Big Data, Bad Data, Good Data

The link between information governance and big data outcomes

Big Data is being used to solve problems across every industry

Use Cases in Every Industry….

- Understand customer preferences
- Target buyers with tailored offers

- Optimize supply chain
- Anticipate product problems/warranty issues
- Improve performance of enterprise assets

- Improve demand forecasts
- Build smarter grids
- Reduce outages
- Optimize production

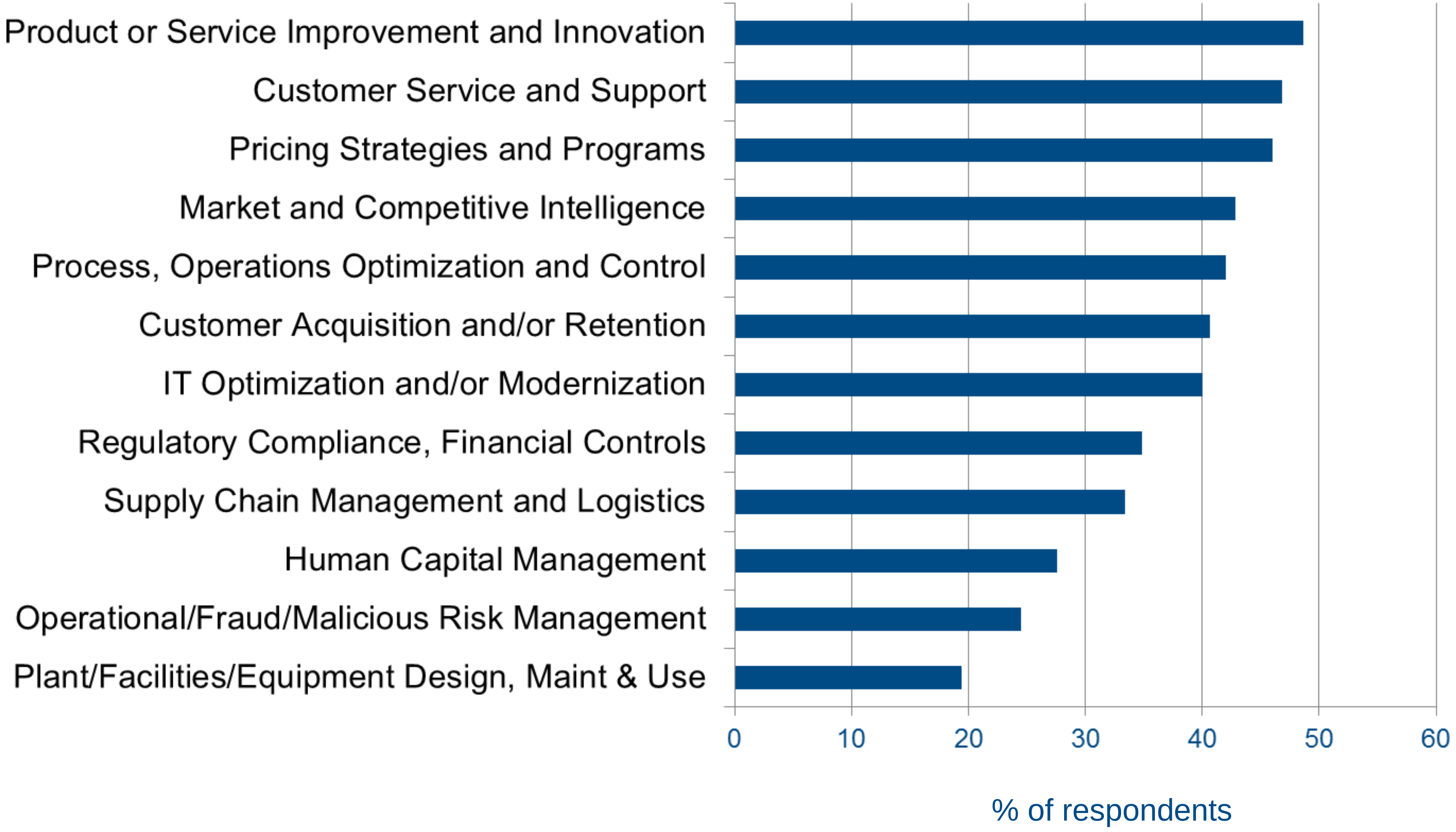
- Optimize care
- Improve patient outcomes

