



Data room specialist Imprima enhances Virtual Data Room Services

Imprima is the leading data room provider and handles over \$1 trillion-worth of transactions in more than 160 countries. Over the years, Imprima has built up a highly impressive customer base of high-profile corporations, financial institutions and advisors. Clients rely on Imprima's services when the stakes are high because they provide the most secure, reliable and easy to use data room in the industry.

Imprima's expertise is based on a 100-year history in the production, typesetting and distribution of highly confidential financial documents. The security of business-critical information is in Imprima's DNA, and applies in this market-leading data rooms: IROOMS.

The challenges of building a Virtual Data Room

Building a Virtual Data Room (VDR) is a lot of work: collecting and organizing relevant documents in a VDR structure is taking more and more time, in addition, identifying missing documents is very sensitive to errors.

When building the VDR, the selling party needs to understand potential red flags in order to provide vendor guarantees or to understand what risks there are and how these can be addresses before the VDR is opened for potential buyers.

In anticipation of the upcoming GDPR (May 2018), personal information needs to be redacted or pseudonymized before such data can be disclosed to any potential buyers. This does not only involve traditional personal information such as names, social security, bank- or credit card numbers, but also includes information related to religion, political, trade union or even sexual preferences.

Highly secured IROOMS with advanced AI-based eDiscovery technology

In 2017, Imprima and ZyLAB started a strategic partnership providing Imprima customers access to ZyLAB's proven Artificial Intelligence (AI) techniques. Complementing Imprima's highly secure IROOMS and dedicated services with ZyLAB's AI-technology, enhances the whole process of building a VDR.

The strategic partnership facilitates Imprima customers to organize their VDR on the ZyLAB ONE eDiscovery platform. Here users have access to the latest technology to build a VDR for M&A or Real Estate transactions, a capital raising process, and private equity portfolio or to prepare for an IPO.

Combining eDiscovery, AI-analytics and dedicated VDR-services

ZyLAB ONE eDiscovery allows users to automatically collect, shift and filter agreements from non-agreements and automatically analyze and classify the content of specific contractual documents to get immediate insight into contractual obligations, risks and opportunities. By analyzing the content of documents before these are uploaded into the VDR, deal risks are identified on forehand and can be handled in advanced.

Documents can be quickly organized in the required structure for the specific VDR. Users can automatically redact or pseudonymized commercially sensitive and privacy related information before disclosing the data in the actual VDR.

After processing, analysis and review, users can transfer the final productions back to Imprima's highly secure, reliable and easy to use IROOMS, providing a secure environment and dedicated services, to support every further stage of the deal.

By using this integrated solution, Imprima clients can now create a VDR for merger & acquisition due diligence or conducting any other kind of complex corporate transaction easier, faster, more efficient and more cost effectively than with any other combination on the market. At the end of the day, one would like to make sure that the process is fast, secure, cost effective and stress-free.

ZyLAB is an innovative and strategic leader in eDiscovery and Intelligent Information Governance technologies. Gartner recognizes ZyLAB as "leader" in the latest Magic Quadrant for eDiscovery Software and ranks ZyLAB #1 for complete EDRM eDiscovery in its most recent "Critical Capabilities for E-Discovery Software" report. For more information, visit: www.zylab.com