



Morones Analytics

DATA ANALYTICS

# WHEN A SOLID LITIGATION STRATEGY NEEDS COMPELLING DATA TO BACK IT UP

**That's where we come in.**



## OUR FORENSIC ACCOUNTING EXPERTS TELL A POWERFUL STORY WITH YOUR DATA.

We do a deep dive to translate messy data efficiently.



### Litigation Involving Accounting Data

In transaction intense cases, we analyze extensive account activity and thoroughly dig into assets, liabilities, income and expenses.



### Litigation Involving Other Types of Data

- Sales and production data
- Employment litigation/class actions with timekeeping records
- Construction project data

**BIG VOLUME  
OR COMPLEX  
DATA IN YOUR  
CASE?**

**Bring it.**

**We can handle it and make sense of it  
all more quickly, from a few thousand  
rows of data to millions of records.**

Our data analytics expertise and extensive litigation experience makes us much more efficient at analyzing and manipulating large sets of data and creating meaningful reports to inform your strategy. And that becomes exponentially more beneficial on bigger cases.



# TECHNICAL SKILLS + LITIGATION SAVVY

**We bridge the gap between  
technical-speak and case strategy.**

With a strong combination of technical expertise and decades of litigation experience, we're skilled at communicating how your data fits into the big picture.

## 1 GET AND ANALYZE THE DATA

### **We help you get the right data in the first place.**

By starting with the initial investigation of the facts, we assist with both document and e-discovery of database records and data files to make sure you have the data needed from your client and the other party.

**You've got the data. Now what?** We dive deep into the details. Using software tools and our technical skillset, we figure out how the data connects, identify patterns and find any issues or inconsistencies. We can also incorporate new data as we get it.

We take your  
raw data

Organize it  
efficiently

Analyze  
the data

Translate data  
into valuable  
information

## 2 PRODUCE INSIGHTS FOR CASE STRATEGY

### **We answer your questions about the data.**

Using queries and programming, we can extract the exact information you need.

**We're really good at explaining our conclusions, helping to develop strategy and delivering compelling testimony to a jury.** Having testified 100+ times, we have a knack for describing what the data represents and know how to relay the information to you or a jury, so it tells a powerful story.



# WE HELP BRING YOUR LITIGATION STRATEGY INTO FOCUS

**You get clear and accurate insights  
that can make or break a case.**



By focusing on a dispute's critical big picture issues, we unravel your data and transform financial information into meaningful conclusions.

## MAKE YOUR DATA USABLE

We use our technical skills, coupled with powerful technology tools, to analyze the data and glean specific information relevant to the dispute.

Our experienced solutions allow us to:

- Create financial reporting that allows for bigger picture analysis
- Link data from multiple disjointed accounting systems, which would normally get more cumbersome as the transaction volume gets larger
- Separate business vs. personal transactions
- Recreate accounting records from bank and credit card statements
- Work with electronic accounting data and link to related PDF documents
- Perform complex financial modeling
- Create an evidentiary trail from source documents to final analysis

## FILTER OUT THE NOISE TO ZERO IN ON KEY FACTORS AFFECTING YOUR LITIGATION

We're able to make the needle in the haystack more obvious to reveal the issues.

## BRING TOGETHER FINANCIAL INFORMATION THAT ISN'T DIRECTLY CONNECTED

We get our arms around all the data in a dispute from different sources and identify relationships across different accounting systems and other data collections that may otherwise be hidden.





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# MEET OUR TEAM OF DATA EXPERTS

Financially savvy forensic sharpshooters.



**KEVIN MAROLD, CPA, ABV, CFE, CFF**

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[BIO >](#)

Kevin loves to apply tools that help find the needle in the haystack, identify patterns and anomalies, prove and disprove allegations. He began extracting and analyzing data as an auditor, to sample large datasets and detect potential fraud, and continues discovering ways to add value from both new and existing tools.



**JENNIFER MURPHY, CPA, CFE, CFF**

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With 30+ years of accounting experience, Jennifer has spent the last 22 years specializing in economic damage analysis, forensic accounting, fraud investigation and data analytics. She leads engagements involving complex analysis of large data sets and is skilled at distilling financial data into a coherent story for the jury or trier of fact.



**JENNIFER PRAGER, CPA, CFE,  
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[BIO >](#)

Jen has specialized in financial damages analysis and forensic accounting for 20+ years. She is a testifying expert who brings deep experience at CPA firms and on large forensic cases. She digs into messy financial data, untangling multiple assets and pulling evidence together into a powerful story to be part of a solution.



**ARCHITA SHAH, CPA, CVA, CFF**

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Archita has more than 20 years of experience in forensic accounting with an extensive background in complex litigation. She is involved in cases from beginning to end, analyzing financial records and legal filings, researching economic and financial data using a variety of resources and preparing case analyses.