

## Information Management Solutions Allowing Organizations and Government Agencies to Reach Compliance with the Freedom of Information Act



**Jeffrey Goodwin**  
Founder  
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**CEOCFO:** *Mr. Goodwin, what is the concept behind eDiscoverySquad?*

**Mr. Goodwin:** We are focused on information management for corporations and government agencies to help them be more efficient, faster, accurate, more automated and reaching compliance with the Freedom of Information Act and discovery requests, and helping them automated forms management and leverage electronic information as a strategic asset. We have a specific focus on the Google platforms so we complement the compliance software that Google has, such as Google Vault, to extend it and make it more productive.

**CEOCFO:** *What are some of the challenges today with information governance?*

**Mr. Goodwin:** There is just an exploding amount of information that records managers, compliance officers and IT departments have to classify and track according to records management schedules and trying to traverse a diverse amount of different information sources, networks, work stations, mobile devices and then the cloud has to comply with the Freedom of Information Act or discovery request during litigation. That is the biggest challenge. It is trying to comply with those requests in a cost effective manner, categorizing record types, and getting a view of information management in the way the organization really is working on a daily basis.

**CEOCFO:** *Are most companies paying attention to the regulations? Are they aware of what they should be doing and are seeking better?*

**Mr. Goodwin:** They are seeking better solutions. Many of the department's' personnel are overwhelmed with the amount of work that they have to do to actively comply with these requests. The deliverables tend to be more deadline driven in terms of given the current capabilities they have they do their best to comply. They are required to deliver on time, regardless of whether the request is satisfied in a completely accurate fashion, where companies are running into trouble and government agencies is in the case where emails are lost or information is lost or unable to be published in a timely manner and there are penalties in the form of settlements, litigation and things of that nature.

**CEOCFO:** *Would you tell us a bit about the Google platform and how eDiscoverySquad enhances that?*

**Mr. Goodwin:** The Google platform has an email archiving solution that enables companies to classify their emails according to specific record retention policies, either by user or by department or organization wide. We provide services to help companies configure Google Vault and then we help them in terms of the gaps where the functionality does not provide them a complete solution such as with Google Drive with documents and being able to automate the scanning and categorization of the information so that it maps into specific categories that they would have in terms of specific types of cases; whether that be human resource complaints or a contractual breach or different types of claims that may arise. Therefore, the help will be more proactive and learn about these potential problems while they are happening and give them more attention and focus and that is their potential liability.

**CEOCFO:** *What were the challenges you needed to overcome to have a product that is doing all the things that it needs to? Where were the biggest problem points?*

**Mr. Goodwin:** Part of the problem on the Google platform is that, first of all, it is a moving target in terms of the functionality that Google provides. There was one venture backed company that preceded us that was funded and developed substantially similar features to what Google Vault has. As a result of that it was then unsuccessful. Therefore, it is important to analyze the key value added features that Google is not going to be providing in their road map, which is not publicly available. Therefore, it requires some political thinking and analysis and patience in working closely with the customers to understand what their challenges are and how to put together a solution for them that is going to be a good

long term solution. Another big challenge is that Google does not provide an API, Application Programming Interface that allows third party applications to interface directly Google Vault and configure it. Those are probably two of the biggest challenges.

**CEOCFO: *What is involved when you are working with an organization and they want to use your service? What is the implementation and the learning curve for a company?***

**Mr. Goodwin:** That depends on how much experience they have in fulfilling these types of requests and how adequately staffed and what type of resources they have available. If it is an agency or corporation that has never been involved in litigation, for example, it can be a fairly daunting request to come up to speed. Typically, companies will hire a third party as a service to come in and help them through the process, which can be very expensive in terms of the collection and processing of the data. Then there are companies on the other end of the spectrum that are very heavy in litigation, such as insurance companies that have a lot of internal staff and resources and are trying to optimize their costs of litigations, especially if they have a lot of it. Then there are companies that are somewhere in between that may have some litigation, but it may be on an infrequent basis. They have decisions to make in terms of the technology that they adopt and the life span of that technology in terms of their return on investment and things like that.

