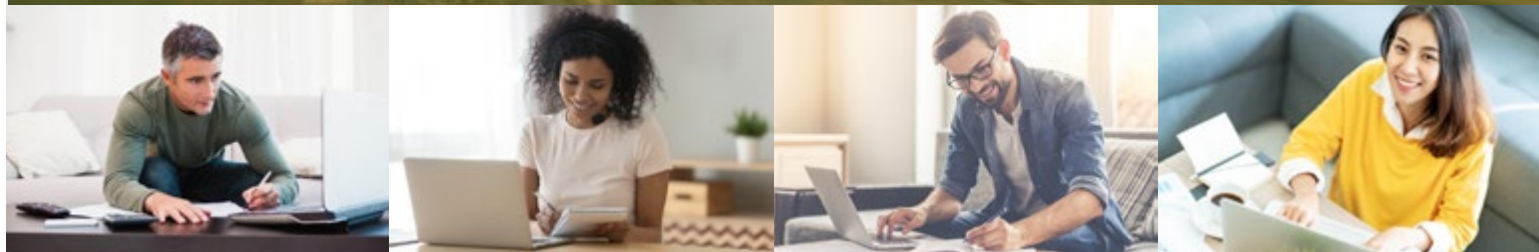# Immerse

JANUARY 27, 2021

MER IMMERSE

An in-depth examination of Auto-Classification

Learn what it is, how it is used, what business benefits it can generate, and most importantly, what it takes to implement this technology in your organization.

The roster of speakers includes industry experts and experienced practitioners. At the end of the day, you will be well-prepared to bring this transformational technology to life in your company.

In Partnership with

VALORA technologies

IMMERSE   **Intelligent Solutions | Business Focused**

Sessions are shown in Central Time

9:30-10:00 am	**WELCOME TO IMMERSE: AUTO-CLASSIFICATION** Seth F. Williams and Mike Salvarezza
10:00-11:00 am	**AutoClassification Basics** *Sandra Serkes (President & CEO Valora Technologies)* Join one of the world's foremost experts in AutoClassification for an in-depth look at this essential technology for understanding and tagging enterprise content. You'll learn everything from the basics of what AutoClassification is, to how it works, to the nuances and complexities of applications spanning electronic records, information governance, knowledge management, eDiscovery, data privacy and more.
11:00-11:30 am	**BREAK**
11:30 am-12:30 pm	**Implementing AutoClassification: Getting Started** *Panelists: Sandra Serkes (President & CEO Valora Technologies), Eric Derk (Managing Director of Ernst & Young)* This session takes the academic overview into practice, covering what it's like to actually implement an AutoClassification solution in a large organization. Learn the key topics to consider and how to evaluate solutions, within the inevitable trade-offs between performance, time and cost. Understand the critical steps in implementation and what to expect at each stage, including gotchas and lessons learned from experienced practitioners. Finally, learn how to build buy-in and ROI in your organization to ensure your implementation's success.
12:30-1:30 pm	**BREAK**
1:30-3:00 pm	**Live Case Study: AutoClassification in Action** *Moderator: Jason R. Baron, Esq. (Professor of the Practice/University of Maryland College of Information Studies) Panelists: Jennifer Javier (Oracle), Rich Lauwers (AODocs), Antigone Peyton, Esq. (Ridgeline International), Sandra Serkes (Valora Technologies)* This talented team of experts will embody the typical roles and perspectives of the key players in an AutoClassification implementation. Each will bring their own experience to bear, as well as the key objectives and concerns of the job function they are representing. This real-world case study is meant to convey the typical opinions, challenges, goals and rewards of the core team of AutoClassification constituents. See how the case study feels from each point of view and where they connect/disconnect on the issues. How do we solve these issues and get over roadblocks? Who is aligned with whom? When and how do those alignments evolve? What does success look like?
3:00-3:30 pm	**BREAK**
3:30-4:30 pm	**Ask Us Anything!** *Sandra Serkes, Eric Derk, Jason R. Baron, Esq., Jennifer Javier, Rich Lauwers, Antigone Peyton, Esq.* This open session will address any attendee questions, concerns or confusion about AutoClassification. The full teaching team will be available to comment on any topic and to provide multiple points of view. Make your voice heard in this special live session and help us determine future related topics and sessions at MER Conference in May 2021 – you decide the future!

Immerse

The MER family of Information Governance educational events brings you **MER IMMERSE.**

Immerse focuses on a specific IG challenge (opportunity) or technology with training and solution-oriented discussions. Each Immerse event is designed to efficiently and effectively deliver actionable value within a 1-day time frame. Content is coordinated by MER and delivered by similar MER Conference quality thought-leaders and solution providers.

The mission of MER is to equip information governance practitioners to better impact their organization's business objectives by bringing industry thought-leaders, solution providers, and practitioners into thought-provoking, interactive, solution-oriented events year-round.

Industry practitioners and solution providers alike trust the MER brand for its integrity, highly relevant, non-commercial, solution-oriented content; content that convenes many of the best, brightest and most change-oriented leaders in the industry.

MERCONFERENCE.COM

Valora Technologies, Inc. ("Valora") is a leading technology provider of automated document data mining and content analytics for the Legal, Records Management & Information Governance markets. They offer AutoClassification, data mining, content analytics, document intake and visualization, as well as project and Information Governance consulting, along with on-premises and cloud-hosted solutions for large corporations & government agencies, and their advisory, inside & outside counsel organizations around the world.

Valora has developed a strong expertise in rich metadata tagging, content extraction and analysis, and rules-based content disposition across myriad forms of documents, electronic files, data and content for nearly two decades. Their specialty is providing flexibility, efficiency, organization and cost control, and are consultative experts in the growing areas of Business Transformation, Information Governance and eDiscovery.

Valora's rich PowerHouse product suite encompasses state-of-the-art content analysis and AutoClassification, incorporating elements of probabilistic systems, Bayesian learning, natural language processing and machine learning (AI). They are well-known for our abilities to customize solutions for complex environments, such as those with detailed field extraction needs, heavy data privacy requirements, global operations, or with information stored in multiple environments. Valora welcomes your inquiries and ideas and encourages you to reach out to them.

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