

The Best Way to a Winning Case Strategy



A Thinking Tool for Litigators & Their Clients

■ CaseMap is a software tool designed specifically for litigators and their clients. CaseMap isn't a time and billing package, a document management system, or any other type of software with which you may be familiar. It's an entirely new category of software — a litigation strategy manager.

CaseMap helps you organize, evaluate, and explore the facts and issues in a case. It helps you keep your client and any other members of the trial team informed. CaseMap is designed for use with all types of cases and by all types of litigators. It's not general purpose software that has been repackaged for the legal market. CaseMap is a litigation-specific program, built from the ground up to help you develop case strategy.

CaseMap is easy to learn and easy to use. It features a consistent design and prebuilt example cases that make mastering CaseMap a snap. And it removes the tedium from data entry by lending a hand with input whenever possible.

CaseMap is a thinking tool. It doesn't do any thinking for you, but we believe you will find it a tremendous asset as you do yours.



- ORGANIZE case facts and issues
- Create custom TIMELINES and chronologies
 - Evaluate CASE RISK
 - Ensure COMPLETE DISCOVERY
 - Standardize REPORTING
 - Be at your BEST in front of clients
- Gain a COMPETITIVE ADVANTAGE

A New Way to Ensure Complete Discovery

■ When your case is filed, create a CaseMap case to mirror it. As the case proceeds to trial, CaseMap keeps the facts at your fingertips. Here's how the CaseMap process works:

ORGANIZE

Use CaseMap to bring order to critical case data. CaseMap is a central repository for information about case facts and issues. It's the place to record what you know about witnesses, organizations, and physical evidence. And it's the place to trap your questions.

EVALUATE

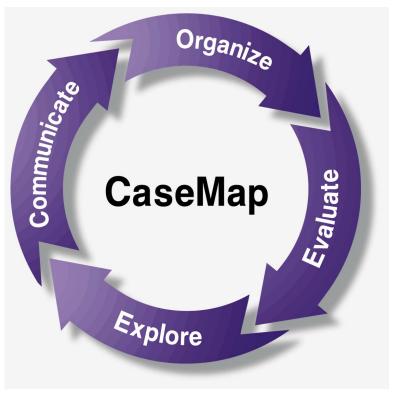
Use CaseMap to assess the facts, the issues, and the witnesses, organizations, and physical evidence in a case. Which weigh in your favor? Which weigh against you? Use CaseMap to evaluate the criticality of outstanding case questions. Which must be answered before discovery closes?

EXPLORE

Use CaseMap to create custom views of case data. Filter the facts, issues, and questions in view on your screen down to the ones in which you are interested at a particular moment. Use the What's New feature to find out how the case has changed while you've been in trial on another matter. Use the CaseWide graphical timeline to explore the case chronology.

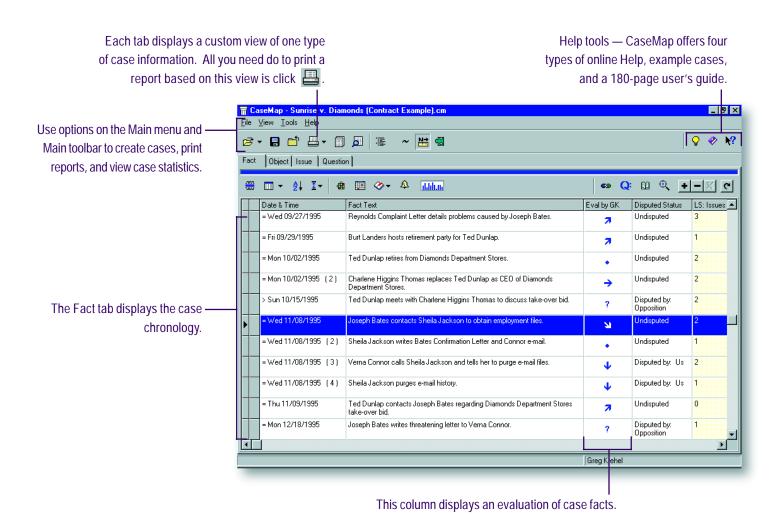
COMMUNICATE

Use CaseMap to keep your client and any other members of the trial team informed. Send them printed reports or copies of the case database that they can use to explore the case on their own.



