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ORANGE
LEGAL TECHNOLOGIES

Orange Legal Technologies Corporate Information Briefing

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Orange Legal Technologies Advertisement in Law Technology News, August 2008



Executive Summary

Executive Summary

What is Electronic Discovery?

<http://www.jdsupra.com/post/documentViewer.aspx?fid=82f89108-e2cd-4b42-a8ed-15687b4e26ba>

JDSUPRA™

Industry Analyst Comments

Electronic Discovery is simply the discovery of electronic documents and data to include email, web pages, word processing files, computer databases, and virtually anything that can be stored on a computer and can be read only through the use of computers.ⁱ The complete process of electronic discovery, when viewed through the lens of civil and criminal audit, investigation, and litigation requirements, typically consists of nine key stages (Figure 1) which are defined in detail by the Electronic Discovery Reference Model (EDRM).ⁱⁱ

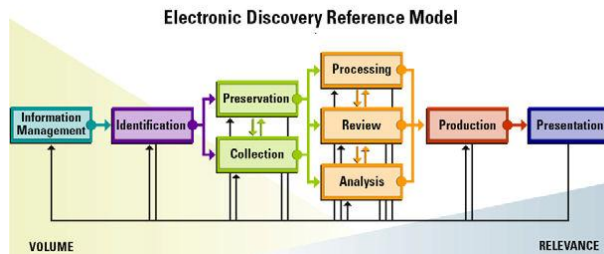


Figure 1 – Electronic Discovery Reference Model

Source: EDRM Project

Within the electronic discovery market, five specific services make up a majority of the offerings currently available to legal professionals today. These services being:

- Collection Services that help users acquire potentially relevant electronically stored information (ESI).
- Analysis Services that help users identify and eliminate irrelevant document sets early in the discovery process.
- Processing Services that help users prepare relevant files for subsequent use while ensuring that the techniques used are defensible.
- Review Services that help users define and examine data sets of documents for relevance, responsiveness, privilege, and/or confidentiality.
- Production Services that help users deliver or make available to another party documents and/or ESI deemed responsive to a discovery request.

What is the Key Competitive Advantage of Orange Legal Technologies?

Orange Legal Technologies' primary advantage is that its electronic discovery platform fully integrates three primary electronic discovery executable tasks within one application. This integration reduces risk, saves time, and saves money for clients needing analytics, processing, and review tasks completed in their electronic discovery matter.

Additional competitive advantages of Orange Legal Technologies include OneO® Discovery Platform sustainability and pricing, as well as a proven, domain-experienced management team.

"The integrated analysis, processing, and review is certainly an attractive feature, making life a lot simpler for the user. Today, these different phases are commonly handled by separate products. Over the long term, such integration is likely to win out over cobbling together best-of-breed solutions."

David Ferris

President/Senior Analyst of Ferris Research
August 13, 2008

"Orange Legal Technologies brings to our project both industry experience and an understanding of XML interoperability," said George Socha, independent consultant and co-founder of the EDRM Project. "While the challenges associated with electronic data are now becoming mainstream knowledge, the standards and practices necessary to address those challenges are still in the early stages of development. We look forward to leveraging Orange Legal Technologies' XML expertise in application interoperability to help further develop and establish those standards and practices on behalf of the EDRM Project."

George Socha

President of Socha Consulting
Co-Founder, EDRM Project
August 20, 2008

Why Orange Legal Technologies?

The Company: Orange Legal Technologies is an industry-recognizedⁱⁱⁱ electronic discovery service provider that has a portfolio of electronic discovery services that allows it to meet the audit, investigation, and litigation needs of its clients. Currently established in the market today with available services and customers, the company is led by an industry-experienced staff with a demonstrated understanding of the regulatory, compliance and legal issues surrounding electronically stored information (ESI), including the procedures necessary to maintain the forensic integrity of the information throughout the legal process.

The Management Team: Under the direction of the corporate management team headquartered in Salt Lake City, Utah, Orange Legal Technologies' senior management team is an extremely disciplined and experienced team that has extensive domain expertise in business, technology, and litigation support. Led by Bret Laughlin, President, CEO, and Founder, the team has over 136 years of combined experience.

The Technology: Delivered under a SaaS model, OrangelT™'s OneO® Discovery Platform is a proprietary, fully integrated, web-accessible electronic discovery platform that enables users to analyze, process, and review unstructured data online, from the security of a hosted centralized repository. This capability, available to clients today, allows Orange Legal Technologies to deliver key electronic discovery services to a growing industry with a delivery model that provides for the most efficient delivery of electronic discovery analysis, processing, and review services available today. Additionally, based on the integrated architecture of OneO®, it is well positioned to take advantage of the security/chain-of-custody benefits intrinsic to integrated solutions – a position being sought by many providers – but currently provided for by few.

The Partners: OrangelT™ also augments the capability of the OneO® Discovery Platform with third party services from industry leading partners to include AccessData, eMag Solutions, and Guidance Software (Identification, Preservation, and Collections Services), as well as Catalyst Repository Systems, Concordance, CT Summation, and iConect (Review Services), to ensure the complete spectrum of electronic discovery services can be delivered by OrangelT™ to its clients.

