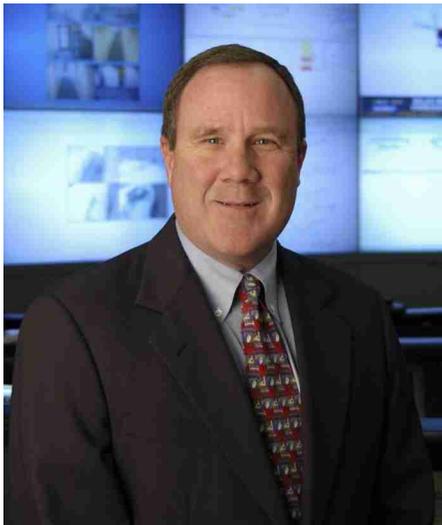


A Secure, E-Discovery Cloud Provider, Catalyst Repository Systems' Scalable Private Cloud is Designed to Help Corporations and Law Firms Manage Complex Litigation and Regulatory Matters to Achieve a More Accurate and Cost-Effective Review

Business Services Document Repository Services

Catalyst Repository Systems
1860 Blake Street, 7th Floor
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John Tredennick
CEO

BIO: Over the past 30 years, John Tredennick has spoken before more national and international audiences on legal and technology issues than he or anyone else can remember. A former litigation partner with one of the largest firms in the Rocky Mountains, he has written and edited five best-selling books and countless articles on litigation and technology issues. He was named one of the "Top 100 Global Technology Leaders" by London's CityTech magazine and to the 2012 FastCase 50, which recognizes 50 of the smartest, most courageous innovators, techies, visionaries

and leaders in the law. He served as a member of the Short Course Faculty at the University of Virginia Law School, where he taught the course, "Electronic Discovery in a Global Environment."

About

Catalyst Repository Systems:

For over 14 years, Catalyst has provided secure, hosted e-discovery technology and services for many of the largest corporations and law firms in the world. Catalyst's integrated cloud platform covers the heart of the litigation lifecycle—from processing and search to analytics, review, production and trial. Insight, Catalyst's revolutionary, XML-based e-discovery platform is delivered securely via Catalyst's private cloud and is designed to help corporations save money, gain control of their data and manage the complexities of multi-language, multi-party, and multi-jurisdictional matters. Insight's unprecedented scalability allows legal teams to manage big data discovery efficiently, control litigation costs, and achieve more accurate and cost-effective review.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Mr. Tredennick, would you tell us about Catalyst Repository Systems?

Mr. Tredennick: We are a secure, e-discovery cloud provider helping corporations and their counsel manage complex litigation and regulatory matters for over fifteen years. My wife often describes us as "Google for

Lawyers." Essentially, we help corporations and their counsel deal with large volumes of electronic files that must be managed in complex litigation and regulatory investigations. We take the documents and other electronic files and make them searchable and available to legal teams on a secure basis. Clients use our system to find and review documents for productions, case analysis or regulatory requests.

CEOCFO: What is the process that you use? How do you take the raw documents and make them usable for your clients?

Mr. Tredennick: There are several ways that we get documents. In essence, it starts with the corporation receiving a request to produce documents. It can come in a civil lawsuit or it can come during a regulatory investigation from the government. Either way, it starts with a request for production, which is a request to collect and produce documents. Many companies do the collection themselves or they rely on specialists for this work. Either way, the goal is to extract data from network or individual computer hard drives and email systems. Ultimately, the data comes to us for processing and loading. Our automated Fast Track system extracts the fielded information, often called metadata, along with other text from the individual files. All of this goes into our search cluster (scores of dedicated search servers) for analysis, culling and ultimately review. We take pride in our powerful search capabilities, which are unmatched by any other system on the market.

CEOCFO: What is the competitive landscape like? Are there many companies in your field?

Mr. Tredennick: There are a lot of good competitors in this market. A few have been at it from the beginning, like we have. Others have jumped in more recently hoping to catch the e-discovery wave. The e-discovery boom began around 2000, at the turn of the century. It was a time when people were transitioning from paper to electronic files. The big difference between paper and electronic is simply the ability to copy and distribute it to others. In the old days, if you wanted to distribute paper files, you had to make photocopies and then mail, FedEx or fax the paper around to different people. That acted as a governor in the sense that you had to bear the cost of creation and transport. There were real limits with paper. When files became electronic, all of the limits went away. A simple "Forward" or "Reply All" could take a book, a document, a spreadsheet or even a joke, and send it to thousands of people. Suddenly, the digital landscape became much more like the Rocky Mountains where I am from than, lets say, Florida, where you and I are today. Suddenly there were mountains of data everywhere. Businesses needed to figure out what to do with it. Companies sprang up to help with that new problem. The problem is that many of those companies did not necessarily have the best technology and were not sure what they were doing. It was kind of like the gold rush mentality. They realized they could make a profit and deliver the service that people needed. A lot of those companies went out of business, particularly during the great recession of 2008 through 2010. Today there are really two kinds of competitors out there. One group sells software appliances that you can install behind your firewall to manage e-discovery data. The other, and Catalyst is included, provide their software through the cloud. For example, we have four data centers in the U.S. and in Japan. We provide the security, the data cen-

ters, an industrial-grade search engine and all of the workflow that legal professionals need to manage large volumes of data. Increasingly, we find that corporations and their law firms do not want to buy, install manage and support complex hardware and software appliances for those times when they face litigation or a regulatory request.

