

## Litigation & Trial Intelligence Powering the litigation lifecycle

*If a case goes to trial, quickly gathering publicly available background information on prospective jurors can be pivotal in the selection of a jury. An effective litigation strategy also requires an understanding of the opposing parties, their claims and defenses, and the backgrounds of experts and fact witnesses.*

### Aggregated Data = Advantage

Deloitte's Litigation & Trial Intelligence service leverages our business intelligence and analytics capabilities to gather data—**aggregated public record background information, social media data, and detailed demographic information**—to provide legal teams with intelligence that goes beyond the traditional discovery process. This combination of real-time background research helps enable legal teams to make more informed strategic decisions throughout the litigation lifecycle.

### Data-driven jury selection and monitoring

#### Select the “right” jurors

Public records, social media, and demographic information are rich with detailed data about the backgrounds of potential jurors. By harnessing this publicly available information, Deloitte offers an efficient, cost-effective methodology for communicating real-time insight to legal teams to aid in the selection of an objective jury:

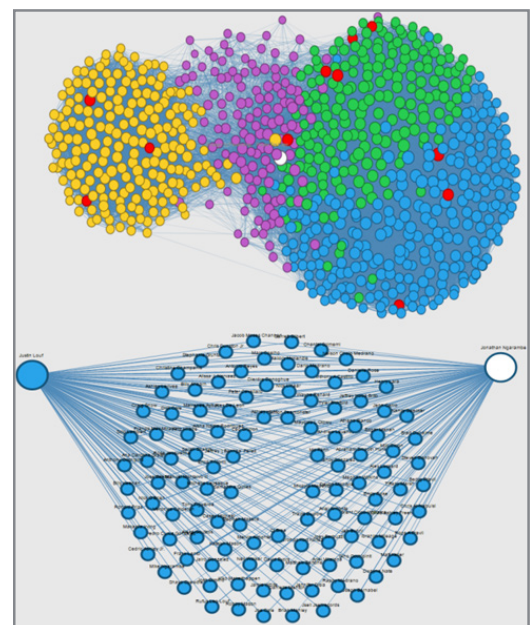
- Gathers aggregated public background information (such as criminal records, tax liens, litigation, bankruptcy filings, business affiliations, licensing, and voter registration)
- Uses sophisticated algorithmic-based tools to identify and analyze relevant social media relationships maintained by prospective jurors, as well as their preferences, employment history, and education level.
- Geographically maps prospective jurors' home locations and provides neighborhood demographic information such as median income, home values, education levels and other socioeconomic traits.

### Monitor the social media activity of empaneled jurors

Once a jury is selected, Deloitte's Trial Intelligence team can monitor jurors with social media profiles to flag any improper communications on social media, which could lead to a mistrial or other repercussions.

### Take the pulse of public opinion on social media

In high profile cases, Deloitte can systematically and continuously gather and graph the public's opinion on a particular issue as expressed in social media. This sentiment analysis can be useful to the trial team as it relates to litigation strategy, settlement negotiations, damages calculations and other litigation phases. Post trial monitoring can also be conducted.



Identifying key relationships using social media analytics

### Deeper Knowledge of the Opposition

Deloitte can assist legal teams well in advance of trial by performing in-depth background investigations of opposing parties, experts and other witnesses in order to identify information that can be incorporated into litigation strategy.

Deloitte can also identify assets, investigate issues relating to claims and defenses, and identify and locate potential witnesses. Incorporating in-depth social media research into this effort can reveal significant connections maintained by opposing parties, expert witnesses, and other fact witnesses, which may lead to potentially impeachable material and new facts relevant to the litigation.



### Transforming Data into Valuable Intelligence

The global Business Intelligence Services (“BIS”) practice at Deloitte consists of highly trained investigators with extensive commercial and public sector experience in conducting in-depth investigations in the context of due diligence, fraud, asset tracing, and litigation support matters. The Trial Intelligence team, consisting of BIS investigators and dedicated advanced analytics specialists, can adeptly gather insights from data that may not otherwise be identified, and help turn that intelligence into a litigation advantage.

**For more information on Deloitte’s Litigation & Trial Intelligence offering, please contact us:**

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### Data-Driven Litigation Insights

- Evaluate and eliminate jurors whose backgrounds, preferences, business or other relationships fail to serve the best interest of a client.
- Uncover valuable insights about the backgrounds of opposing parties and witnesses.
- Monitor juror and public social conversations and sentiment to help drive litigation strategy.

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