The Clients: OrangelT™ is currently conducting business with over 40 of the top 200 law firms^{iv} in the United States including Ernst & Young, Paul Hastings, Latham Watkins and O'Melveny & Meyers.

The Associations and Educational Efforts: OrangelT™ is an active member of the Electronic Discovery Reference Model (EDRM) Project and a vendor member of the International Legal Technology Association (ILTA). Additionally, as a thought leader in the area of electronic discovery, OrangelT™ provides objective informational resources to the legal professional community through online resources to include its industry newsfeed, *Unfiltered Orange*, and its Predictive Pricing Estimator.



Information Brief Detail

Information Brief Detail

Company

Orange Legal Technologies is an industry-recognized^v electronic discovery service provider that has a portfolio of both paper-based and electronic discovery-centric services that allows it to meet the audit, investigation, and litigation needs of its clients. Currently established in the market today with available services and customers (*Figure 2*), the company is led by an industry-experienced staff with a demonstrated understanding of the regulatory, compliance and legal issues surrounding paper-based and electronically-stored information.

The company was formed in 2007 to build and expand on the growth and success of the Litigation Document Group – a litigation service provider founded in 1995 by Orange Legal Technologies' CEO and President, Bret Laughlin.

Through the acquisition of assets, expertise, and technology in early 2008, the company became a recognized provider of litigation, audit, and investigation support services for law firms and corporations with local, domestic, or international paper-based and electronic discovery-centric requirements.

In mid 2008, Orange Legal Technologies acquired and completed development on an integrated, web-accessible electronic discovery platform that enables online analysis, processing, and review of unstructured data from the security of a hosted centralized repository. Delivered under a Software as a Service (SaaS) model, this advanced technology platform provides Orange Legal Technologies with the ability to meet client needs with both in-house and best-of-breed partnership services.

40 Of The Top 200 Am Law Organizations Have Worked With Orange Legal Technologies – Details Available On Request

Figure 2

Source: Orange Legal Technologies

Orange Legal Technologies' operations are conducted from a state-of-the-art processing and archiving facility at its headquarters in Salt Lake City, Utah. This facility is designed to ensure that the electronically stored information it processes and hosts is securely and safely managed against theft, fire and loss. Orange Legal Technologies' facility features multiple layers of security and safety devices, including a role-based security access system, video cameras, redundant power and cooling systems, a dry fire suppression system and 24x7 facility monitoring.

Headquartered in Salt Lake City, Utah and operating from four offices (Salt Lake City, UT; Los Angeles, CA; San Francisco, CA; Spokane, WA) and with two geographically dispersed data centers, Orange Legal Technologies is a participating member in both the Electronic Discovery Reference Model (EDRM) Project and the International Legal Technology Association (ILTA).

Services

Orange Legal Technologies helps legal professionals prepare for and conduct litigation, audits and investigations by providing services that allow them to:

- Collect potentially relevant paper-based and/or electronically-stored information (ESI).
- Analyze collected paper and/or ESI to identify and eliminate irrelevant documents.
- Process documents in a forensically defensible manner for subsequent use.
- Review documents and classify them accordingly as to their relevance, responsiveness, privilege, and/or confidentiality.
- Produce documents and deliver or make them available to another party.

The collective objective of these services – which constitutes the core elements of the process known as *electronic discovery* (Figures 3 and 4) - is to allow legal professionals to defensibly decrease data set sizes as much as possible without compromising the completeness of relevant documents.

