

Meet The President Of E-Discovery Company HaystackID

By **Andrea Keckley**

Law360 (August 4, 2022, 1:09 PM EDT) -- Andrea Wallack is president of HaystackID, an e-discovery company that announced this week the launch of its global advisory practice.

HaystackID's customers include Travelers Insurance, Norton Rose Fulbright and the Massachusetts Institute of Technology. The company's new offering includes four dedicated practices.

The global cyberdiscovery and incident response services practice helps organizations quickly identify sensitive data during a security breach, while the privacy and compliance practice helps organizations uphold individual privacy rights, data integrity and compliance with privacy regulations, according to the firm.



Andrea Wallack

The global information governance services practice focuses on preparedness for litigation, regulatory requests and investigations, while the enterprise managed solutions practice offers discovery management programs.

As president, Wallack leads the HaystackID teams who advise clients on global discovery and data privacy matters, according to her company profile. She was previously the chief executive of NightOwl Global, an enterprise data solutions provider she founded. The companies merged in 2020.

Here, Wallack discusses the launch and the state of the e-discovery market. This interview has been edited and condensed for length and clarity.

What excites you most about the launch of the global advisory practice, and how do you think it will help your company be a leader in the e-discovery market?

What I am most excited about with HaystackID's global advisory is what I would refer to as a philosophical shift in our go-to-market strategy: to lead with our experts and to continue to develop new solutions that enhance our already robust technology offerings with additional thought leadership, data science and governance expertise, creating dynamic opportunities for our clients and teams.

Where do you think the e-discovery market is headed?

The market itself is fairly mature. At this point, I think, from a technology perspective, there are clear front runners and the front runners tend to stay in front. In terms of where it will go, I think that the technologies we use today will continue to be increasingly feature-rich to deal with new data types and new ways of looking and reporting information.

Cooperation with discovery rules can be a point of contention between opposing parties in a case. Do you think Haystack's technology can make the discovery process fairer? And if so, how?

We use best-of-breed technology. Haystack itself does not build any technologies, although we have lots of customizations. The philosophical aspect of law is not something really that technology can help to make more fair. I think the concept of fairness is something that we can talk about for an entire week. But, philosophically, I think technology can help to create better proportionality.

What do you find customers like and dislike about working with e-discovery vendors, and what sets Haystack's services apart from other vendors'?

From my experience, what customers really appreciate is authentic partnership with their providers. They can rely upon HaystackID for expanded expertise and experience to solve out-of-the-box problems. When one considers the rapid expansion of data types, sources and the complexity of newly available AI platforms, we are able to offer, through our data intelligence and core platforms, turnkey solutions and a deep breadth of application knowledge.

This experience can only be garnered via frequent and ubiquitous deployment of these systems against a cadence of matters that in-house and outside counsel rarely experience. Additionally, a strong vendor helps to elevate the customer's experience and knowledge, offering an opportunity for leadership and dissemination of information amongst their stakeholders and peers.

Do you anticipate that Haystack's new global advisory practice will help your firm reach more types of clients, and if so, how?

Our advisory practice is not new per se. However, we have reached a scale where positioning the company's experts under one umbrella and building a center of gravity around expertise and leadership will offer both existing and new clients an opportunity to more easily access experts, design custom teams and use design thinking to innovate and build solutions for their stakeholders. We are excited by complex problems and have a wide variety of assets and knowledge that can be combined in new and interesting ways, including a wide variety of visualization methodologies, which can dramatically enhance reporting and insight.

--Editing by Karin Roberts.