HaystackID® Acquisition of Business Intelligence Associates

HAYSTACK®

About the Acquisition

HaystackID is a specialized eDiscovery services firm that helps corporations and law firms securely find, understand, and learn from data when facing complex, data-intensive investigations and litigation. With a worldwide focus and an extensive portfolio of services that enable cybersecurity, information governance, and legal discovery efforts from data creation to defensible disposition throughout information, regulatory, and legal lifecycles, HaystackID's accelerated growth trajectory, recent service and advisory launches, and identification of strategic expansion opportunities have put the company in the favorable position of being able to identify and rapidly enhance its ability to serve enterprise clients with customized and complex discovery needs through the targeted acquisition of an enterprise eDiscovery leader, Business Intelligence Associates.
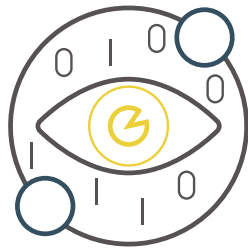
Business Intelligence Associates (BIA) is an industry pioneer and innovator in areas ranging from remote data collections and cloud-based eDiscovery to data reuse and coding across investigation and litigation cases and matters. With a unique combination of innovative intuitiveness and executional excellence, BIA's geographical presence, technology and service performance, and business posture have positioned the company to extend and enhance its reach and resources by joining forces with HaystackID, an eDiscovery leader with unique expertise in cyber discovery, enterprise solutions, legal discovery, and Global Advisory services.

The acquisition by HaystackID of BIA renders substantial alignment for an integrated and optimized delivery model of primary offerings, all ultimately delivered under the HaystackID brand.
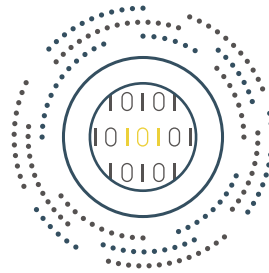
Primary Offerings

**HaystackID
Global Advisory**

**HaystackID
Discovery Intelligence**
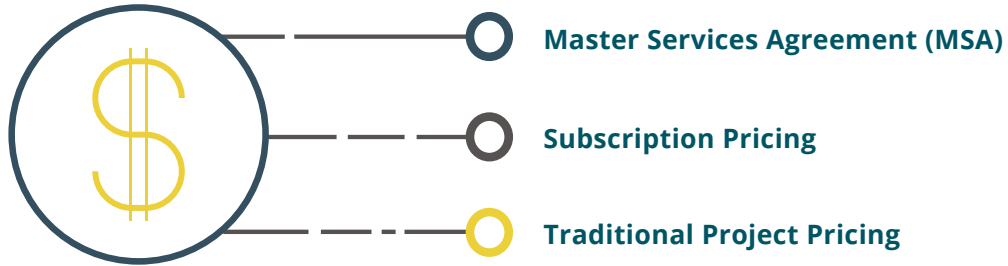
**HaystackID
Core**

**HaystackID
Discovery Services**

- **HaystackID Global Advisory** features specialized industry experts and teams organized into practices and optimized to help clients purposely plan, assess, report, and manage complex and critical tasks, projects, and programs. Global Advisory supports business-critical and risk-significant requirements and opportunities by providing dedicated practices in cyber discovery and incident response, privacy and compliance, information governance (enterprise risk management), and enterprise managed solutions.

- **HaystackID Discovery Intelligence** transforms how cybersecurity, information governance, and eDiscovery professionals consider the practice and process of discovering electronically stored information. By synergistically harnessing the potential of artificial intelligence, the precision of data science, the power of machine learning, and the practicality of expertly trained and managed reviewers, HaystackID Discovery Intelligence delivers insight and intelligence that allows clients to reach decision points faster and more economically than previously possible.

- **HaystackID Core**, a discovery management platform for discovery intelligence, is a robust suite of software, platform, and infrastructure services combining HaystackID Discovery Intelligence with best-of-breed technology, security, and privacy platforms, processes, and protocols to deliver complete eDiscovery capabilities without upfront or additional investments in hardware, software, and support personnel.

- **HaystackID Discovery Services**, with an extensive portfolio of services customized for specific needs, can help clients achieve quality outcomes at a fair and predictable price through the use of Cyber Discovery services, Legal Discovery services, and Enterprise Solutions.

These four primary offerings and their underlying technology stacks will be available to combined company customers under three proven and customer-friendly pricing models.

Pricing Models

Master Services Agreement (MSA)

Subscription Pricing

Traditional Project Pricing

- **Master Services Agreement (MSA):** Addresses the combination of expertise, technology, and time applied to manage and solve specific challenges and is typically quantified by pre-agreed upon tasks that are managed and accomplished for a particular time frame at negotiated rates that are usually lower than subscription or traditional project pricing rates.