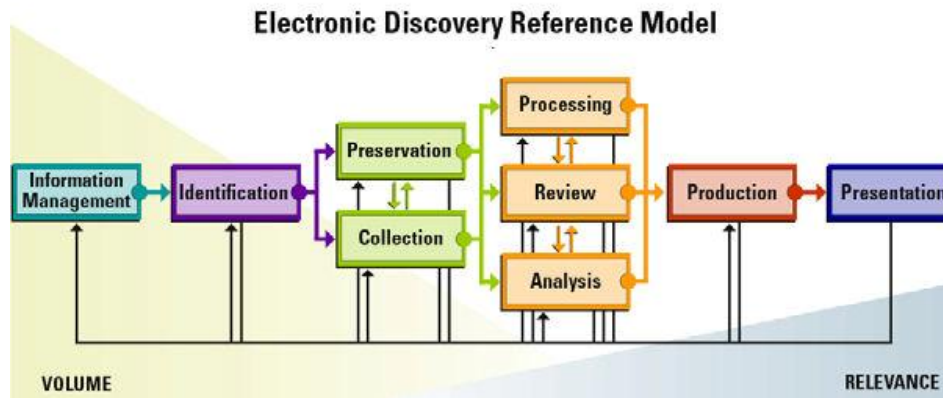


Figure 3 - Electronic Discovery Reference Model

Source: EDRM Project

Modified EDRM Waterfall Model of Electronic Discovery

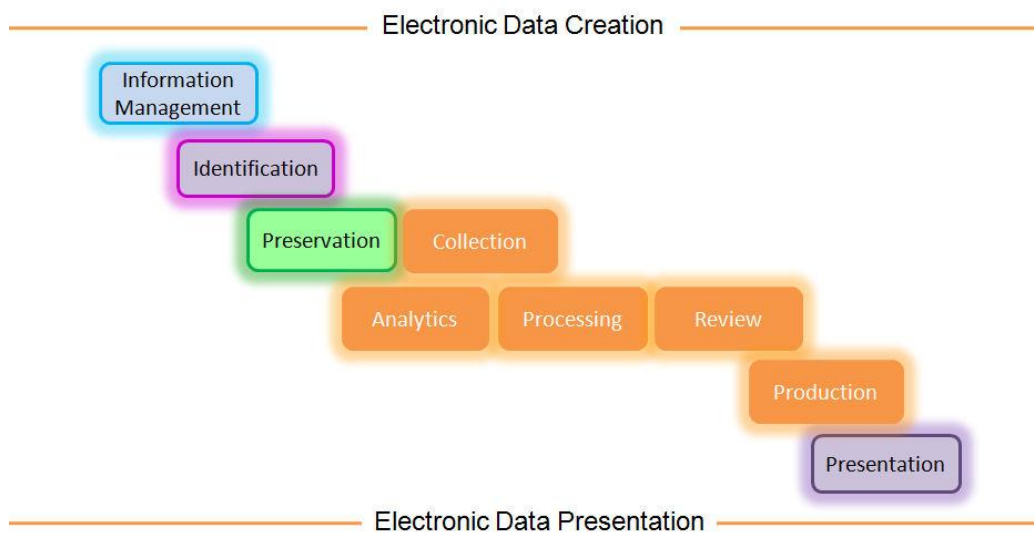


Figure 4 – Waterfall Model of EDRM

Source: EDRM Project and Orange Legal Technologies

Approach

Orange Legal Technologies provides these services in three primary ways:

- Orange Legal Technologies' OneO® Discovery Platform to support analytics, processing, and review services.
- Orange Legal Technologies' Internal Paper and ESI Support capabilities for Pre-Discovery/Project Planning, Collection, Data Restoration, Scanning, Coding, Optical Character Recognition (OCR), Production, and Post Discovery/Project Archiving.
- Industry Partners that provide support and/or augment collection and review services.

Orange Legal Technologies' Proprietary Technology – The OneO® Discovery Platform

Orange Legal Technologies' OneO® Discovery Platform is an integrated, web-accessible electronic discovery platform that enables online analysis, processing, and review of unstructured data from the security of a hosted centralized repository. Delivered under a Software as a Service (SaaS) model that requires no incremental investment by the client for hardware, software, or support personnel. Simply stated, OneO® allows users to gain full control of the electronic discovery process by providing a forensically sound discovery platform that allows users to analyze, process, and review ESI.

Consisting of an integrated platform organized into three service modules, the key capabilities of OneO® are as follows:

Analytics

- Data Preparation allows for the ingestion and normalization of unstructured data as well as ensures that data is managed in a forensically sound manner.
- Data Indexing provides a comprehensive index that includes full text and metadata attributes and can quickly be queried online to organize, understand, and assess available data.
- Data Reduction and Organization is accomplished through the combined used of culling and filtering technologies that provide system file, data range, extension, custodian, and key word filtering as well as the application of near duplicate identification.
- Data Understanding is facilitated with unique features to include interesting phrase finder and conversation thread linking technologies allowing for analysis of data within context of its use.
- Early Case Assessment is the combined leveraging of the preparation, indexing, organization, and understanding capabilities of *O1 Analytics* to provide users with the ability to balance opportunities, risks, and costs in preparation for litigation, audits, and investigations.

Processing

- Data Filtering provides the capability to filter data by date ranges, extensions, custodians, and key words as well as allows for system file filtering against the NIST database using the MD5 hashing algorithm.
- Data Deduplication is provided using the MD5 hashing standard and can be accomplished throughout processing at both the global and/or the document family group level.
- Metadata Extraction allows for the efficient capture of system, file, and field metadata for most unstructured data formats.
- Full Text Extraction is conducted automatically in *O2 Processing* and is augmented as required by streamlined exception handling procedures to support secondary extractions via OCR and print driver text recognition.
- Data Conversion allows for the full conversion of native file formats into high quality TIFF images and PDF documents while also supporting native file linking.
- Load File Preparation allows for the seamless production of standard output files based on XML, Pass Through, Image, Native, and Proprietary Database Load Formats to ensure ease of use with industry standard review tools to include *O3 Review*.
- Custom Database Development allows for the proactive development of custom databases that enables the usage of non-standard review tools and technologies with *O2 Processing*.



Review

- Foreign Language Support is enabled through integrated Unicode Consortium standards and covers 52 worldwide writing systems allowing for the scoping, searching, and review of data sets without the requirement for additional translation modules or services.
- Web Based User Access allows for secure access of data sets and the full conduct of review from any geographical location with Internet access without the requirement for additional client-side applications or programs. This capability allows for the use of geographically dispersed review teams that can be quickly pulled together virtually to manage and complete time-sensitive, coordination-intensive review requirements.
- Integrated Collaboration between reviewers increases the collective experience and knowledge of legal review teams while decreasing the time it takes to communicate and coordinate review issues.
- Integrated Workflow allows for the proper coordination of documents, reviewers, and technology by allowing for the automation of review processes to include reviewer roles, responsibilities, tasks and timelines.
- Audit and Reporting features allow users to customize and automate review reports to support both scheduled and real-time status updates.
- Inclusive Review Proficiency Training is provided as part of the *O3 Review* to ensure review teams are fully prepared, proficient, and supported in their review efforts.

