture

**Data  
Analysis**

**Data  
Management**

**Visualization**

**Applications**

**Infrastructure/  
Tech platform**

**Data Governance - Policy, Process**

**Data & Information Security**

**Privacy**

**Data Sources & Integrity**

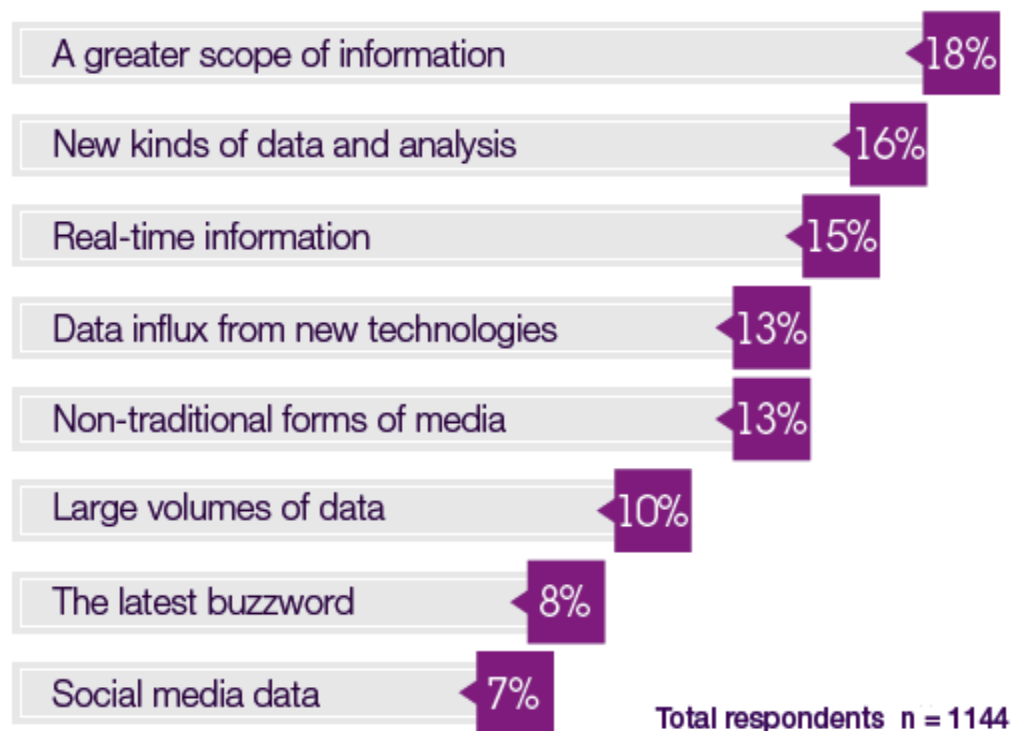
**Skill sets/expertise**

**Defensible Disposition**

**Distribution & Ownership of Results**

**Sustainability**

# Defining Big Data



IBM Big Data Survey: Respondents were asked to choose up to two descriptions about how their organizations view big data from choices above. Choices have been abbreviated, and selections have been normalized to equal 100%.