- **Subscription Pricing:** Addresses the combination of expertise, technology, and time applied to address specific needs and is typically quantified by pre-agreed tasks that are accomplished for a particular time frame at fixed and tiered rates that are usually lower than traditional project pricing rates.

- **Traditional Project Pricing:** Addresses the combination of expertise and technology applied to complete specific tasks and is typically quantified by the time or volume consumed or acted upon in the completion of agreed-upon tasks.

The four primary offering categories and three proven pricing models will be the basis for the combined company's client engagement through its traditional sales, business development, and account management efforts and through four consulting-centric practices.
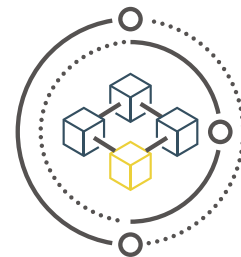
Advisory Practices

Cyber Discovery and Incident Response

Privacy and Compliance

Information Governance

Enterprise Managed Solutions

Just as with the recent HaystackID acquisitions of Inspired Review, Envision Discovery, and eTERA Consulting, and the merger with NightOwl Global, the addition of BIA to HaystackID significantly increases the depth and breadth of the combined company's ability to support four primary customer areas of need.

Four Critical Areas of Need

1. The need to **detect and protect** electronically stored information (ESI) as part of cybersecurity, privacy, and compliance initiatives.

2. The need to **preserve and collect** ESI in support of audit, investigation, and litigation cases and matters.

3. The need to **process and analyze** high volumes of ESI for data discovery and legal discovery requirements.

4. The need to **review and produce** ESI to help customers achieve their legal, informational, and business objectives.
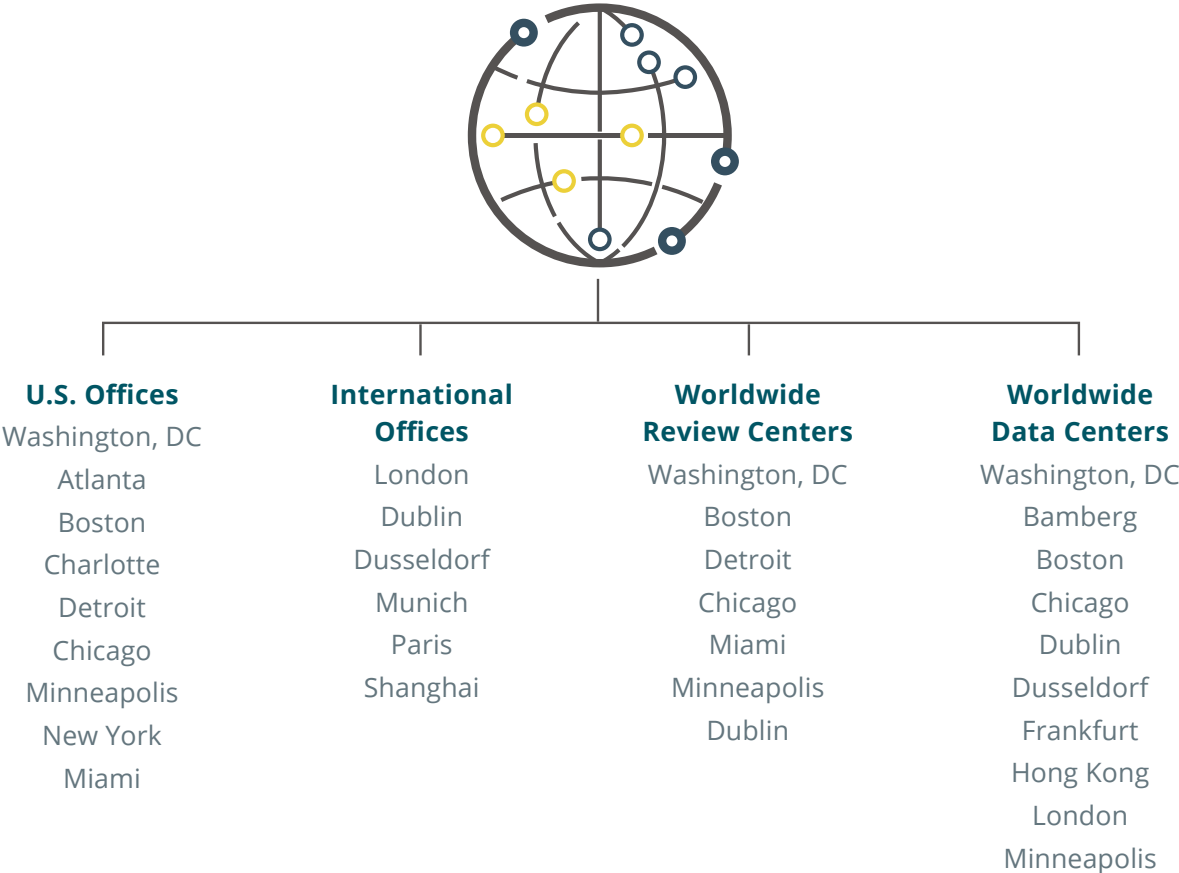
The combining of experts, relationships, and infrastructure through the integration of HaystackID and BIA, all ultimately delivered under the HaystackID brand, will help the combined company's clients more efficiently, effectively, and economically address these critical four areas of need regardless of location or language with a robust technology, service, and advisory portfolio.