In addition to the individual attributes of *O1 Analytics*, *O2 Processing*, and *O3 Review*, the OneO® Discovery Platform provides users with increased efficiency and decreased risk based on the following benefits:

- **Implementation:** Quickly deploy, customize, and securely access a hosted data repository that may immediately be used by multiple individuals from multiple locations to analyze and review data.
- **Centralization:** Allows for time-efficient, complex searches against large volumes of documents from a centralized electronic discovery platform architecture.
- **Defensibility:** Chain of Custody tracking down to the file level, to include extracted compound files and embedded files, throughout the discovery process ensures that both the discovery process and the data are defensible.
- **Scalability:** Provides capability to take full advantage of all available processing power regardless of the size of the data set being reviewed or the complexity of the review queries. The investment protection provided by scalable and centralized server architecture ensures that growing capacity requirements do not adversely affect electronic discovery capability.
- **Security:** Provides for secure online access to a centralized hosted and secure data repository with forensically sound processes and protocols to ensure both physical and digital security.
- **Usability:** Developed using industry accepted and user understood graphical user interface metaphors to ensure easy and intuitive use by end users.

OrangeLT™ Internal Paper and ESI Support capabilities include Pre-Discovery/Project Planning, Collection, Data Restoration, Scanning, Coding, Optical Character Recognition (OCR), Production and Post Discovery/Project Archiving (Figures 5 and 6).

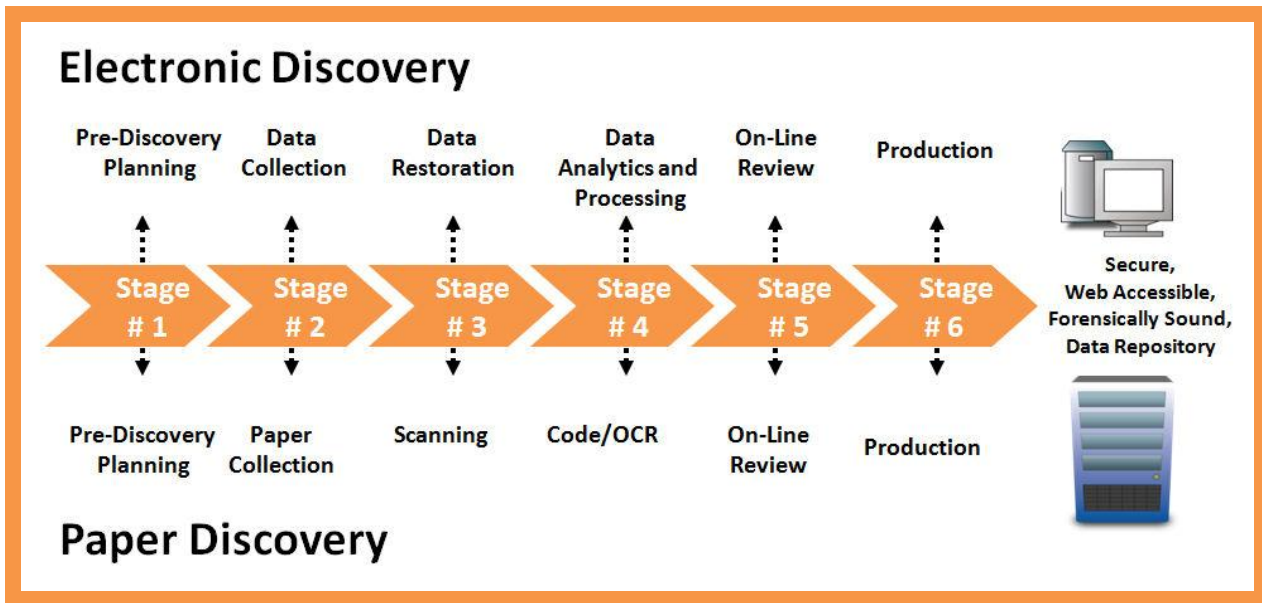


Figure 5 – Electronic and Paper Discovery Approach

Source: Orange Legal Technologies

Paper-Based Services	Electronic-Based Services
Pre-Project Planning	Pre-Discovery Planning
Collection	Collection
Scanning	Analytics
Coding	Processing
OCR	Review
Production	Production
Post Project Archiving	Post Discovery Archiving

Figure 6 – Paper-Based and Electronic-Based Services

Source: Orange Legal Technologies

These services include:

- Pre Discovery Planning that centers around litigation, audit, and investigation issues and includes:
 - Litigation Readiness Assessments
 - Litigation Response Planning
 - Discovery Management / Litigation Lifecycle Management Planning
 - "Meet and Confer" Planning

