Content 2015

Avoiding Dark Data Pitfalls:
Taking Steps Toward Information Governance Maturity

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@IBM_ECM

Agenda

- Today's Data Challenges

- New Approach, New Thinking

- Why IBM?

- ILG on the Move

- Q&A

Today's Enterprise Challenges

What is Information Lifecycle Governance?

ILG is a set of policies that defines how an organization manages its information throughout the data lifecycle in order to reduce operational and systemic risk—without adversely impacting the value of the information.

The Data Explosion
An enormous challenge to IT organizations

1 Cost

~$4 million annually

Cost to store, administer and back up 1 PB of data[1]

2 Risk

Highly classified information

Personal information

Data subject to legal review

3 Value

Data center transformation

Big data analytics

Acquisitions and divestments

The Big Data Dilemma for Enterprises

" **Big Data is the world's natural resource for the next century.** "
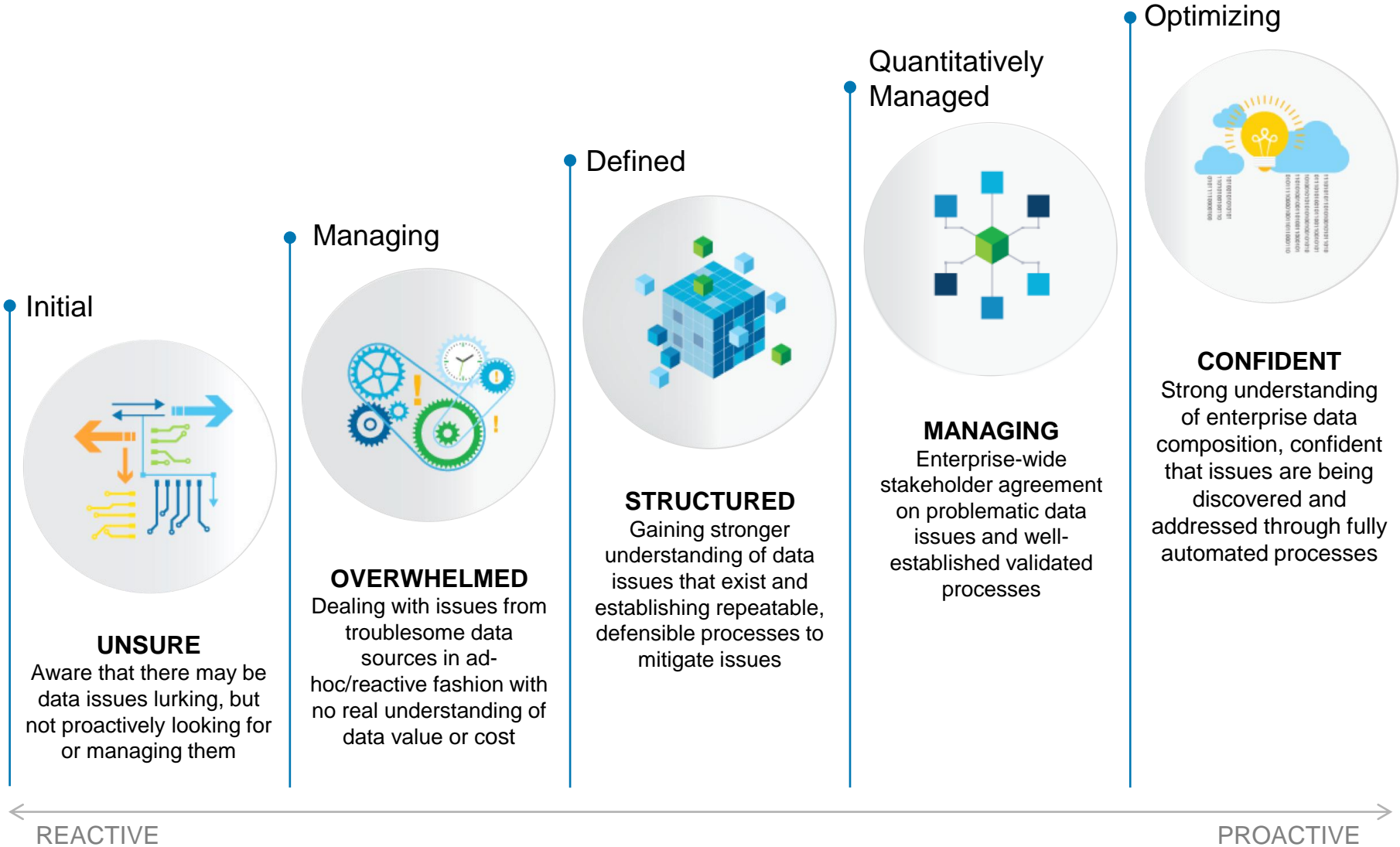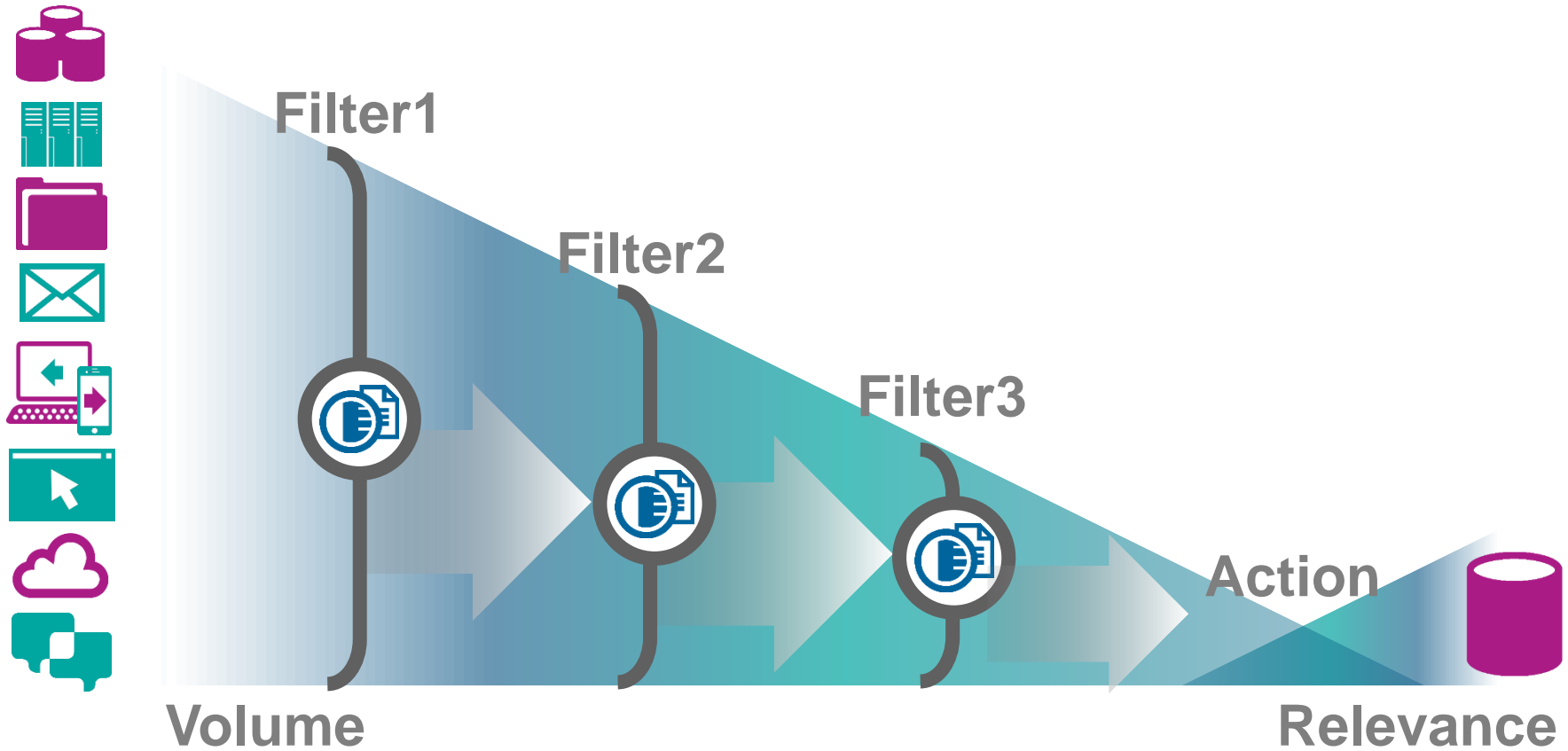
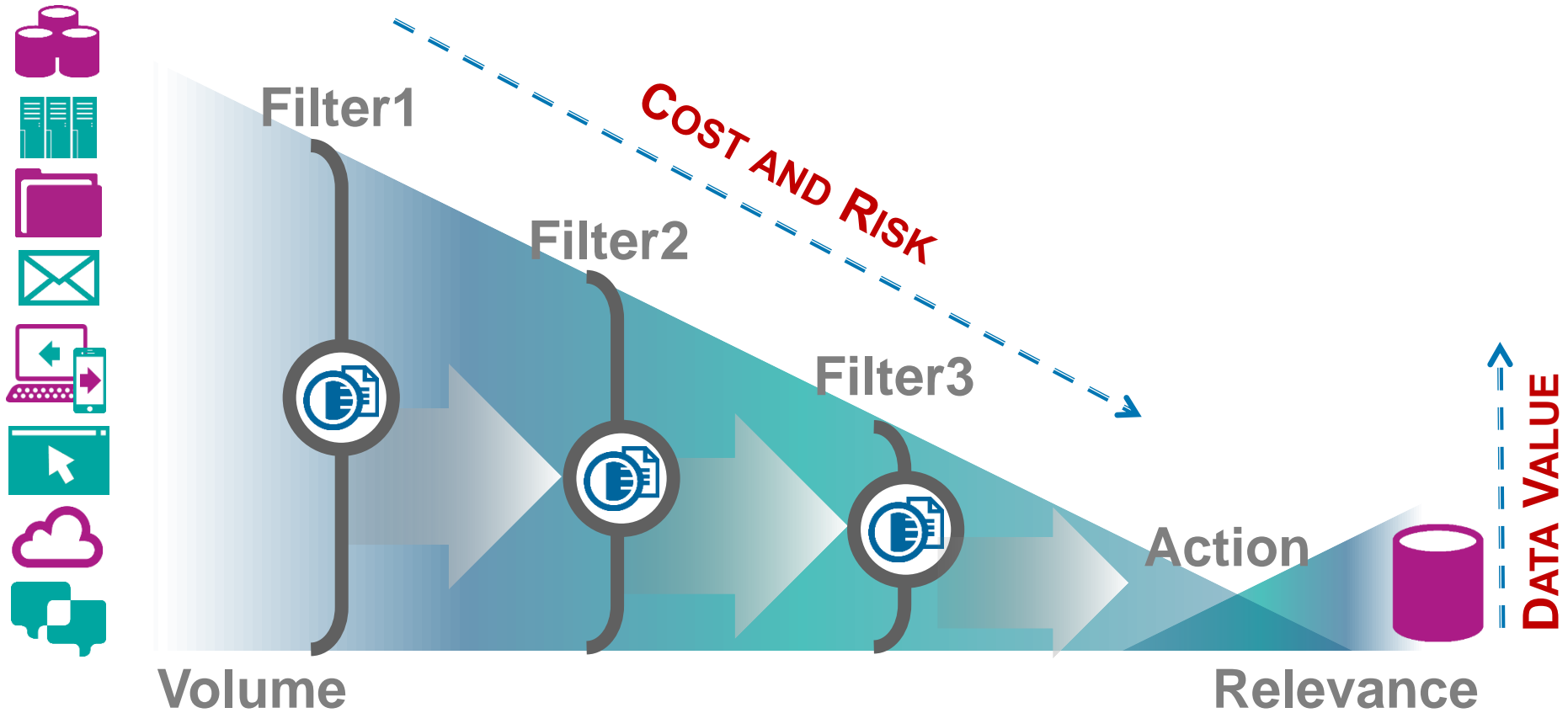– IBM CEO Ginni Rometty

New Thinking, New Approach

Being Pragmatic

Five Phases of Information Governance Maturity

Optimizing

Quantitatively Managed

Defined

Managing

Initial

UNSURE
Aware that there may be data issues lurking, but not proactively looking for or managing them

OVERWHELMED
Dealing with issues from troublesome data sources in ad-hoc/reactive fashion with no real understanding of data value or cost