# Big Data Characteristics

## Volume



### Data at scale

Terabytes to  
petabytes of data

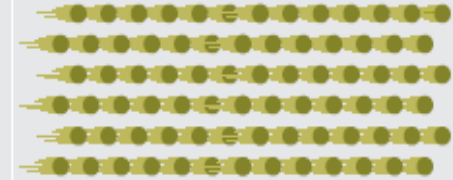
## Variety



### Data in many forms

Structured, unstructured,  
text, multimedia

## Velocity



### Data in motion

Analysis of streaming data  
to enable decisions within  
fractions of a second

## Veracity



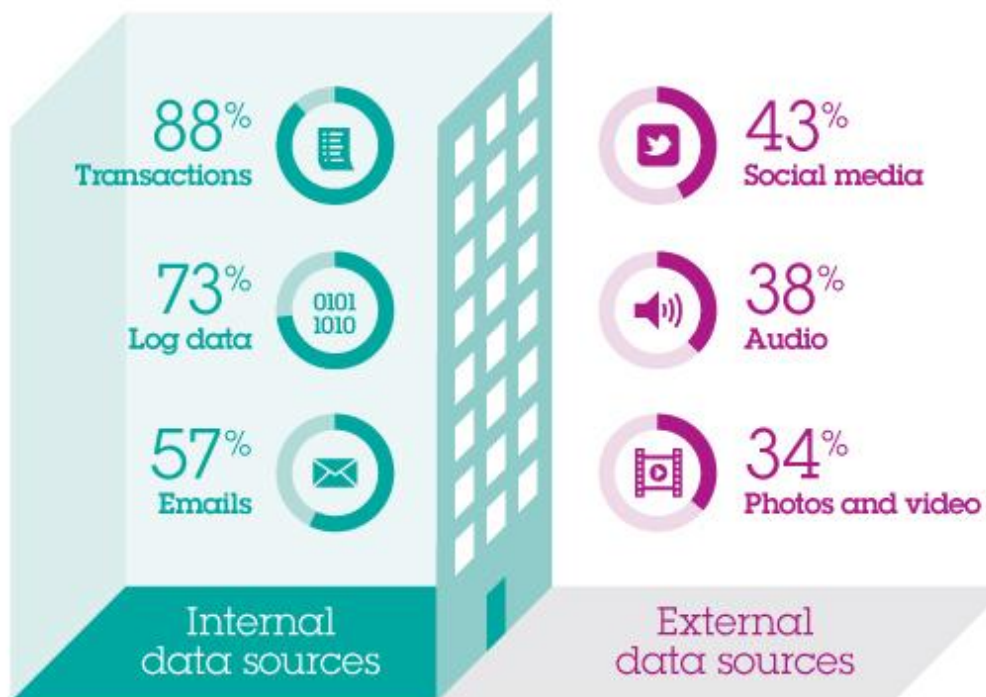
### Data uncertainty

Managing the reliability and predictability  
of inherently imprecise data types

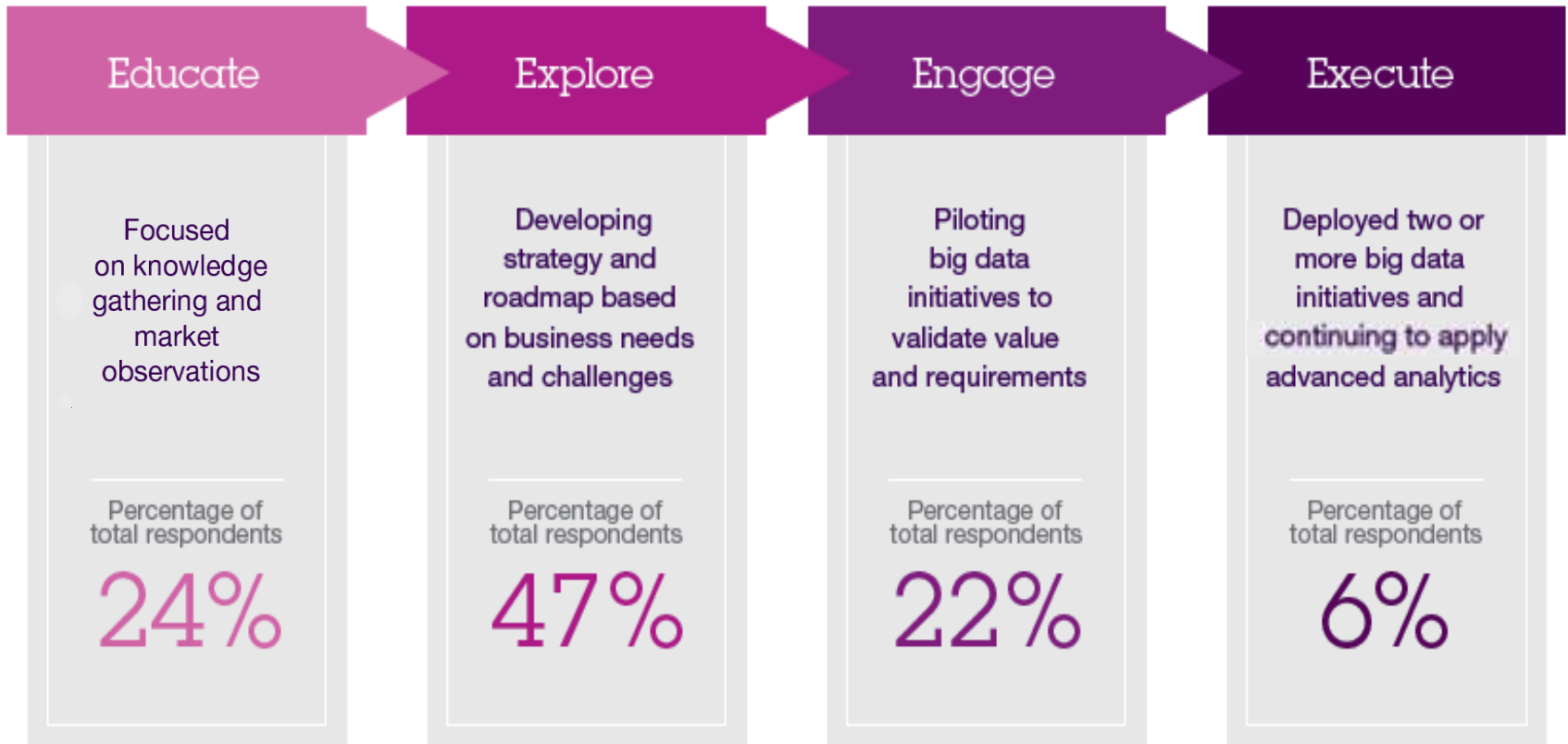
# Big Data Origins

## Where does big data come from?

Most big data efforts are currently focused on analyzing internal data to extract insights. Fewer organizations are looking at data outside their firewalls, such as social media.



# Big Data Adoption



# ILTA Big Data Trends

## 2013 ILTA/InsideLegal Technology Purchasing Survey

### *Big Data impact on ILTA firms in next 5 years?*

- 21% indicated they are still 'not sure'
- 18% said 'not much'
- 15% equated big data to needing to add more storage

### *Big Data's positive impact on IT within the next five years?*

- 16% of respondents indicated that big data would lead to more strategic use of data via predictive data modeling, data mining and more accessible data analytics
- Other positive impact answers: 'increased IT value'; increased IT skills; addition of personnel; job security



# ILTA Big Data Trends

## 2013 ILTA/InsideLegal Technology Purchasing Survey

### *Big Data's negative impact on IT within the next five years?*

- 25+% believe big data will lead to increased storage/backup needs and related cost increases
- 20% are not sure