- Collection (ESI and Paper) services help rapidly and accurately acquire potentially relevant electronically stored information (ESI), for audits, investigations, and litigation. Our Collection Services include:
 - Fixed Storage Collection (Paper/Manual+Active Data Copy/Forensic Imaging)
 - Portable Storage Collection (Paper/Manual Copy/Forensic Imaging)
 - Back Up Tape Restoration (Augmented By Partner Resources)
- Data Restoration
- Scanning services by Orange Legal Technologies include:
 - Box Tracking by physical box labeling and entrance of identification and tracking information into internal tracking database.
 - Automated Indexing by Bar Code and/or OCR.
 - Manual Indexing by key entry and entry verification.
 - Full Text OCR Indexing
- Coding
 - Domestic/Off Shore
 - Automated/Manual
 - Logical Unitization
- Optical Character Recognition
- Production that allows you to provide appropriate documents to another party. These documents can be provided in a variety of formats to include:
 - Native Format: Files produced in the format in which they were created and maintained are known as native production. In a native production, documents are produced in the format of the application in which they were created. Native format is often recommended for files that were not created for printing such as spreadsheets and small databases. For some file types the native format may be the only way to adequately produce the documents.
 - Near Native Format: Some files, including most e-mail, cannot be reviewed for production and/or produced without some form of conversion. Most e-mail files must be extracted and converted into individual files for document review and production. As a result, the original format is altered and they are no longer in native format. There is no standard format for near-native file productions. Files are typically converted to a structured text format such as .html or xml. These formats do not require special software for viewing.
 - Near Paper Format: ESI can also be produced in a near paper format. Rendering an image is the process of converting ESI or scanning paper into a non-editable digital file. During this process a “picture” is taken of the file as it exists or would exist in paper format. Based on the print settings in the document, the printer or the computer, data can be altered or missing from the image.

- Paper Format: Documents are produced as paper or ESI is printed to paper and the paper is produced.

This multiple-format production flexibility ensures that the requirement of each production request in a timely and cost effective manner.

Orange Legal Technologies' Industry Partners

Orange Legal Technologies partners with industry leading service providers to support and/or augment the core services provided with its proprietary technology (OneO® Discovery Platform) and paper/ESI based services. Partners providing these services include:

Collection Service Partners include:

-  AccessData®
A Pioneer in Digital Investigations Since 1987
-  emag
Solutions
-  Guidance
SOFTWARE

Review Service Partners include:

-  CATALYST
REPOSITORY SYSTEMS
- **Concordance®**
- CT Summation
- **ICONNECT**

By leveraging its proprietary technology, leveraging its paper and ESI based capabilities, and augmenting its technology and capability with best of breed services from industry acknowledged partners, Orange Legal Technologies ensures that it can deliver a complete spectrum of paper-based and electronic-discovery centric services to clients and thus be considered a full service, one-stop litigation support service provider.

Orange Legal Technologies' primary differentiation in the market place today is based on four key elements:

- The Integrated Architecture of the proprietary OneO® Discovery Platform.
- The Sustainability of the Software-as-a-Service Delivery Model utilized by the OneO® Discovery Platform.
- The Pricing Structure of OneO® Discovery Platform services.
- A Proven Management Team with Domain Expertise and Background of success.

Integrated Architecture: The primary differentiation of Orange Legal Technologies is based on its OneO® Discovery Platform being integrated at the application level by allowing the use of three executable tasks – analytics, processing, and review - within one application. This integrated architecture is not a characteristic of most electronic discovery platforms available in the marketplace today – thus providing OneO® with a technological advantage over most electronic providers.

Full integration of analytics, processing, and review is important - and a characteristic of only a few of the currently available electronic discovery offerings. A fully integrated platform is important as it helps mitigate risk in the electronic discovery process by decreasing the number of organizations, people, and applications that interact with the discoverable data during the process of electronic discovery. Every additional “touch” of the data by organizations, people, or applications increases the risk of chain of custody violations, increases the potential for spoliation, and increases the potential for human error.

Additionally, each additional “touch” typically increases the time required to complete the overall discovery process – thus directly increasing the cost of each electronic discovery matter. OrangeLT™'s OneO® Discovery Platform is inherently integrated and provides analysis, processing, and review from within a single application. Also, OneO® provides users with the capability to import and/or export data from/to other electronic discovery services – thus providing users complete control over which complimentary services and providers they may already be using in their discovery efforts.

Sustainability of SaaS Delivery Model: Delivered under a Software as a Service (SaaS) model, legal professionals can leverage the analytics, processing, and review capability of Orange Legal Technologies' OneO® Discovery Platform without having to make incremental investments for hardware, software, or support personnel. While the SaaS model is becoming more prevalent in the electronic discovery arena, currently there are few providers that provide integrated analytics, processing, and review delivered via SaaS.

This service delivery model, differing from software licensing, managed service, and software/hardware appliance models, provides investment protection and sustainability for OneO® users by allowing service enhancements and support without requiring on premise upgrades and maintenance.

When considering the types of delivery models available to service providers – the recent results of an InformationWeek sponsored study^{vi} of 374 business technology professionals provided a snapshot of the challenges associated with non-SaaS delivery models. When asked “What are the biggest challenges associated with on-premise business applications? (Hardware and/or Software Solutions Residing inside the Corporate Firewall)”, respondents shared the following thoughts (*Figure 7*).

- Cost of IT Staff Resources Required To Support/Manage: 57%
- Cost Of Upgrades: 57%
- Cost To Maintain: 55%
- Can't Take Advantage Of New Functionality Because Not On The Most Current Version: 34%
- Lack Of Flexibility To Support Changing Business Needs: 32%
- Dated User Interface: 27%
- Limited Number Of Vendors To Choose From: 22%

**Multiple Responses Allowed*

What are the biggest challenges with on-premise business applications?