STRUCTURED
Gaining stronger understanding of data issues that exist and establishing repeatable, defensible processes to mitigate issues

MANAGING
Enterprise-wide stakeholder agreement on problematic data issues and well-established validated processes

CONFIDENT
Strong understanding of enterprise data composition, confident that issues are being discovered and addressed through fully automated processes

REACTIVE

PROACTIVE

Volume to Relevance

Volume to Relevance

Filter1

Filter2

Filter3

COST AND RISK

Action

DATA VALUE

Volume

Relevance

Volume to Relevance

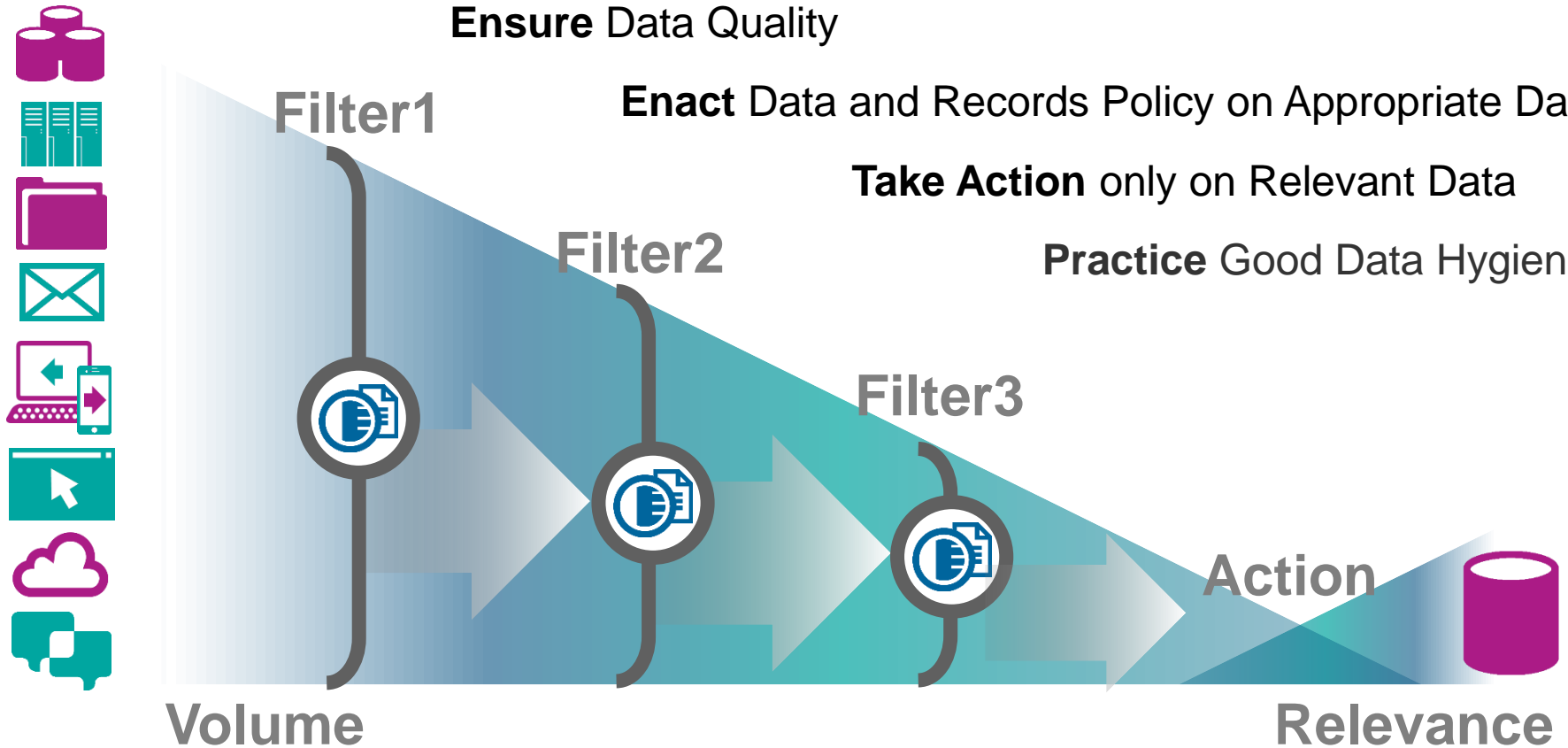**Identify** and Understand Business Data

Confirm Data is Acceptable and Retainable

Ensure Data Quality

Enact Data and Records Policy on Appropriate Data

Take Action only on Relevant Data

Practice Good Data Hygiene

Filter1

Filter2

Filter3

Action

Volume

Relevance

A Shift in the Market

From point solutions
to a more holistic approach

Why IBM?

Investing for Your Success

Consistent user experience across use cases

- Use a UI framework to develop consistent look & feel

Streamline products that connect to data sources

- Use one platform to connect directly to all data sources

Shortened time to develop new capabilities

- Updated architecture will reduce development time and speed time to market

Seamless integration across all capabilities

- All capabilities built on a single platform reducing need for post deployment integration

