



**DNA<sup>®</sup>**  
Dispute Navigation Analytics

## The New Generation of Litigation Management

Dispute Navigation Analytics (DNA<sup>SM</sup>) is Duane Morris' proprietary, systematic approach to litigation early case assessment, which enables clients to understand alternatives and make optimal decisions in the critical first phases of any given case, thus managing risk and controlling costs more effectively. DNA<sup>SM</sup> combines a thorough, step-by-step analysis of the various factual and legal issues facing clients in litigation with a detailed process for better predicting costs, risk exposure and outcome probabilities.

### COST & RISK CERTAINTY

The DNA<sup>SM</sup> approach responds to clients' desire for cost containment and predictability, and makes significant advances on first-generation early case assessment methodologies. The process also enables clients to make informed business decisions on whether to pursue litigation through traditional channels or to seek alternative methods to resolve disputes. The DNA<sup>SM</sup> process first identifies the issues with greatest influence on probable outcomes, then applies a cost-impact evaluation in real time for each successive phase of litigation.

DNA<sup>SM</sup> factors in qualitative variables including size of possible awards and punitive damages, venue, judicial history, jury dynamics and demographics, opponents and opponents' counsel, potential cost of discovery and e-discovery, likely number and expense of witnesses and many others. Working with clients, DNA<sup>SM</sup> can even be customized to evaluate reputational issues specific to certain industries, markets and organizations, including potential impact on customers, shareholders, business partners, investors, lenders and more.

### DATA-BASED DECISION-MAKING

Relying on actual litigation data gleaned from category-specific disputes as well as matter-specific assumptions and projections, the six-phase proprietary process dissects cases from beginning to end. It allows Duane Morris attorneys, in conjunction with their clients, to consider data covering a wide range of variables, model alternative scenarios, modify assumptions as the case proceeds, and account for changes in the broader litigation landscape.

Duane Morris developed DNA<sup>SM</sup> primarily for complex, high-stakes litigation matters, including putative class actions. But the methodology is equally relevant for smaller lawsuits, particularly those involving novel points of law. For management of more routine litigation, where the variables are well-established, the firm will continue to offer a highly cost-efficient litigation process that leverages its experience and economies of scale.