- Accelerate medical/scientific discovery

- Intelligence
- National security
- Mission support/planning

- Detect/prevent fraud

And in Every Major Operational Area

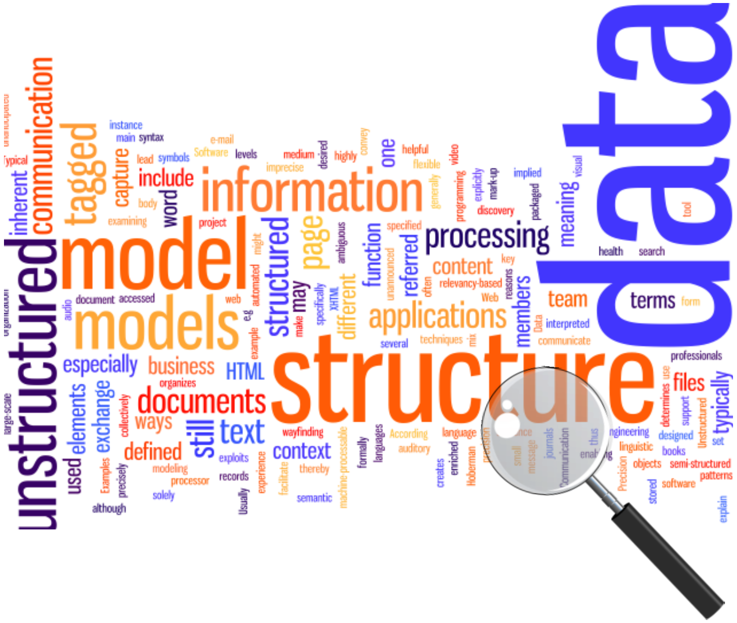


Q10. Which of the following areas have been identified as significant drivers of your organization's big data and analytics initiatives over the next 12 to 24 months?
IDC Big Data and Analytics Maturity Survey, July 2013

However, most implementations are missing a big piece of the puzzle…

Unstructured Data

- ➔ 90% of enterprise information is unstructured



* Source: IDC, 2014 Study

The potential for insight is HUGE

But there are particular challenges to tackle …

Unstructured data takes different shapes and lives in many different places:

- Hundreds of formats
  - –Documents, emails, wikis, etc
- Dozens of locations
  - –Content management system(s)
  - –Team collaborative sites
  - –Email
  - –Network fileshares
  - –User laptops
- Both on-premise and in the cloud