Reduced time to value

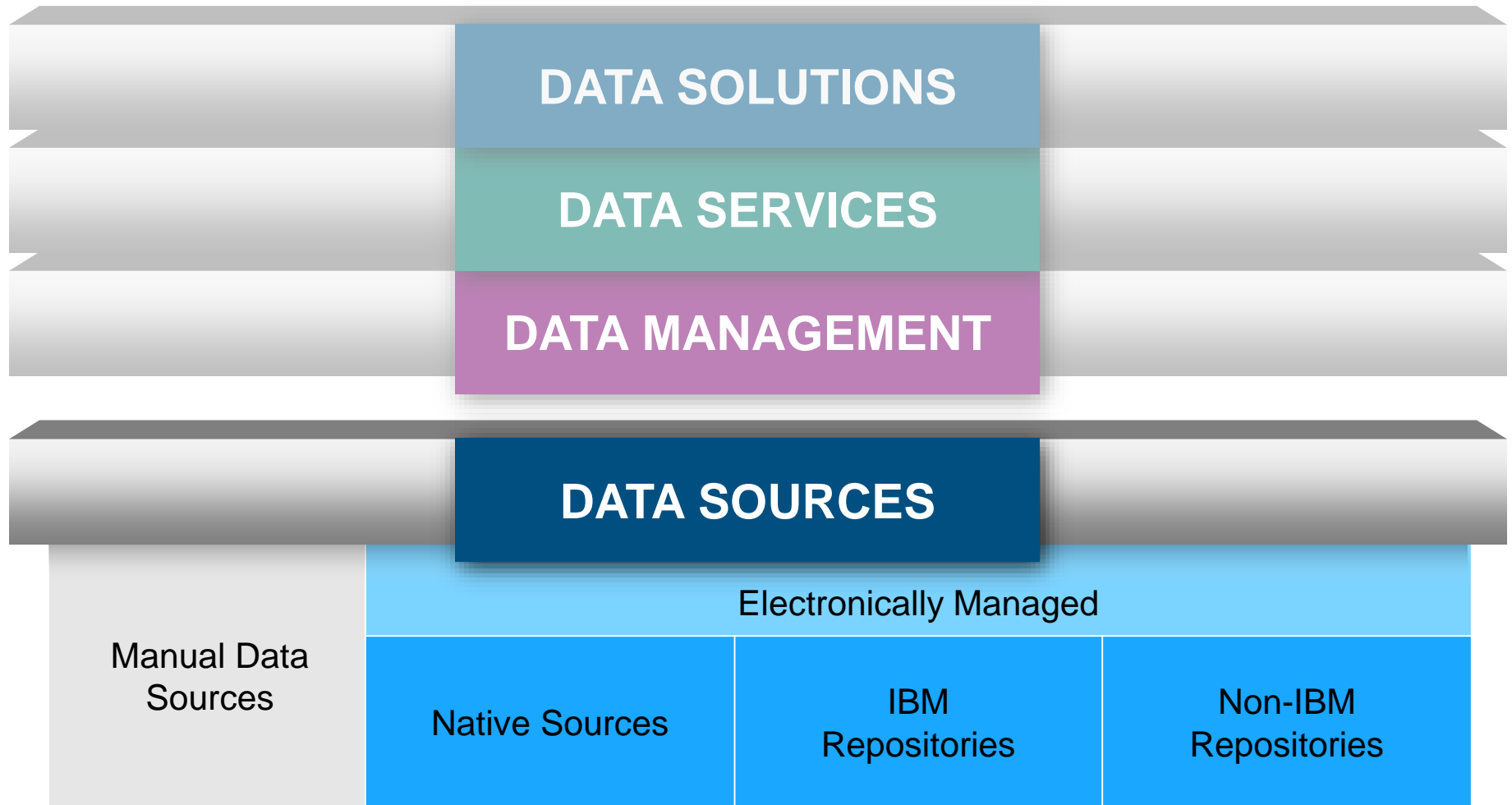- Faster deployment times lead to faster ROI

ILG Architecture

DATA SOLUTIONS

DATA SERVICES

DATA MANAGEMENT

DATA SOURCES

ILG Architecture

DATA SOLUTIONS

DATA SERVICES

DATA MANAGEMENT

DATA SOURCES

Manual Data Sources	Electronically Managed		
	Native Sources	IBM Repositories	Non-IBM Repositories

ILG Architecture

DATA SOLUTIONS

DATA SERVICES

DATA MANAGEMENT

- Metadata index, Full-text index, Search, Data Movement, Processing (de-dup, enhance metadata), Policy-based task routes, Legal-hold enforcement, Hold/Retention on Archive
- Classification on Archive

- High speed, "in-flight" access to sources without indexing/harvesting
- Multi-stage life cycles with stubbing / Stub link retrieval
- Integration of partner solution (external APIs)
- Attachment-level de-dup

- Robust capturing & search of meta-data
- Records Management Enforcement (physical and electronic)
- Basic Retention Enforcement
- Classification execution (boolean and advanced)

DATA SOURCES

ILG Architecture

DATA SOLUTIONS

DATA SERVICES

Internal Services
- Organizations
- Matters
- Identity/Custodian definition
- Data source definition

- Export
- Location aware access control
- Audit Trail
- Reporting
- Role mgt.

- User mgt.
- Workflow
- Alerts
- Notification
- Task mgt.

- Work mgt./requests
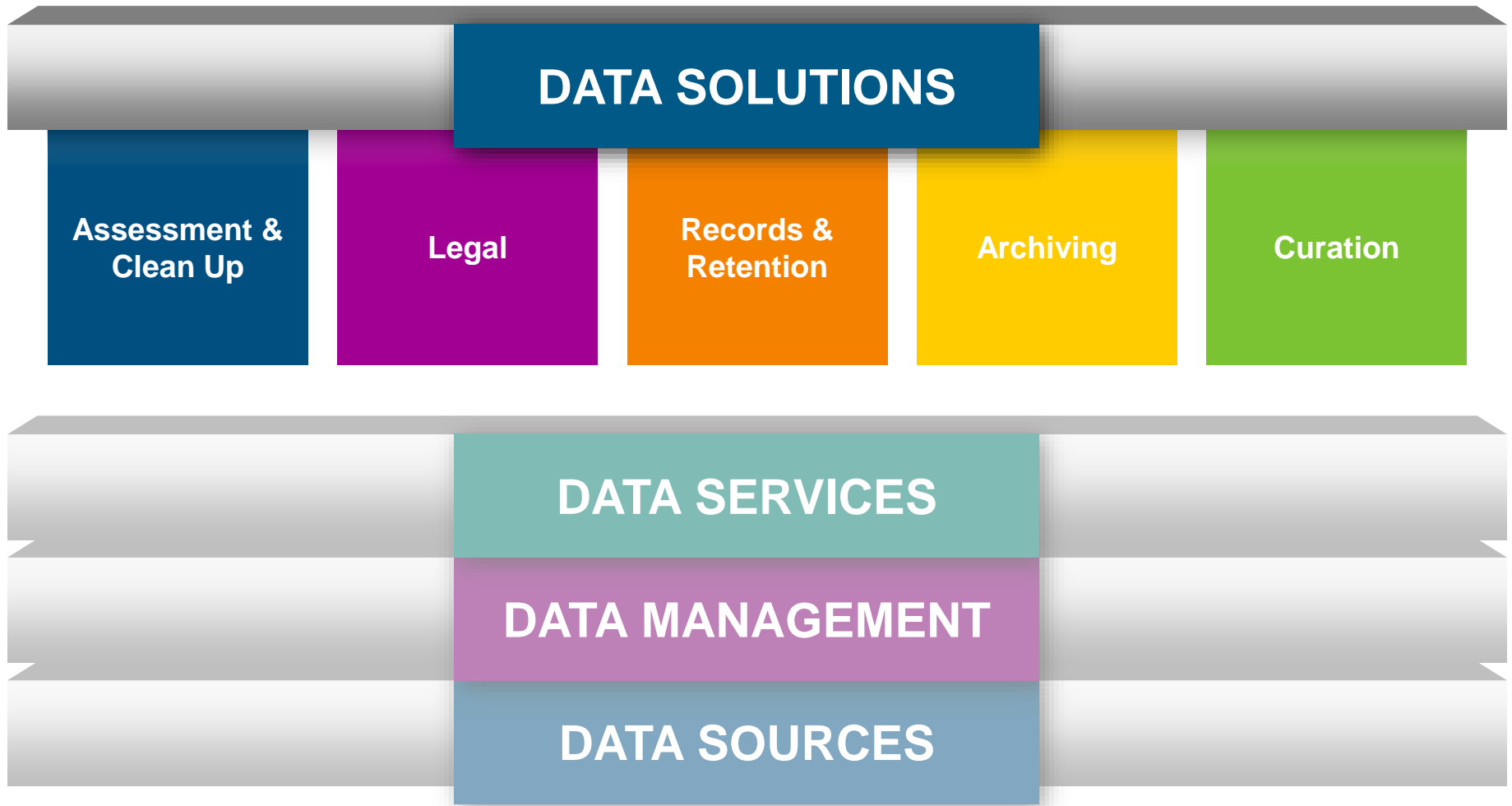- Retention policy syndication
- Expiration