View Essential Case Information Through the CaseMap Window

■ CaseMap organizes your case information across four tabs: one each for facts, objects (i.e., persons, organizations, and physical evidence), issues, and questions. The features on the four tabs work the same way. For example, once you learn the simple steps required to print a report of case facts, you know the steps it takes to print reports about case witnesses, issues, and questions.



You can also evaluate objects (i.e., persons, organizations, physical evidence), issues, and questions.

Keeping the Facts at Your Fingertips

A sole practitioner uses CaseMap to organize case information and ensure complete discovery. When she begins work on a new case, she creates a CaseMap case to mirror it. She enters the facts and issues in the complaint to get an early handle on the case timeline. She also holds a brainstorming session with the client and uses CaseMap to capture the list of questions that need to be answered before depositions begin.

Each month thereafter, she spends an hour or so entering new facts and fleshing out information about witnesses and documents.

As discovery proceeds, CaseMap keeps her in control of the case's growing complexity.

Build a Repository of



■ *Some* of the information you can capture about each type of case element are listed below:

FACTS

- The fact
- The date and time when the fact occurred
- · The source of the fact
- · Whether the fact is disputed and, if so, by which party
- · Links to the issue or issues on which the fact bears
- Links to the persons, organizations, and physical evidence mentioned in the fact
- Evaluations of the fact

OBJECTS

· The name of the person, organization, piece of physical evidence, event, or place

The role the object plays in the case (e.g., first officer on the scene)

- PERSONS
- ORGANIZATIONS Links to facts that mention the object

PHYSICAL EVIDENCE

Evaluations of the object

EVENTS PLACES

- For witnesses: deposition status, calling party, phone numbers, and addresses
- For organizations: phone numbers and addresses

ISSUES

- The issue
- · A description of the issue
- The burden of proof associated with the issue
- Links to facts that bear on the issue
- Evaluations of the issue

QUESTIONS

- The question
- · The date by which an answer to the question is due
- The individual who is responsible for finding the answer
- The status of the question (e.g., unaddressed, in progress, answered)
- The answer to the question
- Evaluations of the criticality of the question

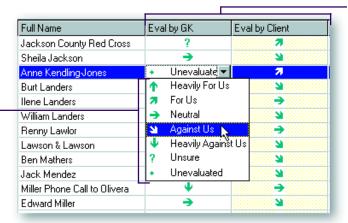
EVALUATE

Evaluate Case Risk in a Thorough & Consistent Manner

■ Does a fact help your case or hurt it? Is your position on an issue weak or strong? Are you confident or concerned about a witness' testimony? Use CaseMap's evaluation tools to capture your assessment.

CaseMap lets you store as many evaluations of each case element as you want. For example, you can have three separate evaluations of case facts: one by you, one by your client, and one by an associate working on the case with you. Once you have multiple evaluations, you can use CaseMap's evaluation comparison tools to explore the differences among them.

Evaluate whether a fact, object, or issue weighs for you or against you by making a selection from this list of options.



Make multiple evaluations of each case element. Compare your thinking to that of your client and to any other members of the trial team.

Eval by GK Question Text С Where does Charlene Higgins Thomas live now? Where did Charlene Higgins Thomas end up work Unevaluated 🔻 Extremely Critical /hat travel agency Joseph Bates trip to Las Vega Very Critical В o we have minutes from the Impromptu 5/20/80 Assess the criticality of a question C Critical /here did Ted Dunlap get his engineering degree by making a selection from this list D Not Very Critical /hen was Ronald Skopeck hired by Diamonds D of options. Unsure o we have the forfeiture paperwork and terms of Unevaluated The is creating the timeline documenting progress А When will the photo enlargements of Diamonds So D Where was the Honorary Dinner Party for Higgins What if any is Winslow & Company relationship will

PUTTING CASEMAP TO WORK

Assessing Case Risk

An associate at a large firm knows that a case has taken a turn for the worse over the past three months of discovery. But how much worse? He uses CaseMap to evaluate the facts and make his gut feelings concrete. Out of the 498 facts in the case, he evaluates only 92 as weighing for the client. Conversely, he evaluates more than twice that number as weighing against them.