CEOCFO: The people that should know about you; do they?

Mr. Tredennick: We have been called one of the best kept secrets in the industry, because our focus over the years has been on refining our prod-

“Catalyst’s integrated cloud platform covers the heart of the litigation lifecycle—from processing and search to analytics, review, production and trial. The e-discovery market is interesting because of the rapid growth of data and the increasing reach of international regulators. Put the two together and you have a growth industry that shows no signs of hitting a ceiling yet. Catalyst is one of the few cloud providers positioned to take advantage of this unique opportunity. Electronic discovery is an international phenomenon. Whether you are based in Tokyo, China, London or Brussels, you will find that you will have to preserve data and deal with requests to produce documents, whether for litigation, arbitration or in response to one or more regulators.”- John Tredennick

uct and serving our clients more so than marketing. In the last year or so, we have taken steps to raise our profile in that regard. More and more people are learning about what we do. Ironically, our best clients want us to keep a low profile because their matters are confidential. Their concern is understandable as these are typically high-profile matters.

CEOCFO: How do you get around that problem?

Mr. Tredennick: Fortunately, even if our clients do not want their names in print, they will tell their peers that they are using us and the good experiences that they are having. Beyond

that, we work with partners around the world who meet with clients and show how our software can be used to help solve their problems. It is a pitched battle in this competitive market. We go door to door and do a lot of speaking at conferences. I am at one today for the University of Florida, for example, where we talk to people about our technology platform.

CEOCFO: Do clients work with you project by project? Do they get your service on an annual or contractual basis? What is the revenue model and how does that work?

Mr. Tredennick: That is an insightful question because you have put your finger on a changing market. For many years we worked directly with law firms that were engaged on a case-by-case basis. Often, they would call us at the last second when the judge had ordered that they collect documents and produce them to the other side. Today this is a multi-billion dollar market. As e-discovery costs grew, corporations began to pay attention to managing those costs. Many began asserting themselves by getting involved in hiring e-discovery vendors. We regularly provide central repositories that companies use for all of their e-discovery documents across all of their matters. This allows them to cut costs substantially through document and work product reuse, central privilege tagging and consistent workflow across counsel. Multi-matter repositories have become a big thing for corporations looking to reduce their discovery spend. Plus, we conducted an in-depth analysis that showed that our cloud platform provides substantial savings over appliance-based platforms.

CEOCFO: What is your geographic reach?

Mr. Tredennick: Frankly, it is worldwide. We have worked with clients in Europe, Asia and South America. Two years ago, we opened a data center in Tokyo to provide an alternative to U.S. hosting for our Asian clients. Electronic discovery is an interna-

tional phenomenon. Whether you are based in Tokyo, China, London or Brussels, you will find that you will have to preserve data and deal with requests to produce documents, whether for litigation, arbitration or in response to one or more regulators. We have many U.S. clients, but it is surprising how many clients from other parts of the world need our services as well.

CEO CFO: How is business?

Mr. Tredennick: We have been fortunate, growing regularly about 30 percent a year. We have been profitable and cash-flow positive since 2002 and continued our growth even during the recession. I think our luck has resulted from being focused on providing great products and services to our clients rather than on advertising and marketing or making a lot of noise about what we do.

CEO CFO: Do you have different solutions or is it just one product?

Mr. Tredennick: We offer a lot of services through an integrated platform. Thus, rather than require clients to buy different software for processing, search, analytics, review and production, we provide it all through our cloud system. However, while our primary focus has been on helping lawyers and legal professionals deal with very large volumes of documents, our platform is also used in

financial transactions or to manage other large volumes of documents. Our vision is to provide a single, secure document repository for any matter involving large volumes of documents that need to be accessed by people from different organizations. Being “cloud” to the core, we are naturally positioned to be that central, neutral trusted repository for clients that need to work across enterprises and not just within their own office.

CEO CFO: Are there tweaks that you are working on or new pieces to be added to the service?

Mr. Tredennick: If you could see me you would see a big smile on my face, because we are constantly working on what you might call “tweaks.” It is a never-ending process that will not stop in my lifetime, for sure! We provide our software as a service. That allows us to roll out new features on a regular basis. The beauty of this approach is that you do not have to wait months or years for software upgrades to be tested and approved by your IS department. Rather, you just log in on Thursday morning after one of our software builds and you might see a new feature or a set of new features. That is one of the great things about cloud computing.

CEO CFO: Why should investors and people in the business community pay attention to Catalyst Repository Sys-

tems? What makes you an exceptional company?

Mr. Tredennick: We are not looking for investors at the moment, but the market is interesting because of the rapid growth of data and the increasing reach of international regulators. Put the two together and you have a growth industry that shows no signs of hitting a ceiling. Catalyst is one of the few cloud providers positioned to take advantage of this opportunity. Our platform can handle tens or hundreds of millions of documents. Our search engine is the most powerful in the industry—we have literally run searches with over 1.5 million characters. The system handles over 250 languages and the interface can be localized for Japanese, Chinese, Korean or just about any other language we need to add. Our automated workflow puts the controls in the users’ hands, so they are not dependent upon us to provide all of their needed services. That seems like a good combination for this marketplace. Ultimately, we believe that there are only going to be a few winners in this game and they will be secure cloud rather than appliance providers. We feel like we are in the “catbird seat” and for the moment and are enjoying the ride as we build this business.



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