

HaystackID®

Make Your ECA Process Work for You

GenAI's Role in Enhanced Legal Decision-Making

Educational Webcast

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HAYSTACK®

HaystackID Overview



HaystackID solves complex data challenges related to legal, compliance, regulatory, and cyber requirements. Core offerings include **Global Advisory**, **Cybersecurity**, **Core Intelligence AI™**, and **ReviewRight® Global Managed Review**, supported by its unified **CoreFlex™** service interface.

Recognized globally by industry leaders, including **Chambers**, **Gartner**, **IDC**, and **Legaltech News**, HaystackID helps corporations and legal practices manage data gravity, where information demands action, and workflow gravity, where critical requirements demand coordinated expertise, delivering innovative solutions with a continual focus on security, privacy, and integrity.

Esther Birnbaum

EVP of Legal Data Intelligence *HaystackID*



With a robust background in complex litigation and regulatory compliance, **Esther Birnbaum** brings a wealth of knowledge and practical experience to the table. She uses her unique expertise at the intersection of technology, data, and law to develop best practices and drive innovative workflows across many areas of the business. She enjoys sharing her insights with the wider eDiscovery community and frequently speaks at conferences, webinars, and podcasts on topics related to law and technology.

Jim Sullivan

Chief Executive Officer eDiscovery AI



Jim Sullivan is an accomplished attorney and a leading expert in legal technology. As the co-founder of eDiscovery AI, he is at the forefront of transforming how the legal industry leverages advanced artificial intelligence in document review. With two decades of experience, Jim has become a recognized authority on integrating AI into legal workflows, playing a key role in modernizing eDiscovery practices. Throughout his career, Jim has consulted on thousands of predictive coding projects, utilizing AI to efficiently identify relevant documents in complex, large-scale legal matters. His expertise has made him a sought-after speaker at legal technology conferences, webinars, and meetings, where he advocates for the adoption of AI to improve productivity, accuracy, and defensibility in legal proceedings.

Young Yu

VP of Advanced Analytics and Strategic Solutions HaystackID



Young Yu joined HaystackID in 2018 and is currently the Vice President of Advanced Analytics and Strategic Solutions. Prior to his current role, Yu was the Director of Advanced Analytics and Strategic Solutions at HaystackID. In this role, Young was the primary strategic and operational adviser to HaystackID clients in matters relating to the planning, execution, and management of eDiscovery activities.

Current Challenges in ECA

Legal teams are expected to make fast, informed decisions—yet face significant obstacles:

- **Large unstructured datasets** are difficult to analyze early on.
- **Manual outdated workflows** that don't scale and hinder agility.
- **Overreliance on keyword search and culling**, often without validation, poses defensibility risks.
- **Difficulty identifying privilege and key issues** early in the process.
- **Tight timelines** for regulatory inquiries, internal investigations, and audits.
- **Limited use of GenAI**, despite its potential to accelerate insight generation and reduce risk.



Traditional ECA Approaches

Why Traditional ECA Approaches Fall Short

Culling is often cost-driven,
not strategy-driven.

Validation standards differ
between ECA and review, creating
inconsistency.

**CAL (Continuous Active
Learning)** is sometimes used in
ECA, but not always validated.

Assumptions go untested: How do
keyword searches compare to GenAI
classification tools like Case Insight™?

GenAI's Role in ECA

Rethinking the Approach

GenAI should not be judged by search term metrics—it needs its own defensibility framework.

Faster decision-making: Identify themes, issues, and privileged content earlier.

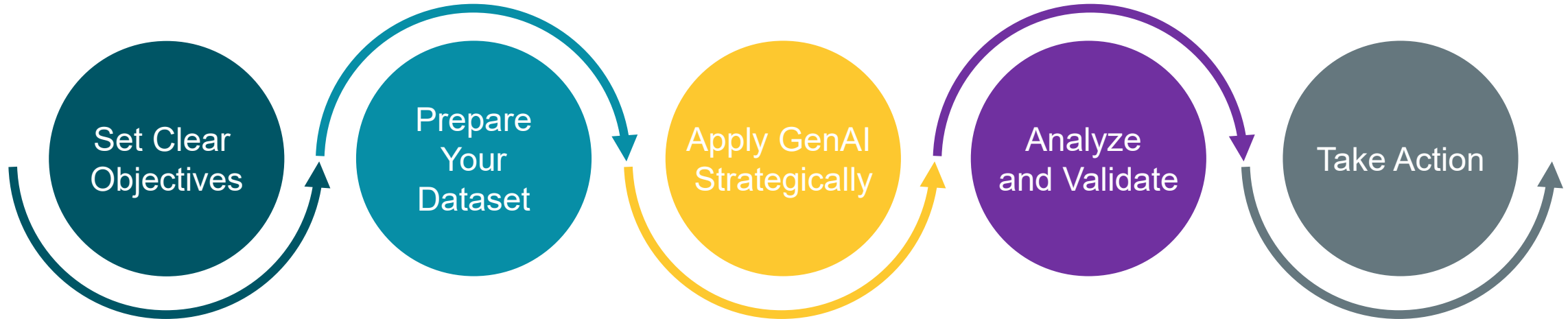
Pattern recognition and prioritization: GenAI reveals what manual review often misses.

Strategic leverage: Use GenAI to guide sampling, issue spotting, and dataset reduction.



How to Use GenAI in ECA

Unlock GenAI's Value in Early Case Assessment



Building Trust – How Will GenAI Be Accepted for ECA?

- What does **validation look like**—search terms vs. GenAI outcomes?
- How can GenAI support **collaborative culling** and targeted disclosures?
- What are the implications if GenAI **excludes more documents** than traditional methods?
- Develop **guidance, guardrails, and benchmarks** to support defensible GenAI workflows in ECA.
- Should **prompts be disclosed** to Outside Counsel?



Questions?

Learn how we can help you at HaystackID.com
or reach out to us at Info@HaystackID.com / 800.267.9695

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