No longer convinced that proceeding to trial is a wise course of action, the associate e-mails the CaseMap case to the partner in charge and asks her to use CaseMap to make her own assessment. Her evaluation confirms the associate's concerns. She schedules a meeting with the client to discuss a new settlement strategy.

Create Custom Views of Case Information

■ CaseMap's sorting, filtering, and tagging features make it easy to explore case data. SORTING – Use CaseMap's sorting feature to order the presentation of case data as you want. For example, list case questions by your assessment of how critical they are, by the date on which answers are due, by the person who is responsible for obtaining the answer, or by dozens of other criteria.

FILTERING – Use CaseMap's filtering feature to limit the case data in view to that which meets criteria you specify. For example, instead of viewing a timeline that displays every case fact, filter the facts in view down to those that are linked to a particular issue.

TAGGING – Use CaseMap's tagging feature to mark with an icon the case data that meets criteria you specify. For example, instead of hunting for the facts that are linked to a witness, have CaseMap tag these facts with icons so they stand out as you scroll through the case timeline.

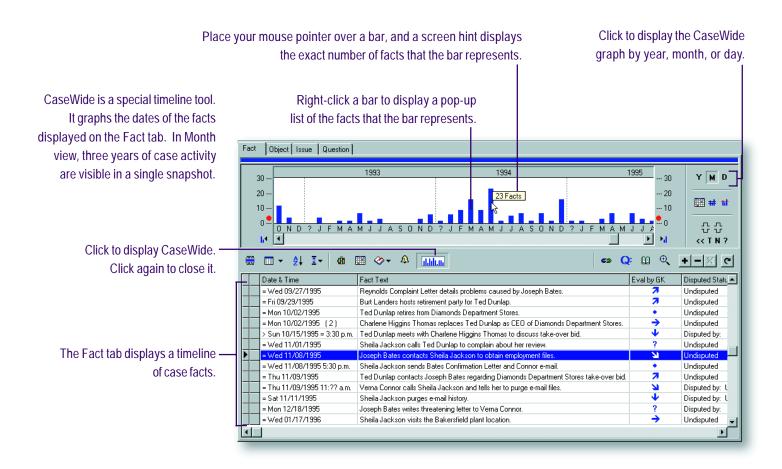
In less than 30 seconds, you can create and apply a filter that limits the data displayed on a tab. For example, filter the questions being displayed down to those you have evaluated as being an "A" (i.e., extremely critical). In this example case, only 9 of the 108 case questions meet this criterion and display on the screen.

Fact Object Issue Question ш ५ +-% ल Assigned To + Answer Status Due Date Eval by GK Question Text CruppN In Progress = Wed 01/15/1997 What travel agency booked Joseph Bates trip to Las Vegas? CruppN Unaddressed = Thu 06/25/1998 When did Charlene Higgins Thomas quit Diamond Stores? = Mon 10/27/1997 Donovanī In Progress Where does Ted Dunlap live now? = Mon 11/10/1997 When will the photo enlargements of Diamond Business Plan and Diamond 2nd These questions are sorted by -In Progress DonovanT Where is the original of Dunlap's notes from the 1/10/96 Board Meeting? DonovanT Unaddressed = Tue 01/13/1998 the names of the individual Can the deleted e-mails be recovered from Sheila Jackson's hard dri In Progress = Mon 11/17/1997 What records do we have documenting Sunrise growth? RobertsK Unaddressed to whom they are assigned. **BohertsK** Unaddressed = Mon 11/17/1997 Can Jack Mendez corroborate Justine Olivera account of Bates Dinner? RobertsK Unaddressed = Wed 01/07/1998 What percentage of Green Light Distributors, Inc. is owned by Diamond Stores? They could be sorted by any number of other criteria.

Study Case Timelines & Chronologies

■ CaseMap's Fact tab displays case facts in chronological order. And it's easy to limit the facts in view to those in which you are interested at any given moment. For example, rather than viewing a timeline of all case facts, you can filter it down to those facts that are undisputed.

CaseMap also provides a number of specialized timeline analysis tools. Most important among them is the CaseWide bar graph. CaseWide charts the dates of case facts and displays a visual summary of your case organized by year, month, or day. In two mouse clicks, you can display a list of the facts represented by any CaseWide bar.