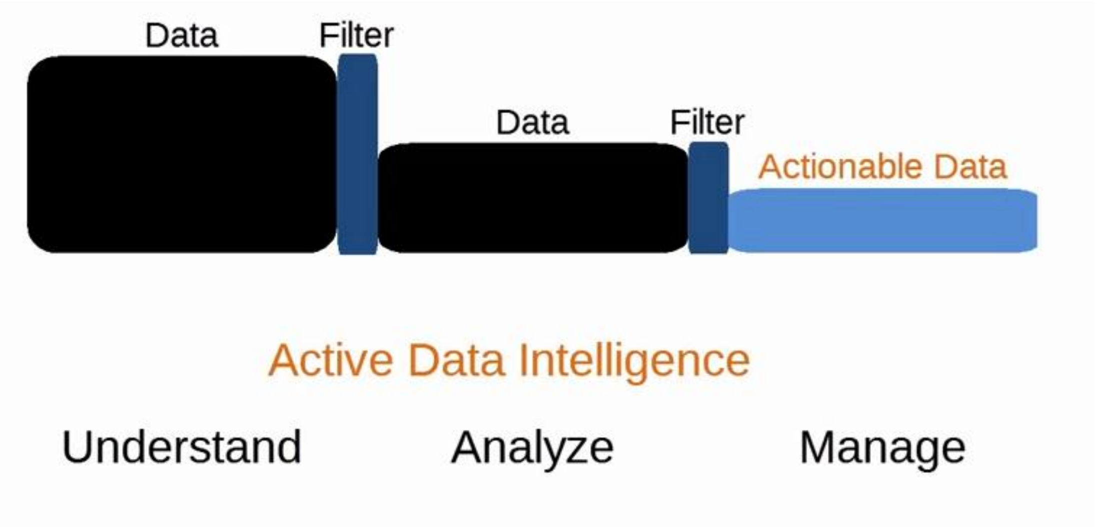
© IDC

And often isn’t well governed…

- What isn’t worth keeping?
  - –Redundant data
  - –Obsolete data
  - –Trivial data

- What is risky to keep around?
  - Legal risk
  - Personal information

- What data can you trust?
- Who are the experts?



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The answer is Data Curation

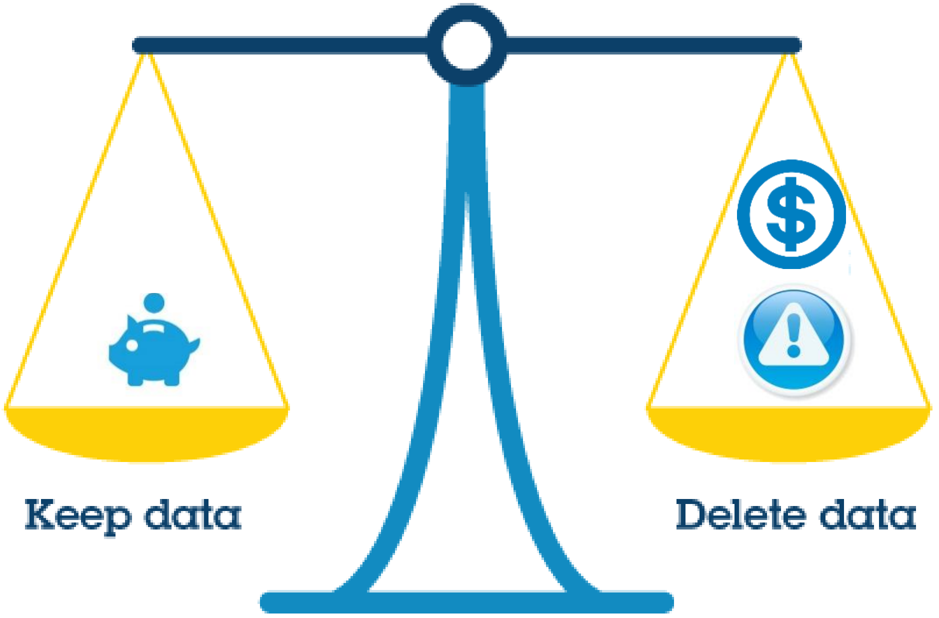
Delivers relevant, qualified and governed content collections

Increases user confidence by improving information relevance and quality

What does Data Curation involve?

Striking the Big Data vs. Good Data Balance:

Aligning the "keep everything" needs of Big Data with the "defensible disposal" mandates of Information Governance