**“We tend to engage best with customers that would have a mindset like that that are not just in a reactive mode, but they are also interested in putting together a short and long term to automate their systems.” - Jeffrey Goodwin**

**CEOCFO: *Is there a common thread among your customers?***

**Mr. Goodwin:** The common thread is particularly in the government space. It is that the current methods that are used are very archaic. In many cases they are paper based, because the process, for example, for a government agency to, at the county or city level for example, to submit to the state archives their information. It requires a lot of complexity for the individuals that have to prepare that information for transfer. It may involve different file formats and packaging of the electronic information in a certain way. Often the information is duplicated among different data sources. What happens much of the time that we see a common thread would be out of frustration and convenience; these individuals will simply just print out the key permanent records or semi permanent records and put them in a file cabinet, which creates and exacerbates the long term problem of being able to automate all of the management of all the information in the agency, because you have not only all of the duplicated electronic information, you now also have these paper based sources, which eventually are going to have to be scanned, archived, classified and duplicated against all of the electronic information. That is a very common thread across many government agencies.

**CEOCFO: *Are you able to work with different agencies at whatever level they may be at, or do you need to help them get up to speed so that your solution will actually effective?***

**Mr. Goodwin:** For an example; we have a customer showcase that is actually listed on our website, [www.ediscoverysquad.com](http://www.ediscoverysquad.com), with Pitkin County, which is in Aspen, Colorado. We are actually working with them on a three year project to automate and improve their electronic management system for the purpose of records management and discovery requests. Therefore, it is actually a three year project. We absolutely help them with urgent discovery requests as they come up, as they arise. In parallel to that we have short and medium term goals that we are working on to implement software to make immediate improvements. We also work with them on a long term, architectural plan for phase implementation over a number of years. We are working at all different levels of assistance in terms of modernizing their systems from short term to long term.

**CEOCFO: *Does it surprise you that so many organizations are so behind?***

**Mr. Goodwin:** It does. It really does. Initially we were working on big civil litigation cases in federal court, mainly with large corporations that involved multimillion dollar lawsuits we were helping them. Then we got kind of called in to a government agency that ended up being the lead customer for us in the government space. We started talking with a number of the different agencies and were shocked to learn how ineffective they were and how many problems they were having in terms of financial penalties where settlements for failure to comply with the Freedom of Information Act requests. We talked with a number of the records managers and they were overwhelmed. At the same time, as you move up to the federal level, you will see these big federal contracts that tried to umbrella a number of other agencies. For example, the department of the interior encompasses a number of different agencies, including US Fish and Wildlife. Therefore, they will have one set of technology in terms of archiving and classifying records management. For example, I believe they have a contract with Open Text. However, the individual agencies that they supported use a different set of technologies so they end up having to make copies of all the data and process it, which is very inefficient. We have found a way to complement the existing cloud based systems such as with Office 365 and Google to leverage the in place backup and

classification methods that are there and then just monitor deleted documents and emails and provide productivity aids to customers to manage that piece of it. At all different levels there is a lot of inefficiency.

**CEOCFO:** *Your site indicates, “We jump through hoops for our clients.” Would you give us an example? How do you go above and beyond?*

**Mr. Goodwin:** We actually have the ability to work twenty four hours a day, seven days a week. Therefore, we have overnight capabilities. If we can work on processing a discovery request over night as well as analyzing, providing write up and things like that. As I mentioned earlier, this area in terms of discover request, Freedom of Information Act request, is very deadline driven. Therefore, it is always extremely important and absolutely necessary to always meet the deadline and to be able to demonstrate that the entity has used its best efforts to do so. Therefore, along those lines we provide the extra resources and extra ship time to work overnight or on weekends to meet those deadlines.

**CEOCFO:** *Why choose eDiscoverySquad?*

**Mr. Goodwin:** The reason why we are appealing to customers has to do with the nature of our services that we can provide not only the short term responsiveness in meeting the Freedom of Information Act and discovery requests, but we can also help them build a long term and medium term solution to modernize their existence and make them more automated so that they are not as reactive and scramble to meet the deadlines and they can be more effective and use their staff’s time more productively to meet their core functions. Therefore, we tend to engage best with customers that would have a mindset like that that are not just in a reactive mode, but they are also interested in putting together a short and long term to automate their systems.

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## **eDiscoverySquad, LLC**

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