Staying in Touch With What's New

In-house counsel for a manufacturer manages over 30 cases – contract cases, employment cases, products cases, even an intellectual property matter. Before turning to CaseMap, keeping tabs on this brood had been a challenge. Even though outside counsel worked hard to keep him informed, he found it difficult to keep up with case details.

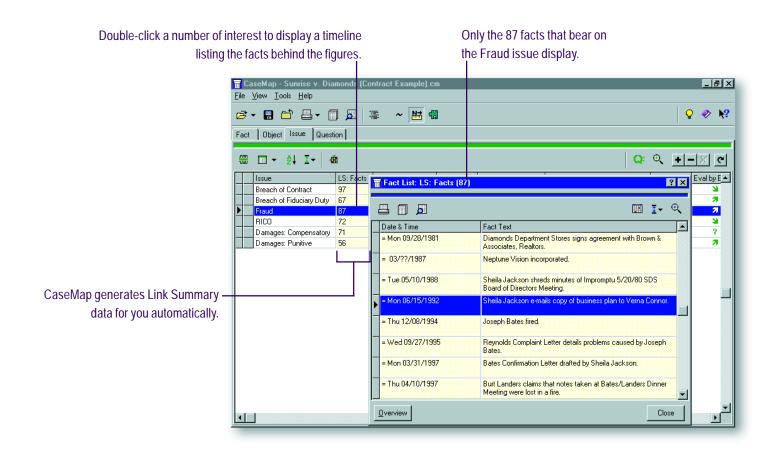
Asking outside counsel to standardize on
CaseMap changed all that. Now, each outside
counsel sends him a copy of the CaseMap
case database quarterly. He employs
CaseMap's What's New feature to identify the
information that has been added or updated
since his last review. On critical cases, he
prints summary reports for the General
Counsel. These days, the teleconferences
with counsel are used for analysis and planning, not simply for case updates.

Examine the Connections Among Facts & Issues

■ CaseMap makes it easy to explore the relationships between case facts and issues. CaseMap also makes it easy to study the relationships between facts and witnesses, organizations, and physical evidence.

CaseMap automatically tabulates the number of facts linked to each issue and to each witness, organization, and piece of physical evidence. The resulting count is displayed in CaseMap's innovative Link Summary columns.

Want to see the facts that a Link Summary count represents? Double-click a number of interest, and CaseMap displays a timeline listing the facts behind the figures.

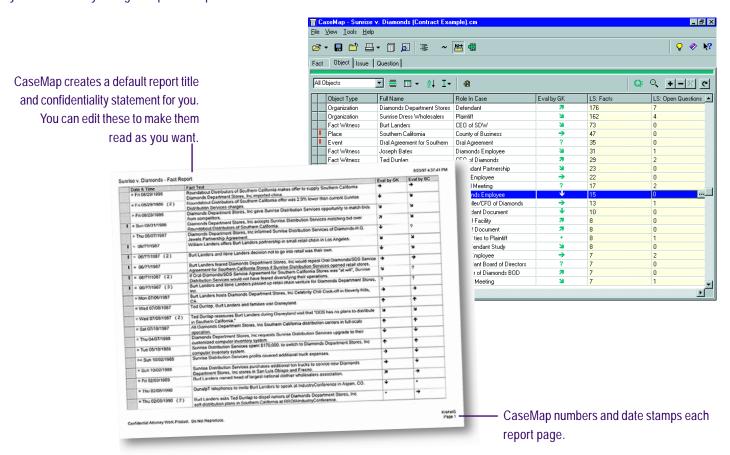


Create Custom Reports that Keep the Trial Team Informed

■ CaseMap makes it easy to generate custom reports of case data. You don't need to learn a separate reporting system, and you don't need to complete special procedures each time you want to print a report.

In CaseMap, the custom views you create are tantamount to reports. When you view information on the Fact, Object, Issue, or Question tab, all you do to print a report is click on the Main toolbar. Anytime you adjust your screen view, you simultaneously adjust your printed report.

Your printed report parallels your screen view. As you change your screen view, you automatically change the printed report.



Gaining a Competitive Advantage

When meeting with prospective clients, a partner at a litigation boutique demonstrates

CaseMap and explains how he uses it to work up a case and to keep his clients informed.