VALUE

- Current value to the business
- Potential for future insights

RISK

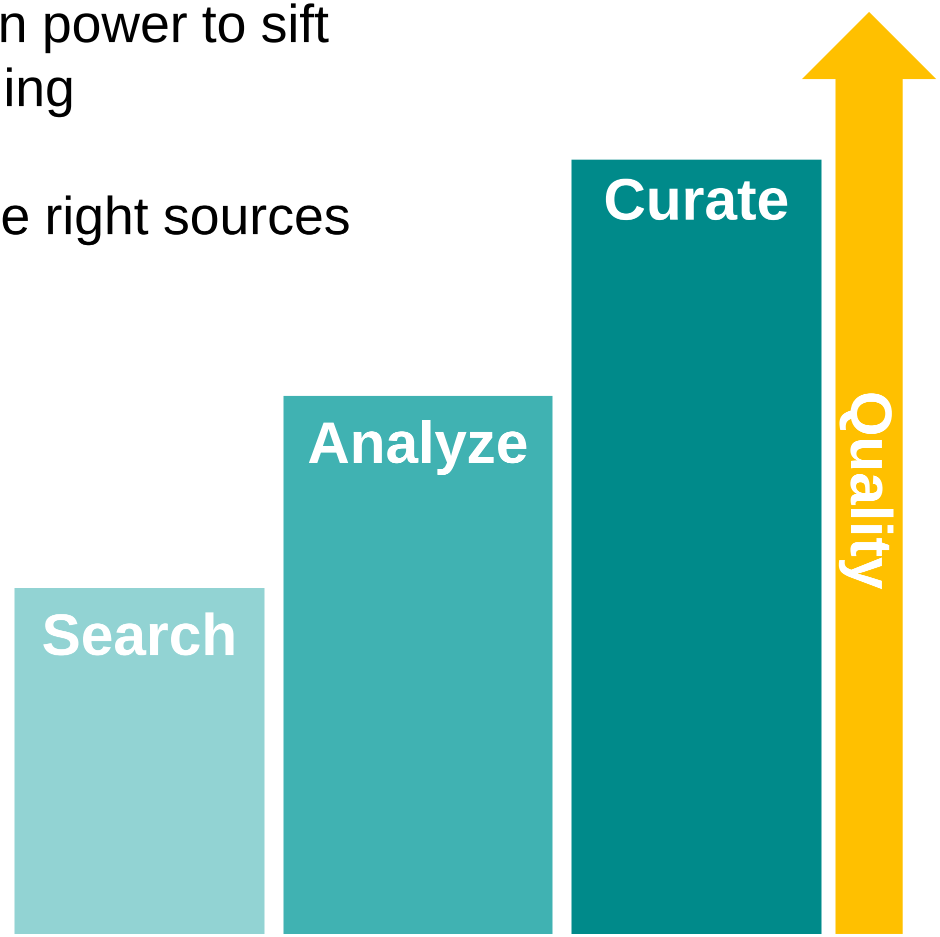
- Is the data from a trusted source?
- Data Breach
  - Personal information
  - Corporate IP
- Handling per corporate regulatory requirements

