

## IRIS Opens Office Washington, DC Office

Premiere eDiscovery provider, Iris Data Services, opens Washington, D.C. office

By: Matthew J. Madalo, Esq.

After earning the loyalty and trust of the top law firms and largest corporations in the country, Dallas based IRIS Data Services recently welcomed Washington, D.C. as its newest office providing top-tier eDiscovery and forensics services to the legal community. Washington, D.C. represents the sixth major US market for IRIS, joining Chicago, Dallas, Kansas City, New York, and San Francisco.

“IRIS has captured the attention of the entire industry by providing client focused services backed by forward thinking software solutions in the electronic discovery arena,” said IRIS’ President, Major Baisden. IRIS’ services include data preservation, collection, processing, forensics, consulting, and online review.

Although new to the DC market, IRIS is made up of an experienced technical team of industry veterans. All services are done in-house by the firm’s full-time staff, allowing IRIS to control costs and insure the highest level of output quality, exemplifying IRIS’ commitment to always putting the client first.

“For a while now we have heard from our clients nationally with DC offices that a provider like IRIS was dearly needed in this market,” Baisden said. “We are excited to bring the same level of quality and service to Washington, D.C. that we provide clients from coast-to-coast.”

IRIS was started by former executives from some of the world’s largest software developers and eDiscovery providers who rejected what had become the industry norm of over promising, overcharging, and underperforming. “Since starting IRIS, we have spent every ounce of our energy and resources in developing new best-of-breed software tools and technical processes to simplify the way eDiscovery is performed, including the industry’s newest software breakthrough, *IView*,” said Baisden.

*IView* is IRIS’ proprietary online review platform which was released in early 2007 to much industry enthusiasm. “*IView* is unlike any tool currently being offered in the industry,” commented Kent Teague, Chairman of IRIS Data Services. “At first glance users notice that the look and feel of *IView* is clean, flexible and user friendly, yet once they start working they discover unparalleled speed, power, and advanced capabilities.” Teague added, “*IView* is designed specifically with the reviewer in mind, and is ideal for categorizing and organizing any size collection of electronic documents.”

### What Makes IRIS Different?

IRIS differentiates itself from its competition and directly services the most important unmet needs of the industry by offering a scalable, cost-effective service to preserve, perform initial and substantive review, and produce electronically stored information. IRIS offers these services in a unified manner by employing a unique, high-performance SQL database that controls all services. This combined service offering is considered essential to corporations looking to better manage and mitigate risks of litigation, while offering law firms a more efficient way to perform their necessary tasks.

When asked the impact of IRIS' emergence into the DC market, Baisden commented "we are letting it be known that eDiscovery in DC is forever changed for the better. We are continuously being told by firms and corporations alike that they are tired of seeing the same eDiscovery solutions and that they are ready for something innovative. By focusing just on eDiscovery, and how to improve this field, IRIS is that innovative spirit that they have long desired."

Matthew J. Madalo, is the Mid Atlantic Regional Director and General Counsel for IRIS Data Services. IRIS Data Services is an international provider of eDiscovery, forensics, and online review technologies, with US offices in Chicago, Dallas, Kansas City, New York, San Francisco, and Washington, D.C. International offices include Nanjing, China, and Perth, Australia. To learn more about IRIS Data Services visit [www.IrisDS.com](http://www.IrisDS.com) or call toll free 866-726-1810.