External Services
- Matter Management
- External workflow
- HR Data
- Excel/CSV import
- Asset import

DATA MANAGEMENT

DATA SOURCES

ILG Architecture

DATA SOLUTIONS

| Assessment & Clean Up | Legal | Records & Retention | Archiving | Curation |

DATA SERVICES

DATA MANAGEMENT

DATA SOURCES

ILG Architecture

DATA SOLUTIONS

DATA SERVICES

DATA MANAGEMENT

DATA SOURCES

ILG Architecture

DATA SOLUTIONS

DATA SERVICES

DATA MANAGEMENT

Archive Platform

ECM

Repositories

File Servers

Email Servers

Desktops

SharePoint & Enterprise Collaboration

Cloud

Media

ILG Architecture

DATA SOLUTIONS

DATA SERVICES

ILG DATA MANAGEMENT

Archive Platform

ECM

Repositories

File Servers

Email Servers

Desktops

SharePoint & Enterprise Collaboration

Cloud

Media

ILG Architecture

DATA SOLUTIONS

Internal Services *including Policy, Rules & Analytics*	**External Services**: *Workflow & Collaboration*

ILG DATA MANAGEMENT

Archive Platform ECM Repositories File Servers Email Servers Desktops SharePoint & Enterprise Collaboration Cloud Media

ILG Architecture

Assessment & Clean Up	Legal	Records & Retention	Archiving	Curation

Internal Services
including Policy, Rules & Analytics

External Services:
Workflow & Collaboration

ILG DATA MANAGEMENT

Archive Platform   ECM   Repositories   File Servers   Email Servers   Desktops   SharePoint & Enterprise Collaboration   Cloud   Media
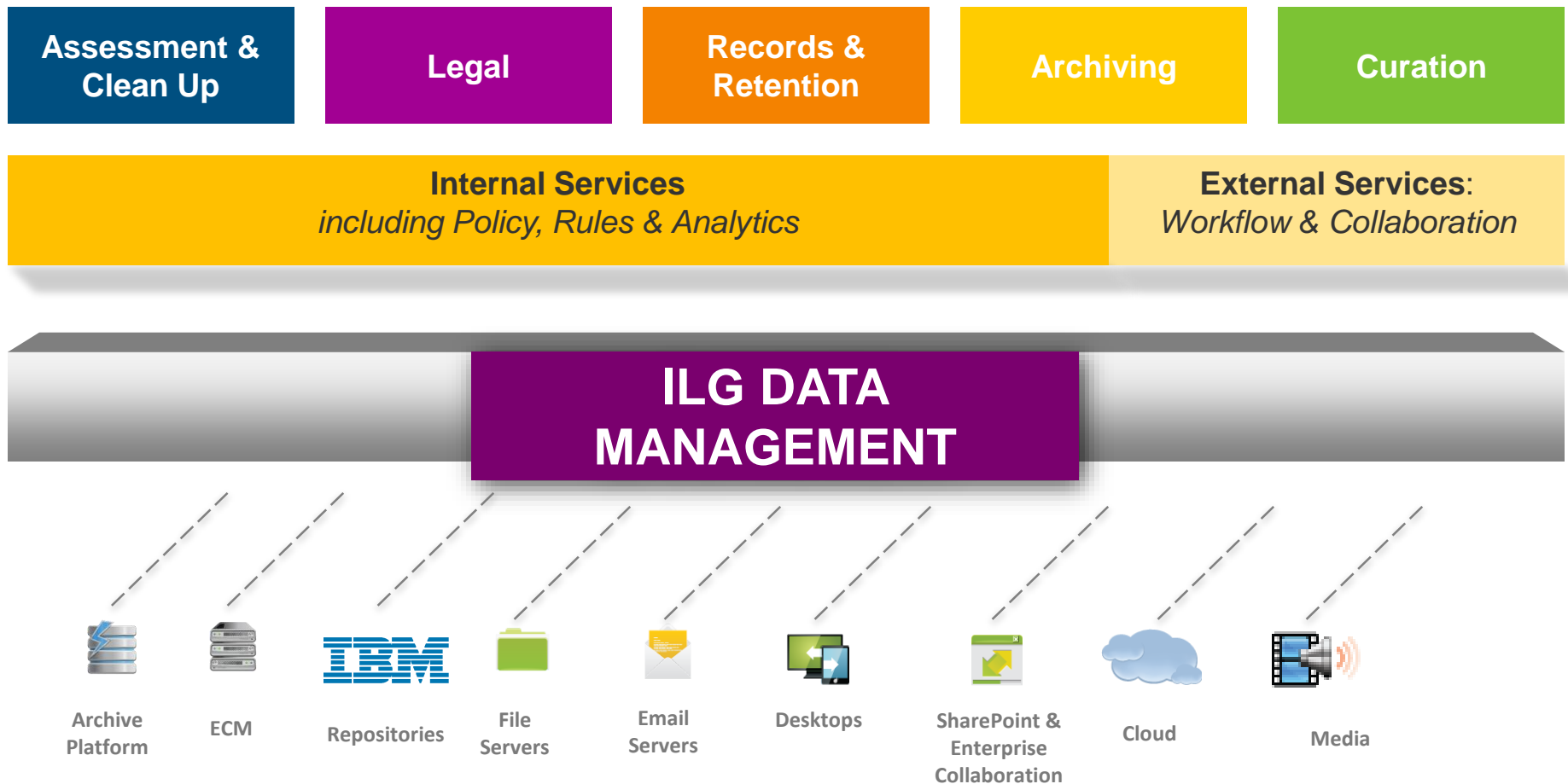
ILG Architecture