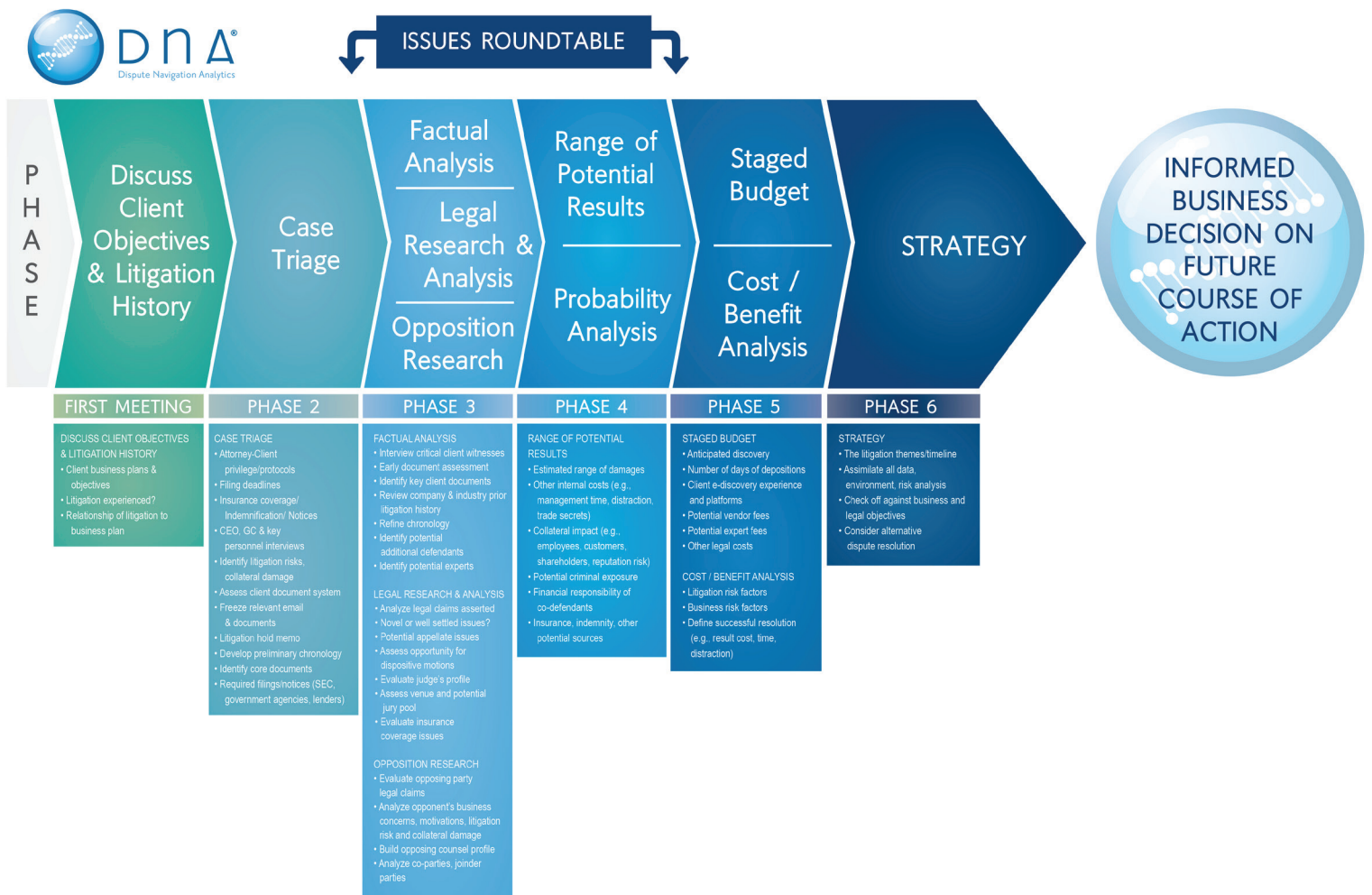
“DNA<sup>SM</sup> is a quantum improvement that takes early case assessment to a new level. The cost management and strategic benefits offered by DNA<sup>SM</sup>, including our analytical techniques and quantitative risk assessment instrument, present distinct advantages for our clients who are confronting growing litigation caseloads.”

**MATT TAYLOR,**  
*Chair, Trial Practice Group*

## STRATEGIC INSIGHT

DNA<sup>SM</sup> addresses litigation issues thoroughly through our six phases of upfront analysis that impact risk and outcomes most powerfully, then couples that analysis with a proprietary tool that attaches specific costs to strategic alternatives at each phase. Because complex litigation often implicates issues outside the skill set of the primary litigator, DNA<sup>SM</sup> brings to bear the views of lawyers whose expertise offers specific context in areas that impinge on the issues at hand. Organized as in-person, client-facing discussions, these Issues Roundtables produce deep understanding, developing specific insight into client concerns.

The DNA<sup>SM</sup> Road Map below illustrates the phased steps that go into producing this one-of-a-kind resource for general counsel, C-suite executives and other decision makers.



The real advantage for the client is that DNA<sup>SM</sup> really amounts to a kind of financial statement for a lawsuit and a user-friendly litigation cost estimator. But behind that user-friendly façade, our clients can have the rigor, reliability and confidence they need to effectively manage sophisticated matters and litigation portfolios.

FOR MORE INFORMATION ABOUT DISPUTE NAVIGATION ANALYTICS (DNA<sup>SM</sup>), please visit [www.duanemorris.com/site/dna.html](http://www.duanemorris.com/site/dna.html) or contact MATTHEW A. TAYLOR at 215.979.1140.