COST

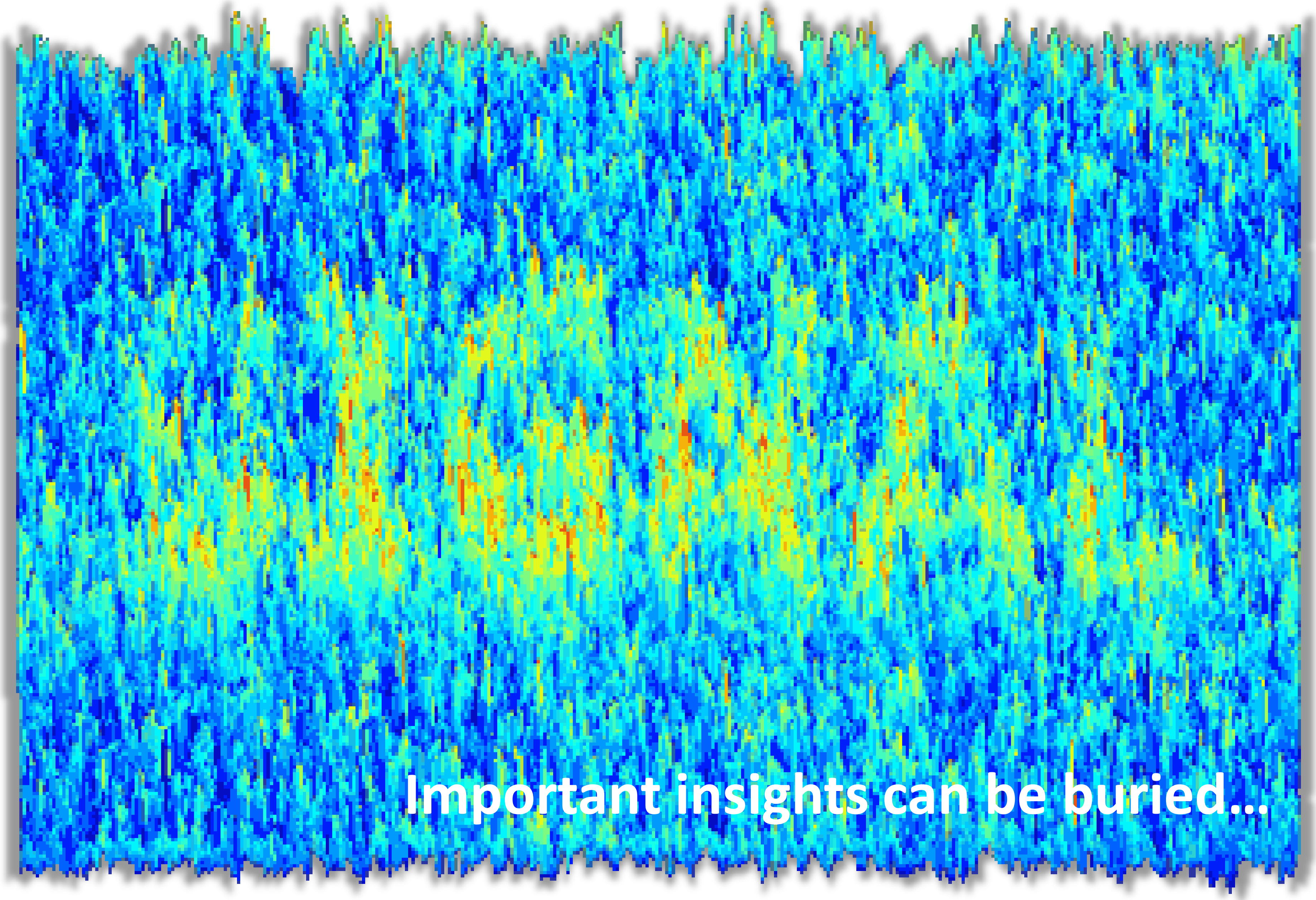
- Storage – Present & Future
- Potential for inclusion in litigation proceedings

Why can’t I just search for it?

- Too many results
- Too time consuming
- Not enough man power to sift through everything
- Doesn't scale
- No access to the right sources (repositories)