He starts by displaying one of the fictitious example cases that come with CaseMap.

Later in the interview, he creates a CaseMap case for the matter under discussion and enters a few facts and witnesses.

Trial experience and strong references are the most important reasons that clients choose to hire this litigator. However, he views CaseMap as an essential practice development tool that allows him to showcase his experience and distinguish himself from other litigators being considered.

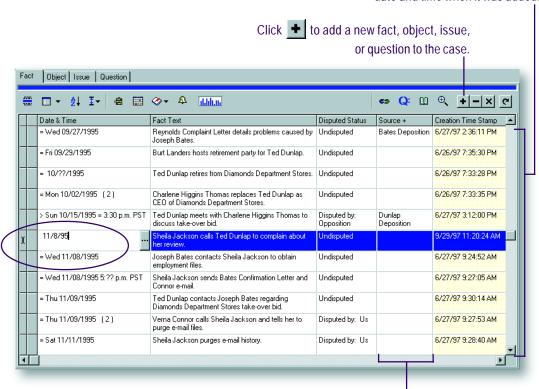
CaseMap is Easy to Use



■ Entering case data into CaseMap takes no longer than typing it into a word-processing document or writing it on a legal pad. You enter case information on the same tabs that are used to view it. And once your data is in CaseMap, you can explore it in ways heretofore impossible.

CaseMap has been designed to accommodate the realities of capturing case information. For example, CaseMap lets you enter a date for a fact, even if you don't know the exact date when it occurred. Substitute question marks for the portion of the date you don't know. If you know that a fact occurred in June of 1997, but you don't know what day, just enter 6/??/97.

Wherever practical, CaseMap does the data entry work for you. For example, when you add a fact, object, issue, or question to a case, CaseMap automatically stamps it with your name and with the date and time when it was added.



When you enter data, CaseMap lends a hand. For example, when you enter a date, CaseMap automatically adds the day of the week and converts a two-position year into a four-position year.

You aren't required to enter all information about a fact, object, issue, or question. Only enter the aspects you want.

CaseMap is Easy to Learn

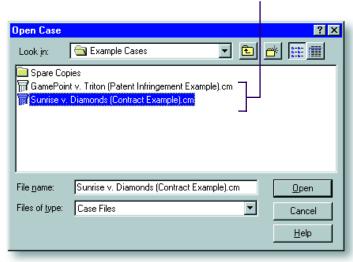


■ CaseMap's consistent design dramatically reduces the learning curve. For example, once you learn how to use CaseMap's sort feature to reorganize the information displayed on the Fact tab, you know exactly how to use the sort feature to reorganize the information displayed on the Object, Issue, and Question tabs.

The example cases that come with your purchase also make it easy to master CaseMap. Open an example case, and let it rip. Experiment with every feature. Click every button. Bump into something unfamiliar? Reference *CaseMap User's Guide* or CaseMap's detailed online Help.

Each copy of CaseMap comes with two example cases that make it easy to learn CaseMap. These exemplars are preloaded with hundreds of facts, witnesses, issues, and questions.

Example cases are also useful when you want to demonstrate CaseMap to a prospective client.



Getting Help & Technical Support

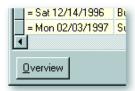


■ When you need information about a particular CaseMap feature or guidance in completing a CaseMap task, you can find the answer in the 180-page *CaseMap User's Guide* or in CaseMap's online Help system.

CaseMap offers an array of integrated Help options. They range from brief hints that appear automatically on the CaseMap screen to detailed explanations that are available in the online Help system.

Should you encounter a problem that the user's manual or online Help tools don't solve, the CaseSoft Technical Support team is only a phone call away. Each CaseMap license includes 90 days of no-charge technical support.

Overview Help is one of four types of help integrated into CaseMap. Each CaseMap window has an Overview button in the lower-left corner. When you have a question about a window feature, click this button, and CaseMap takes you directly to the appropriate Help topic.