Information Lifecycle Governance

| Assessment & Clean Up | Legal | Records & Retention | Archiving | Curation |

Internal Services
including Policy, Rules & Analytics

External Services:
Workflow & Collaboration

ILG DATA MANAGEMENT

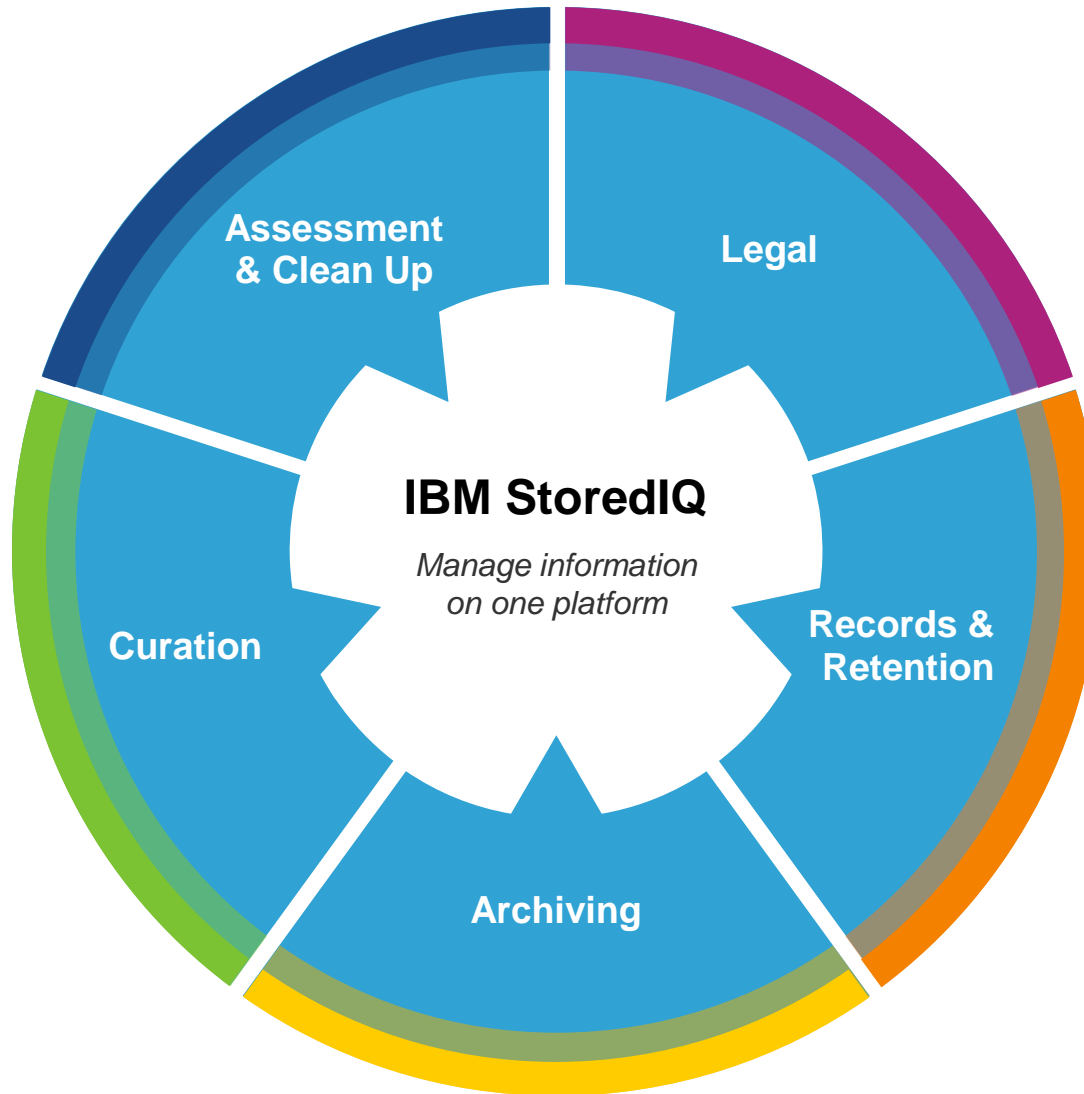Archive Platform · ECM · Repositories · File Servers · Email Servers · Desktops · SharePoint & Enterprise Collaboration · Cloud · Media
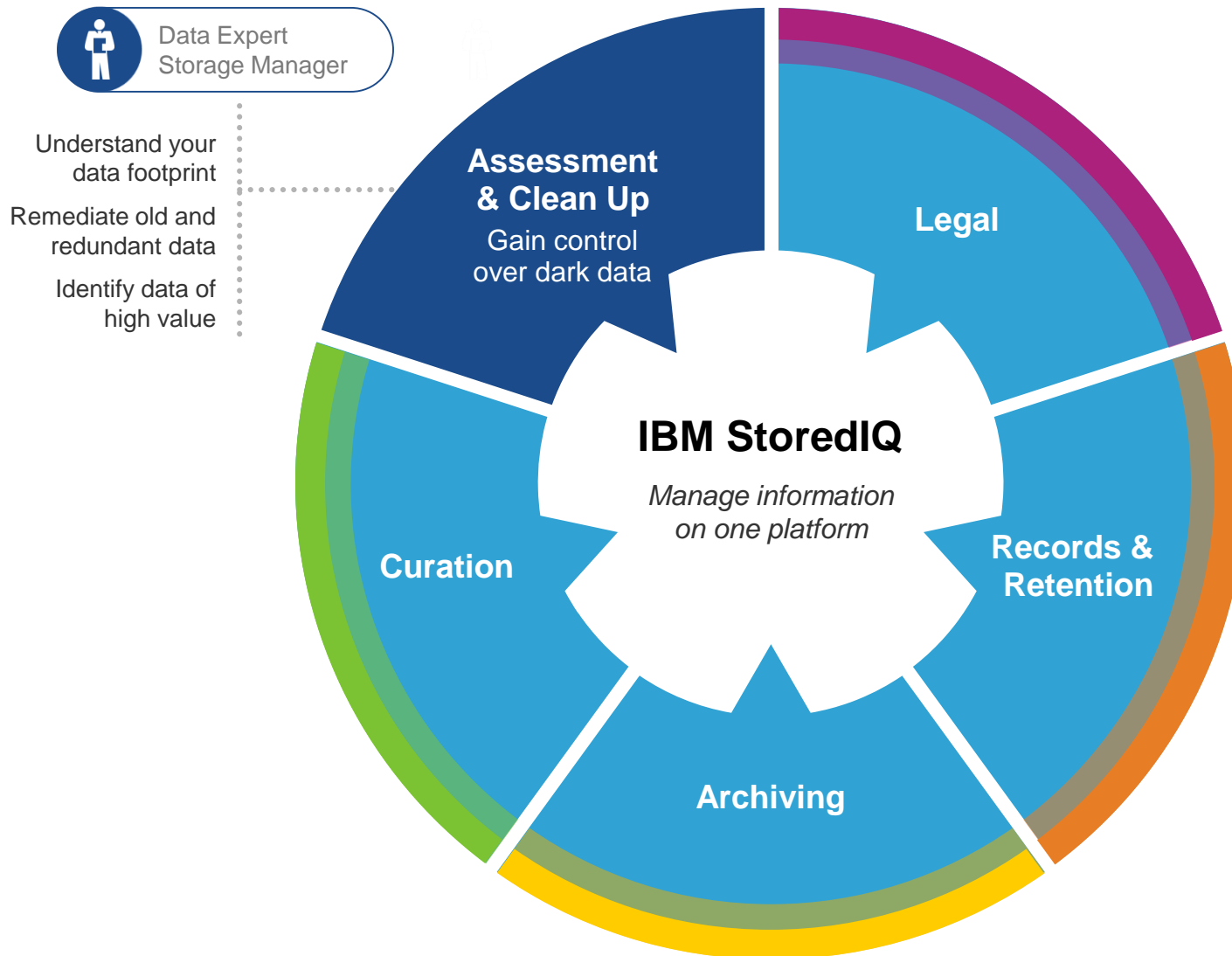
One enterprise platform with use case-specific workflows