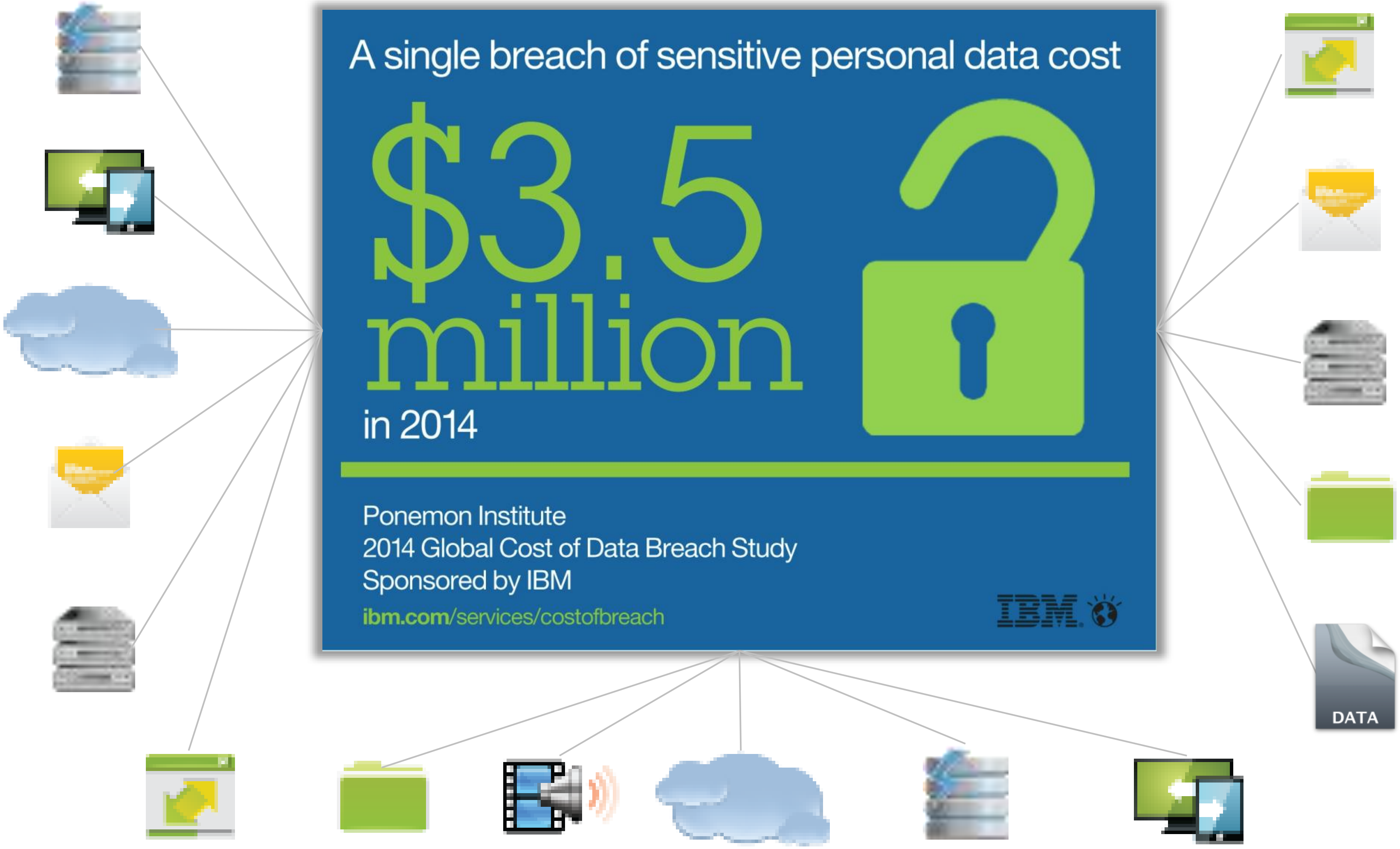
Without Data Curation…



Important insights can be buried…

Data from untrusted sources can lead to incorrect conclusions

Privacy may be violated



A single breach of sensitive personal data cost

$3.5 million

in 2014

Ponemon Institute
2014 Global Cost of Data Breach Study
Sponsored by IBM
ibm.com/services/costofbreach

What makes a good Data Curation solution?