About Acquisition Integration

Overview

The formal announcement of the acquisition to combine companies, customers, and partners, as well as the initiation of communications with industry analysts and media professionals, begins on September 7, 2022. With the announcement of the acquisition, HaystackID and BIA will start the process of operational and workforce integration to optimize efficiencies and enhance the ability to support clients and partners. The acquisition will also position the combined company to conduct operations globally with offices, data centers, and review centers worldwide.

Combined Company Geographical Locations

U.S. Offices	**International Offices**	**Worldwide Review Centers**	**Worldwide Data Centers**
Washington, DC	London	Washington, DC	Washington, DC
Atlanta	Dublin	Boston	Bamberg
Boston	Dusseldorf	Detroit	Boston
Charlotte	Munich	Chicago	Chicago
Detroit	Paris	Miami	Dublin
Chicago	Shanghai	Minneapolis	Dusseldorf
Minneapolis		Dublin	Frankfurt
New York			Hong Kong
Miami			London
			Minneapolis

With the acquisition, the combined company under HaystackID's leadership will have an expanded and more diverse leadership team that will increase the depth and breadth of industry experience available to enhance client and partner engagements. Key leaders in both HaystackID and BIA will remain in place in the combined company, thus creating one of the most proven and successful executive teams in the eDiscovery ecosystem.

Additionally, the combined company will retain all key sales, operations, and support teams for both parties in the acquisition to support the optimized delivery of consulting and services.

About Operations

Business Continuity

All services and support provided by pre-acquisition HaystackID, and BIA will continue to be supported post-acquisition, providing clients with an expanded portfolio of offerings to support consulting and service needs.

Current procedures for all support and business requests will remain in place until customers are notified by their account managers of changes in processes, procedures, or contracts. Over time customers may expect a controlled migration of systems and contracts into a consolidated business and support organization. However, all changes will be proactively communicated to customers to ensure business and execution continuity.

Current contracts and pricing agreements will remain in effect for all pre-acquisition HaystackID and BIA clients. Over time pricing may be adjusted favorably for clients to reflect the expanded portfolio of consulting and services available from the combined company.

Contractual pricing communications will be proactively initiated by assigned account managers before any changes to ensure comfort and continuity with any adjustments or updates.

About the Acquisition

Communications

All HaystackID client requests for consulting, services, and support can be addressed through current HaystackID account managers by contacting HaystackID at (877) 942-9782 or Sales@HaystackID.com.

All BIA client requests for computer forensics, legal discovery and legal review services can be addressed through current BIA account managers by contacting BIA at (888) 338-4242 or Info@BIAprotect.com.

All media, analyst (financial and industry) requests for comment or information can be directed to Rob Robinson, CMO, HaystackID at (512) 934-7531 or PR@HaystackID.com.

About HaystackID

HaystackID is a specialized eDiscovery services firm that helps corporations and law firms securely find, understand, and learn from data when facing complex, data-intensive investigations and litigation. HaystackID mobilizes industry-leading cyber discovery services, enterprise solutions, and legal discovery offerings to serve more than 500 of the world's leading corporations and law firms in North America and Europe. Serving nearly half of the Fortune 100, HaystackID is an alternative cyber and legal services provider that combines expertise and technical excellence with a culture of white-glove customer service. In addition to consistently being ranked by Chambers USA, the company was recently named a worldwide leader in eDiscovery Services by IDC MarketScape, a representative vendor in the Gartner Market Guide for E-Discovery Solutions, and a Legal Technology Trailblazer by The National Law Journal. Further, HaystackID has achieved SOC 2 Type II attestation in the five trust service areas of security, availability, processing integrity, confidentiality, and privacy. For more information about its suite of services, including programs and solutions for unique legal enterprise needs, go to HaystackID.com.

About Business Intelligence Associates

As an industry pioneer, BIA continues to set the standard for reliable, innovative, and cost-effective eDiscovery services. Its customer-first focus has resulted in countless innovations copied widely across the industry today. From technical innovations like truly remote data collections and the first cloud-based, end-to-end eDiscovery platform to service revolutions like reusing data and coding across matters and hiring dedicated, full-time employees for document review, BIA consistently stands at the leading edge of the industry. Founded by legal and technology professionals, BIA provides the entire spectrum of eDiscovery services – including attorney document review – with minimal disruption to its clients' daily business operations. To learn more, visit BIA at BIAprotect.com or on Twitter at @biaprotect.