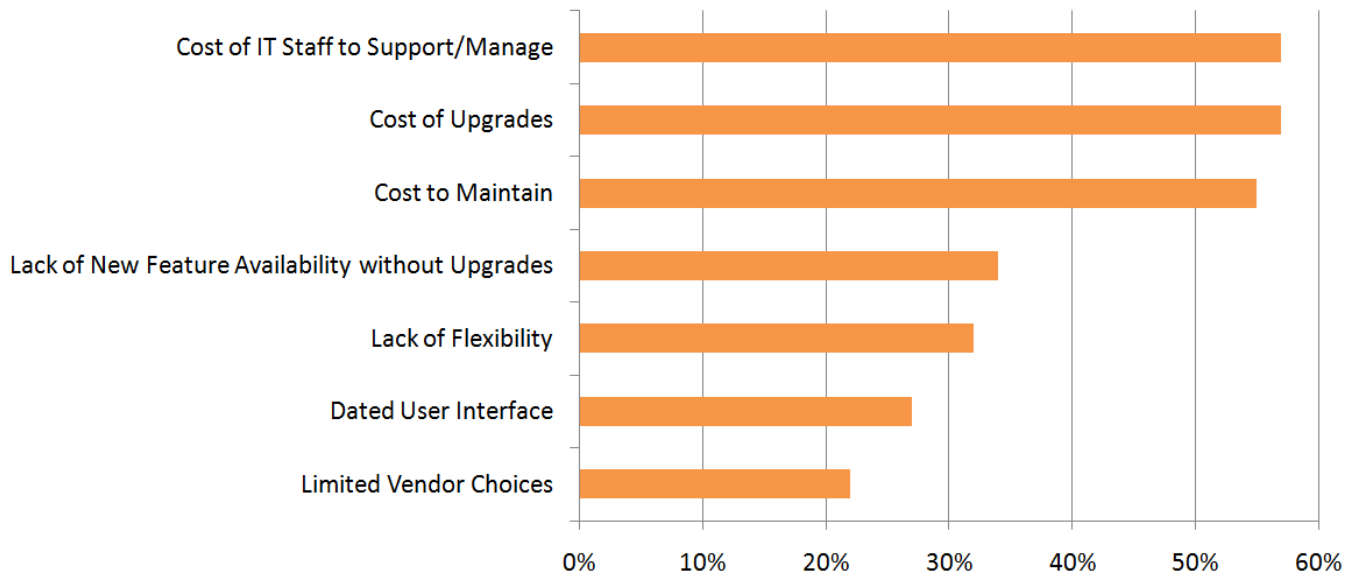


Figure 7 – On-Premise Business Application Challenges

Source: InformationWeek

Based on an objective review of these respondent answers - as well as the complete results of the InformationWeek Study - there appears to be substantial reason electronic discovery service decision makers consider the delivery model sustainability of SaaS-based services – such as those provided by OrangeLT™ – as the most cost effective and resource efficient model to use when sourcing electronic discovery services.

Pricing Structure: Based on a combination of services available, integrated architecture, and service delivery model, OrangeLT™ is able to deliver its services under a pricing model that both allows for OrangeLT™ to achieve its financial objectives and allows clients to acquire these services at a highly competitive price. Based on the 6th Annual Socha-Gelbmann Electronic Discovery Survey, the combined pricing for OrangeLT™'s analytics, processing, and review services is approximately 15% lower than industry standard pricing. A graphical comparison of forecasted electronic discovery costs for a 100GB project requiring analytics, processing, and review between Traditional Electronic Discovery Approaches (Filtering, Processing, Review)^{vii}, A Major Competitor's Discovery Approach^{viii}, and Orange Legal Technologies' OneO® Discovery Platform Approach^{ix} is provided below (Figure 8).

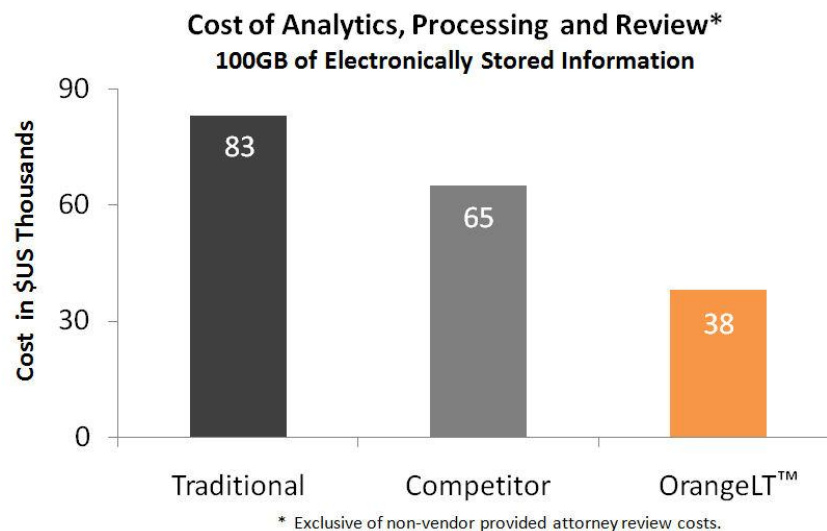


Figure 8 – Cost of Analytics, Processing and Review

Source: Orange Legal Technologies

This comparison, which shows the potential savings for legal professionals in the Orange Legal Technologies' OneO® Discovery Platform approach to analytics processing and review, coupled with the additional savings and risk mitigation benefits of the OneO® integrated architecture and SaaS – make the cost of acquisition for OneO® services one of the most favorable in the industry.