- 12% feel big data will require major user training and result in personnel drain



# Pardon the *Big Data* Interruption

7 Big Data topics

3-4 minutes per topic featuring  
panelist opinions. Plus LIVE timer



**HYPE OR REALITY**

**ANALYTICS &  
ALGORITHMS**

**GOVERNANCE**

**DISPOSITION**

**LEADERSHIP**

**PRIVACY/SECURITY**

**ROI**

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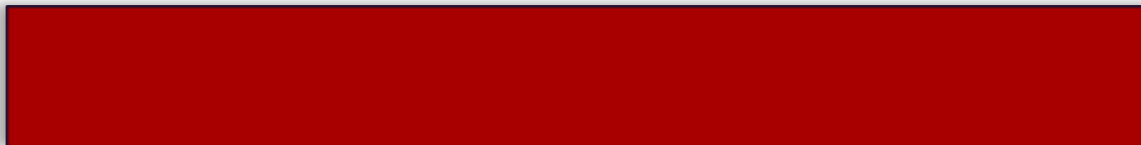
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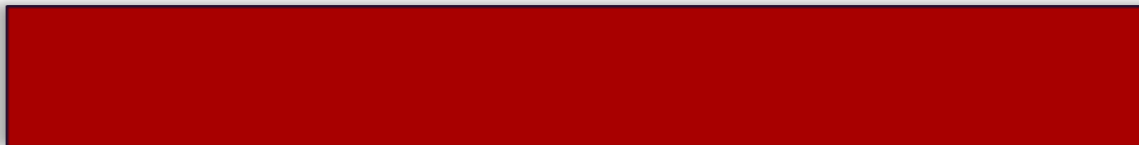
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# Big Data Case Studies

## Blain Banick

**Big Data: “Where to Start if You  
are Starting from Scratch”**

**“Analytics at Work -  
Smarter Decisions, Better Results”**



# Big Data Case Studies

Blain Banick

## DELTA

D for accessible, high quality *data*

E for an *enterprise orientation*

L for analytical *leadership*

T for strategic *targets*

A for *analysts*

# Big Data Case Studies

## Galina Datskovsky

### Big Data Goes Country [Big Data on the Farm]

# Big Data Case Studies

Karen Anzuini

**Manzama: With the infinite amount of information available, how do you find the information that matters?**



# Big Data Case Studies

## Justin Ergler

**Using Big Data to predict  
IED locations in Afghanistan**

# Big Data Case Studies

## Justin Somaini

### Naman, Howell, Smith & Lee

- ◆ Client Represented: Wind Energy of Texas
- ◆ 2 High Profile Proceedings
- ◆ 250,000 Large File Exchanged



# Big Data Case Studies

## Jobst Elster

**“Big Data You Can Bet On”**

**Caesars Entertainment Total Rewards Program**



# Questions

*[social media, audience, invited guests]*

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