_ 🗆 ×

Fact Bookmark Overview Q: What's the purpose of the Bookmark feature? Overview Help is presented as a series of A: CaseMap's Bookmark feature makes it easy to jump to a fact of interest in the Fact table. When you add a bookmark, a fact is just a click away. You don't need to remember the date when it happened, and you don't questions and answers. Read the entire topic or need to hunt for it in the hundreds of facts that may appear in the Fact table. skip to a question of interest. Q: What tasks do I perform using the Bookmark menu and the Bookmark window? A: Use the Bookmark menu to: (1) select a bookmarked fact to jump to, (2) add bookmarks, and (3) open the Bookmark window. When you add bookmarks, they appear as menu items on the Bookmark menu and as records in the Bookmark window. When the number of bookmarks exceeds the 18 that can be displayed on the Bookmark menu, you must open the Bookmark window to use the full set of bookmarks. Use the Bookmark window to: (1) remove bookmarks, (2) copy bookmarks created by other users, and (3) select bookmarks to jump to. Q: Does the entire text of the bookmarked fact appear on the Bookmark menu? A: No. Facts can be long - up to 255 characters. And lengthy facts make wide - very wide - menu items. Consequently, on the Bookmark menu, only the first 60 characters of fact text are shown. How Do I ... Add a bookmark Scroll the Fact table to a marked fact Click to jump to a step-by-step procedure. -Remove a bookmark Copy a bookmark created by another user Related Overviews Data Refinery (Key Overview) Click to jump to a related Overview topic. Date Navigator Fact Fields

About CaseSoft

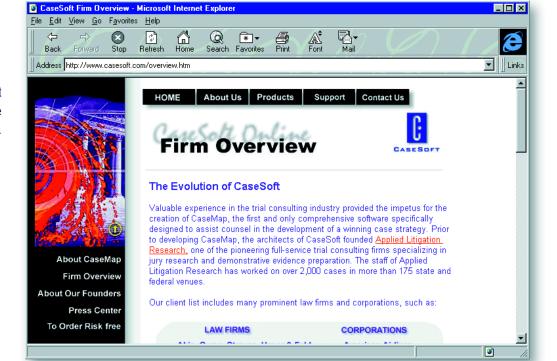


■ Our software and our software company reflect our litigation experience. CaseSoft is a division of DecisionQuest, the nation's leading provider of trial consulting services. Over the past decade, the founders of CaseSoft have conducted jury research projects on over 2,000 cases in more than 175 state and federal venues.

As we helped our clients develop case strategies, we were struck by several ideas for litigation-specific software products. In 1993, we created the first prototypes incorporating these ideas and began to get feedback on them from litigators and inhouse counsel at firms across the United States. In 1995, after 150 demonstrations and four generations of prototypes, we established CaseSoft to create software products based on our accumulated learning.

CaseSoft is exclusively dedicated to creating software products for litigators and their clients. CaseSoft developers programmed and debugged CaseMap. Our Quality Assurance staff tested it. And our Technical Support team answers your questions.

We know from experience that you demand excellence. Our goal is to exceed your expectations.



Visit the CaseSoft Web site at www.casesoft.com to learn more about CaseSoft and CaseMap.

O R D E R R I S K F R E E

System Requirements & Order Information

REQUIREMENTS

SUPPORT

SECURITY CaseMap's security system is always operational. Only individuals with valid passwords are able to

open case files.

SYSTEM CaseMap 2 requires the Microsoft Windows 95, Windows 98, or NT 4.0 Workstation operating

system. It also requires a computer with a 100 MHz or greater Pentium processor, 16 MB or more

of RAM, and 30 MB of available disk space.

MULTI-USER CaseMap 2 permits multiple CaseMap users to simultaneously edit and view a case file stored on the

firm's network. For example, if two paralegals and two attorneys each have a CaseMap license

installed on their computer, all four can be working in a case file at the same time.

TRY CASEMAP We invite you to try CaseMap risk free for three months. If you don't agree that CaseMap is the best

RISK FREE way to a winning case strategy, return your license within three months for a full refund.

ORDERING To order CaseMap, please call (888) 227-3763, 8:30 a.m. – 6:00 p.m. ET Monday through Friday.

Orders placed by 4 p.m. ET are shipped for delivery the next business day.

QUESTIONS? If you have additional questions about CaseMap, please call CaseSoft at (904) 273-5000, 8:30 a.m. – 6:00

p.m. ET Monday through Friday, or visit our site on the World Wide Web at www.casesoft.com.



To order RISK FREE, please call (888) 227-3763