Proven Management Team: Under the direction of the corporate management team headquartered in Salt Lake City, Utah, Orange Legal Technologies' senior management team is an extremely disciplined and experienced team that has extensive domain expertise in business, technology, and litigation support. Led by Bret Laughlin, President, CEO, and Co-Founder, the team has over 136 years of combined experience. A snapshot of this team, their role, and their experience is provided below.

- Bret Laughlin – President, CEO, and Co-Founder
13 Years Litigation Support Industry Experience | Litigation Document Group
- Martin Reich – Chief Software Architect
40 Years Software Development Experience | Retail – Medical – Legal - Litigation Support
- Ronda Raymond - Vice President, Operations and E-Discovery Solutions
19 Years Litigation Support Industry Experience | IKON - MidnightRun
- Brian Meegan - Vice President, Business Development
14 Years Litigation Support Industry Experience | IKON - Uniscribe - ONSITE3
- Rob Robinson - Vice President, Marketing
15 Years Marketing Experience | Compaq - Crossroads - RenewData - ONSITE3
- Scott Bailey - Director of E-Discovery Operations
15 Years Technology Experience | Encore Legal Solutions - Catalyst Repository Systems
- Kristen Currey - Director of National Account Sales
20 Years Litigation Support Industry Experience | Eastman Kodak - IKON - H5

Additionally, short biographies of these key leaders are provided below.

Bret Laughlin – President, CEO, and Co-Founder

Bret Laughlin oversees the technology, expansion, marketing and administration of Orange Legal Technologies and The Litigation Document Group. Bret started in the litigation support industry in 1995 and has successfully built his companies from one office in Salt Lake City to four offices throughout the western states.

Bret founded Orange Legal Technologies in 2007 to expand operations into larger markets such as San Francisco and Los Angeles as well as focus primarily on the growing electronic discovery market. With the acquisition of the OneO® Discovery Platform, Bret has positioned Orange Legal Technologies to take advantage of the expanding electronic discovery opportunity.

Martin Reich – Chief Software Architect

Martin Reich joined Orange Legal Technologies from Midnight Run where he was the primary software architect of Wrivet®, (now OneO® Discovery Platform). Martin's primary responsibility is the continued support and development of the OneO® Discovery Platform software application.

With 40 years of software development experience, Martin has consistently maintained a position at the leading edge of shared services technology and has succeeded in extending the existing software boundaries through his development efforts. He created the architecture for the original Banana Republic web site and also designed, developed and installed the software responsible for automating law school admissions processing within the United States – a development effort that during its 20 year lifespan has processed more than 10 million applications for approximately 2 million law school applicants.

Ronda Raymond - Vice President, Operations and E-Discovery Solutions

Ronda Raymond is responsible for overseeing the operations, sales and support of OneO® Discovery Platform. Ronda began her career in the litigation support industry in 1990. Her background includes operations, sales and management in all aspects of the legal support business. Ronda has been involved in the e-discovery market since 2003 working with operations, development, sales, marketing and customer support to offer traditional and application services to law firms and corporations. Before joining OrangelT™, Ronda was CEO of Midnight Run, Inc. a San Francisco-based litigation support company.

Brian Meegan - Vice President, Business Development

Brian Meegan oversees Orange Legal Technologies' business development efforts. Brian is also directly responsible for managing Orange Legal Technologies' Los Angeles based regional sales force and operational staff. Brian brings a wealth of industry experience from his many years in the litigation support industry. Prior to Orange Legal Technologies, Brian served as the Managing Partner for ONSITE3's Los Angeles operations and was responsible for managing the company's west coast sales and operations. He successfully developed a strong west coast presence for the company's Los Angeles facility, marketing a full breadth of technology-based services for evidence management.

Prior to ONSITE3, Brian served as vice president of the west region for Uniscribe Professional Services. While at Uniscribe, Brian was responsible for nearly 350 employees including sales and operations for all of the company's facility management and city centers within the region. In addition to this experience, Brian served as the Southern California director of sales for IKON during its acquisition and restructuring period.

Rob Robinson - Vice President, Marketing

Rob Robinson is responsible for the creation, development and execution of external and internal communication and marketing programs. Based in Austin, Texas, Rob is a proven eDiscovery marketer who has held senior leadership positions with several top tier providers to include roles as the Vice President of Marketing at ONSITE3 and Senior Director of Marketing at RenewData. He has also had senior level managerial leadership positions in technology-centric organizations to include Crossroads Systems (Director of Marketing - Storage Area Networking), Azurix (Director of Procurement Services - B2B Online Marketplace) and Compaq Computer (Product Manager - Deskpro and Prosignia Product Lines). Rob has a B.B.A. from the University of Mississippi.

