A database is defined as “a structured set of data held in a computer.” “Structured data” behaves differently than “unstructured data” such as emails, texts, PDFs, etc.

**Structured Data** is typically modeled in rows and columns in a series of tables, often using codes instead of full entries for efficiency.

Databases have **relationships** between tables to create **logic** for entry codes.

Complex databases may connect **thousands** of tables containing terabytes or petabytes of data.

**Structured Query Language** – "SQL" (pronounced “see-quel”) is used to access, modify, and organize data.

Users can also run reports in different formats according to business need.

**Judges understand that databases are complicated**

“The databases in question are not simply collections of lists or numbers that can be easily extracted and correlated with other numbers; . . . the databases are integrally connected to a data system that comprises 25 separate but interdependent subsystems that each are comprised of scores of programs, tens of databases and scores of screen and report formats. There are over 3,000 programs containing a total of 1,500,000 lines of program instructions.”


**How Companies Use Structured Data**

**Databases measure:**

**Financials**
- Accounting
- Expenses
- Payables/ Receivables
- Asset management

**HR**
- Hiring and retention
- Time and labor
- Performance management
- Payroll and benefits

**Risk management**

**Project management**

**Product development/R&D**

**Sales**
- CRM
- Compensation
- Sales operations
- Customer service

**Supply chain**
- Procurement
- Inventory
- Order fulfillment
- Quality control
- Transportation management
- Warehouse management

**Electronic health/medical records**

*What gets measured gets managed*  
- Peter Drucker

All of this data can be used in cases to prove what happened.
What Kinds of Cases Involve Databases?

**Case Types**
- Internal investigations
- Regulatory matters
- Complex commercial litigation
- Products liability
- Labor & Employment
- Securities litigation
- Class actions

**Industries**
- Financial services
- Pharma
- Manufacturing
- Construction
- Retail
- Healthcare
- Insurance

Prove What Happened With Structured Data

Your clients’ **databases** prove:

- Who . . .
- did *What* . . .
- exactly *When* . . .
- and precisely *How*

You need to use that data

That’s Where We Come In…

Our **data visualization** platform lets you explore issues, defenses, and damages using client databases on a secure, indelible copy.

Case Example:
Labor & Employment
wage and hour class action

**Settlement cost reduction**
= 5x return on our fees!

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