Assessment & Clean Up

Legal

Curation

IBM StoredIQ

Manage information on one platform

Records & Retention

Archiving

One enterprise platform with use case-specific workflows

Data Expert
Storage Manager

Understand your
data footprint

Remediate old and
redundant data

Identify data of
high value

**Assessment
& Clean Up**
Gain control
over dark data

Legal

IBM StoredIQ

*Manage information
on one platform*

**Records &
Retention**

Curation

Archiving

One enterprise platform with use case-specific workflows

Legal
Manage the eDiscovery process

Assessment & Clean Up

Curation

IBM StoredIQ

Manage information on one platform

Records & Retention

Archiving

Legal Process Owner, Legal, Paralegal

Get control over your legal notifications

Analyze evidence before collection

Automate evidence identification and collection

Rapidly review with visual analytics

One enterprise platform with use case-specific workflows

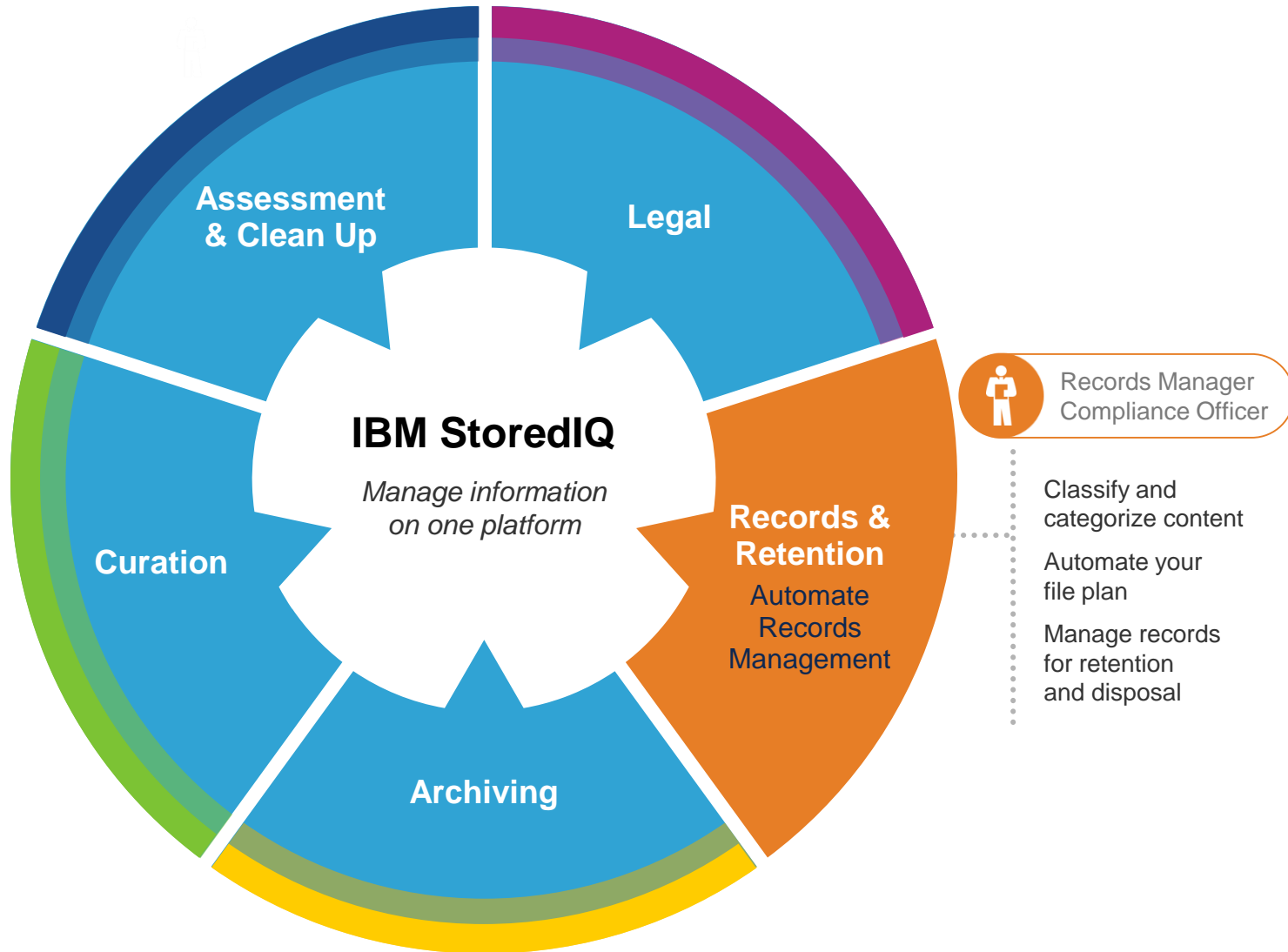**Assessment & Clean Up**

Legal

Curation

IBM StoredIQ

Manage information on one platform

Records & Retention

Automate Records Management

Archiving

Records Manager
Compliance Officer

Classify and categorize content

Automate your file plan

Manage records for retention and disposal

One enterprise platform with use case-specific workflows

Assessment & Clean Up

Legal

IBM StoredIQ

Manage information on one platform

Curation

Records & Retention

Archiving
Enforce policy, reduce data sizes

Storage/Archive Manager

Email Archiving

SharePoint Archiving

File System Archiving

One enterprise platform with use case-specific workflows

Data Scientist

- Identify data with meaning
- Assess data value and risk
- Process only the data that matters

Assessment & Clean Up

Legal

IBM StoredIQ

Manage information on one platform

Curation