Scott Bailey - Director of E-Discovery Operations

Scott Bailey is very well known and respected technology expert in the litigation support industry and has more than 15 years of experience in the legal industry in the areas of litigation support, consulting, electronic discovery, and document conversion. Prior to joining Orange Legal Technologies, he was the Director of Electronic Data Discovery (EDD) Operations for Catalyst Repository Systems, where he built and led a team of consultants, managers and EDD specialists servicing a full range of complex litigation projects. Scott also has extensive experience in leveraging new technologies and work flow features to streamline client service and processing department interactions – experience that has translated into increased efficiencies and decreased expenses for both the organizations he has served with and the teams that he has led. Scott has a Bachelor of Science in Business Information Systems from the University of Arizona.

Kristin Currey – Director of National Account Sales

Kristin Currey is an achievement oriented, dynamic and strategic sales professional with a history of providing electronic discovery solutions to Fortune 500 companies and to the AM Law 200 Law Firms. Kristin's success is a direct result of her ability to identify her client's business challenges and consequently devote herself to collaboratively shaping relevant solutions that drive their business's strategic initiatives.

Prior to joining Orange Legal Technologies, Kristin was a National Practice Director with H5 Technologies. Kristin spent several years prior with IKON Office Solutions as a Regional Director with their National Accounts team. Kristin holds numerous awards in sales and sales management achievements and is an active member of Electronic Discovery Professionals.

Kristin Currey is an Alumni member of Arizona State University.

Competitive Positioning

Orange Legal Technologies positioning within the electronic discovery competitive landscape consists of two primary competitive baselines:

- 1) Strategic Positioning in relation to the Socha-Gelbmann four tier vendor stratification.
- 2) Tactical Positioning in relation to competitive vendors and their portfolio of electronic discovery offerings.

Strategic Positioning Overview

The electronic discovery market is typically stratified into four key tiers as defined by the 2008 Socha-Gelbmann Electronic Discovery Survey. These tiers, based on classifications from the Socha-Gelbmann Electronic Discovery Surveys, are as follows:

Tier 1: Tier 1 providers are established in the market, on average have revenues of approximately \$39 million, are national and generally international in scope, are widely recognized in the market, and offer a broad range of services. It is estimated that approximately 30 providers fit this profile.

Tiers 2: Tier 2 providers average approximately \$6.6 million in revenues; also offer a wide variety of services; and may be either national or regional in scope although they sometime are active internationally. It is estimated that approximately 60 providers fall into this category.

Tiers 3: Tier 3 providers are the remainder of providers active in the electronic discovery arena. They may be smaller versions of the Tier 2 providers. They might, however, be larger organizations that only devote a small portion of the energies to electronic discovery. It is estimated that are over 510 organizations active at this level.

Tier 4: Do It Yourself (DIY): This group consists of law firms and corporations who are doing something more than an inconsequential amount of electronic discovery internally, work that otherwise would have been sent to a provider. While not precise in number, research data indicates a substantial, continuing growth in internal electronic discovery work, in particular among the AMLAW 200 / National Law Journal 250 and Fortune 100. It is estimated that approximately 600 law firms and corporations fall into this grouping.

Based on this strategic stratification, Orange Legal Technologies can be considered a Tier 2 Electronic Discovery Provider, with a targeted competition base consisting of approximately 90 electronic discovery firms – the aggregate estimated amount of Tier 1 and Tier 2 Providers. It is from within this targeted competition base that Orange LT® defines its key tactical competitors for comparison and contrast efforts in sales, businesses development, product development, and marketing.

Tactical Positioning Overview

From a tactical competitive positioning perspective, Orange Legal Technologies classifies the market by “types of competitors” and “specific competitors.” This approach allows for ease of organizing competitive differentiators and positioning Orange Legal Technologies accordingly.

The “types of competitors” Orange Legal Technologies faces in the tactical market include:

- Full Service Vendors: Those vendors who provide the core electronic discovery services per the Electronic Discovery Reference Model (i.e. Collection, Analytics, Processing, Review, Production). This category may include organizations that deploy internally developed offerings and/or offerings from third-party partners.
- Analytics, Processing, and Review Centric Vendors: Those vendors who provide internally developed technology and services specifically for the electronic discovery tasks of analytics, processing, and review.

Based on this tactical categorization, Orange Legal Technologies can be considered both a Full Service and an Analytics, Processing, and Review-Centric vendor.

Contact

For more information on Orange Legal Technologies, visit our website at OrangeLT.com, via email at info@orangelt.com, or via one of our four domestic locations:

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Good for you.
Great for your clients.

ⁱ Kroll Ontrack, Glossary of Terms, <http://www.krollontrack.com/glossaryterms>

ⁱⁱ Electronic Discovery Reference Model (EDRM), <http://www.edrm.net>.

ⁱⁱⁱ Ferris Research Vendor Overview, <http://www.ferris.com/2008/08/13/orange-legal-technologies-hosted-e-discovery/>, August, 2008.

^{iv} The American Lawyer, 2008 AMLAW 200.

^v Ferris Research Vendor Overview.

^{vi} Special Report: SaaS, Information Week.

^{vii} 6th Annual Socha-Gelbmann Electronic Discovery Survey.

^{viii} Orange Legal Technologies, September 2008.

^{ix} Orange Legal Technologies, Predictive Pricing Estimator, August 2008.