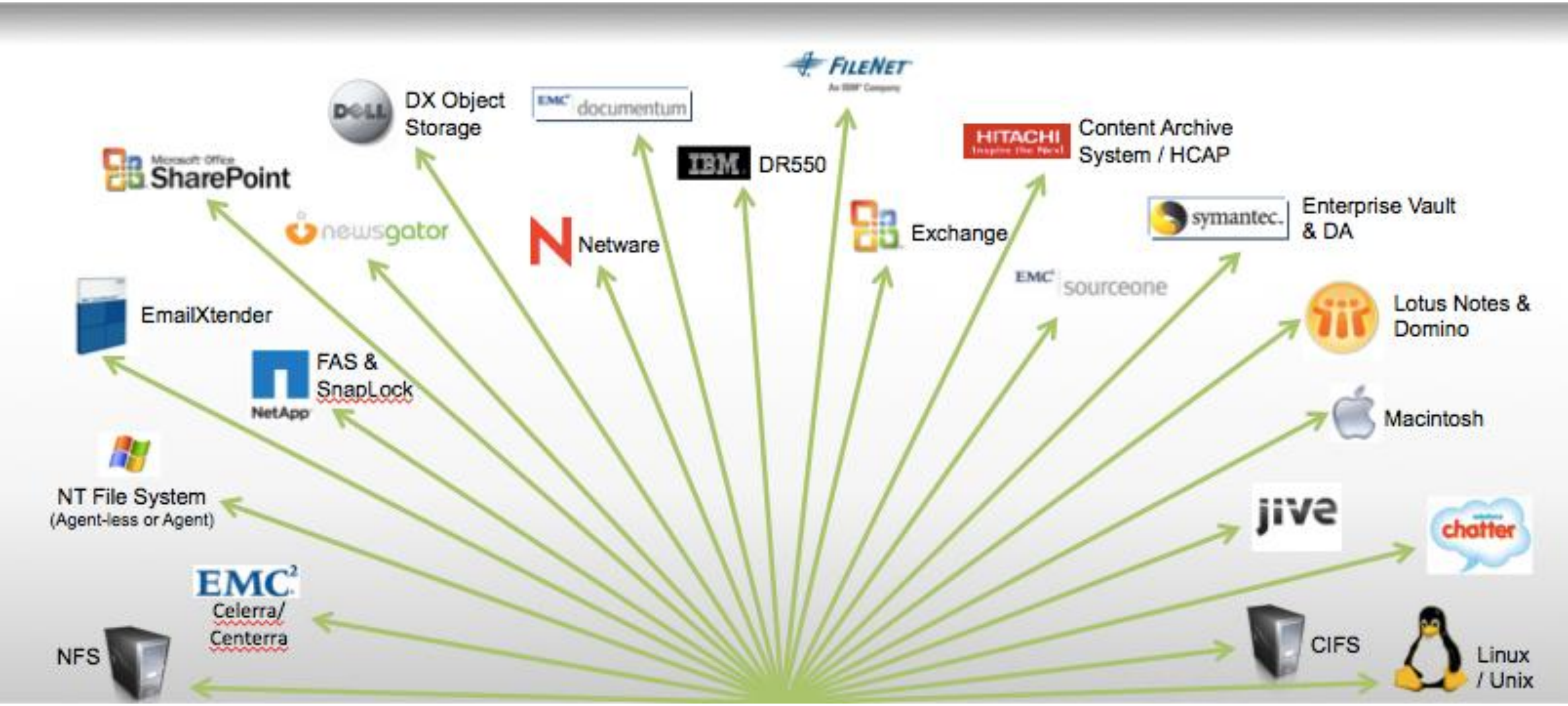
Relevant — Provides verified content from trusted sources