Enhance big data payback

Records & Retention

Archiving

Governance Use Cases

Identify Compliance Issues

Large US Energy Company

Understand your data

21 types of personal, confidential, and payments information identified

Identified and classified the data for analytics and action

17% remediation of the data to resolve privacy issues

Lower eDiscovery Costs

Deepwater Horizon Case

Manage Legal Process & Regulatory Compliance

100x reduction in amount of data collected in eDiscovery

2 weeks to analyze and produce the content collection

$2 million savings on just one case

Reduce Risk with Defensible Disposal

Large Financial Services Organization

Optimize Risk & Costs Archiving

17% reduction in data footprint

Reduced cost and risk through routine data disposal

Mitigated risk associated with unstructured data

ILG on the Move

" **IBM's strategy and vision** of connecting compliance, e-discovery, governance and risk into a **comprehensive information governance** program match many of the top concerns that organizations are struggling with. "

Gartner GARTNER'S MAGIC QUADRANT

" IBM Atlas eDiscovery Process Management is one of the **best-in-class** legal-hold tools in the market. "

ILG Solution Goals

User Experience

Provide a single interface for users throughout their process

Organizational Alignment

Get Records, Legal, Compliance, Business and IT on the same page

Reduce likelihood of manual errors

Fully Audited

Audit all actions throughout the legal process, including identification, collection, culling and export
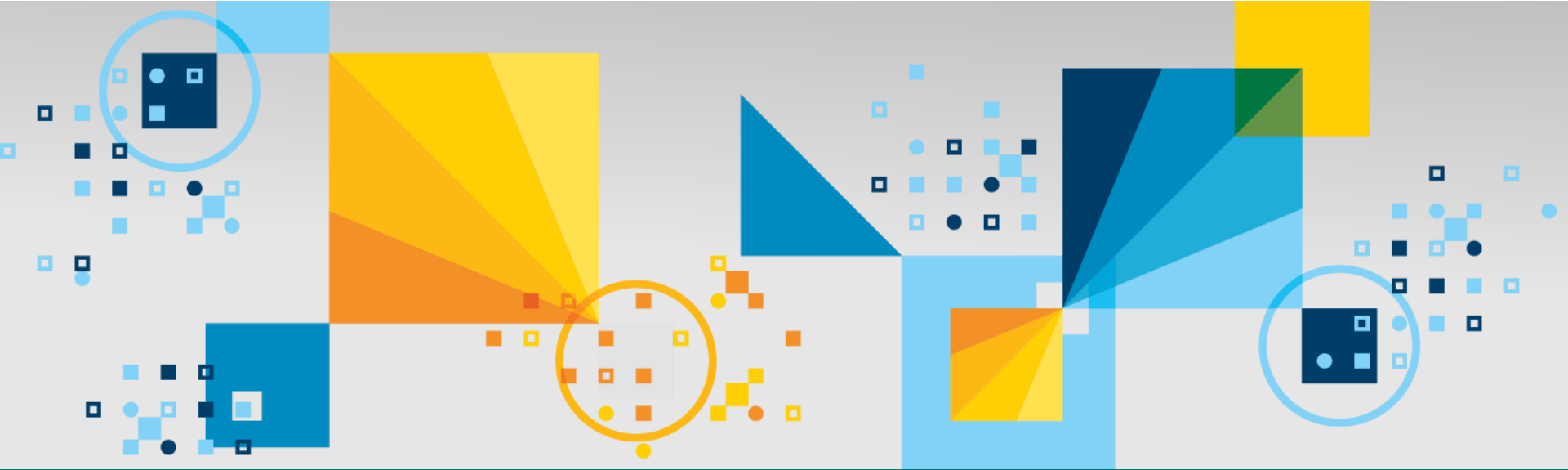
Open

Support for 75+ different data sources and many major repositories

Information Governance

Part of a comprehensive Information Lifecycle Governance solution

Thank You!

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