Dynamic — Remains current as information evolves

Defensible — Is auditable to confirm responses

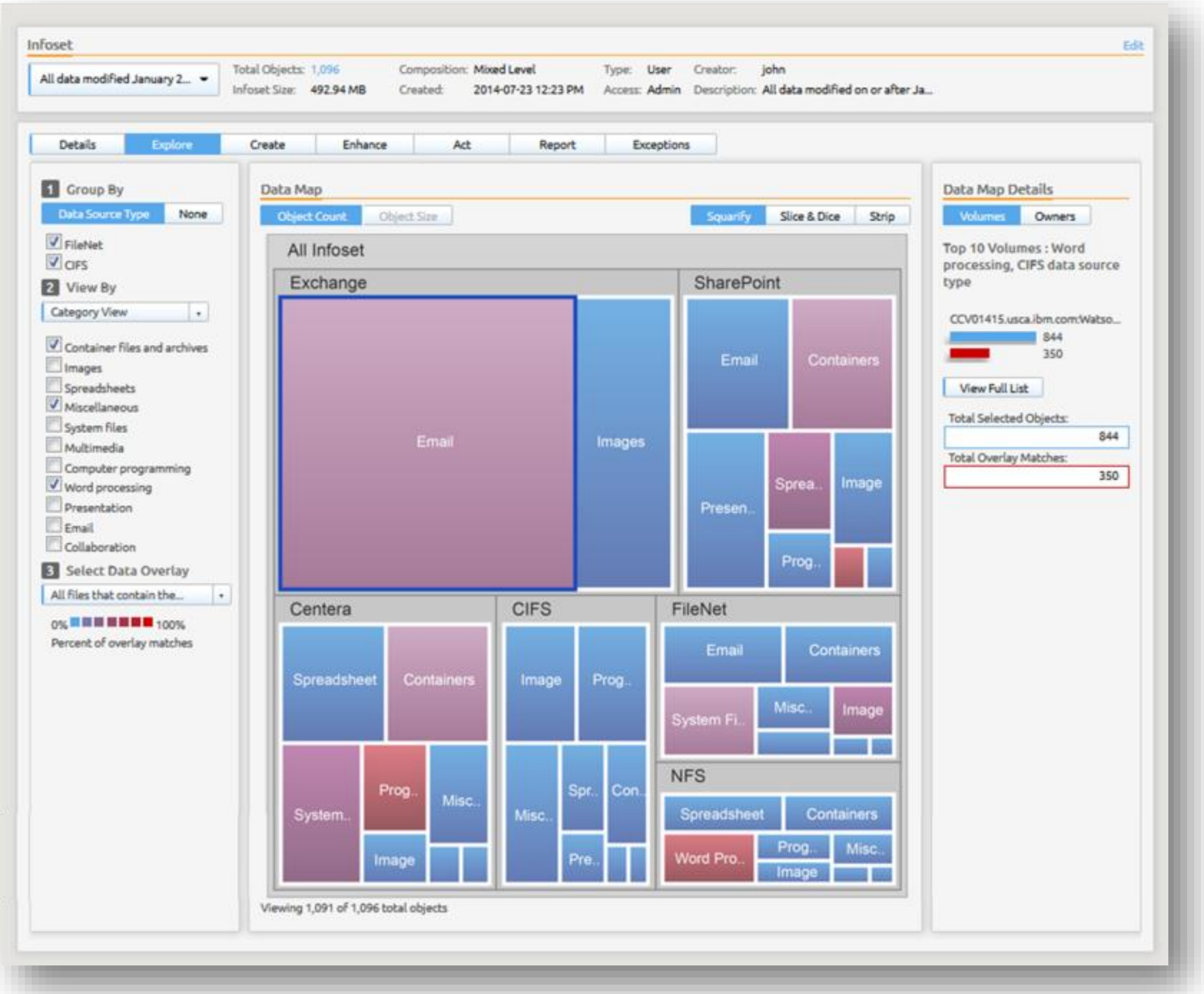
Transparent — Provides provenance and lineage

Connects to data in its native environment



IBM Information Lifecycle Governance Platform

Helps you understand your data



Infoset

All data modified January 2...

Total Objects: 1,096
Infoset Size: 492.94 MB
Composition: Mixed Level
Created: 2014-07-23 12:23 PM
Type: User
Access: Admin
Creator: john
Description: All data modified on or after Ja...

1 Group By

☑ FileNet
☑ CIFS

2 View By

Category View

☑ Container files and archives
☐ Images
☐ Spreadsheets
☑ Miscellaneous
☐ System files
☐ Multimedia
☐ Computer programming
☑ Word processing
☐ Presentation
☐ Email
☐ Collaboration

3 Select Data Overlay

All files that contain the...

0% ■■■■■■■ 100%
Percent of overlay matches

Data Map

Viewing 1,091 of 1,096 total objects

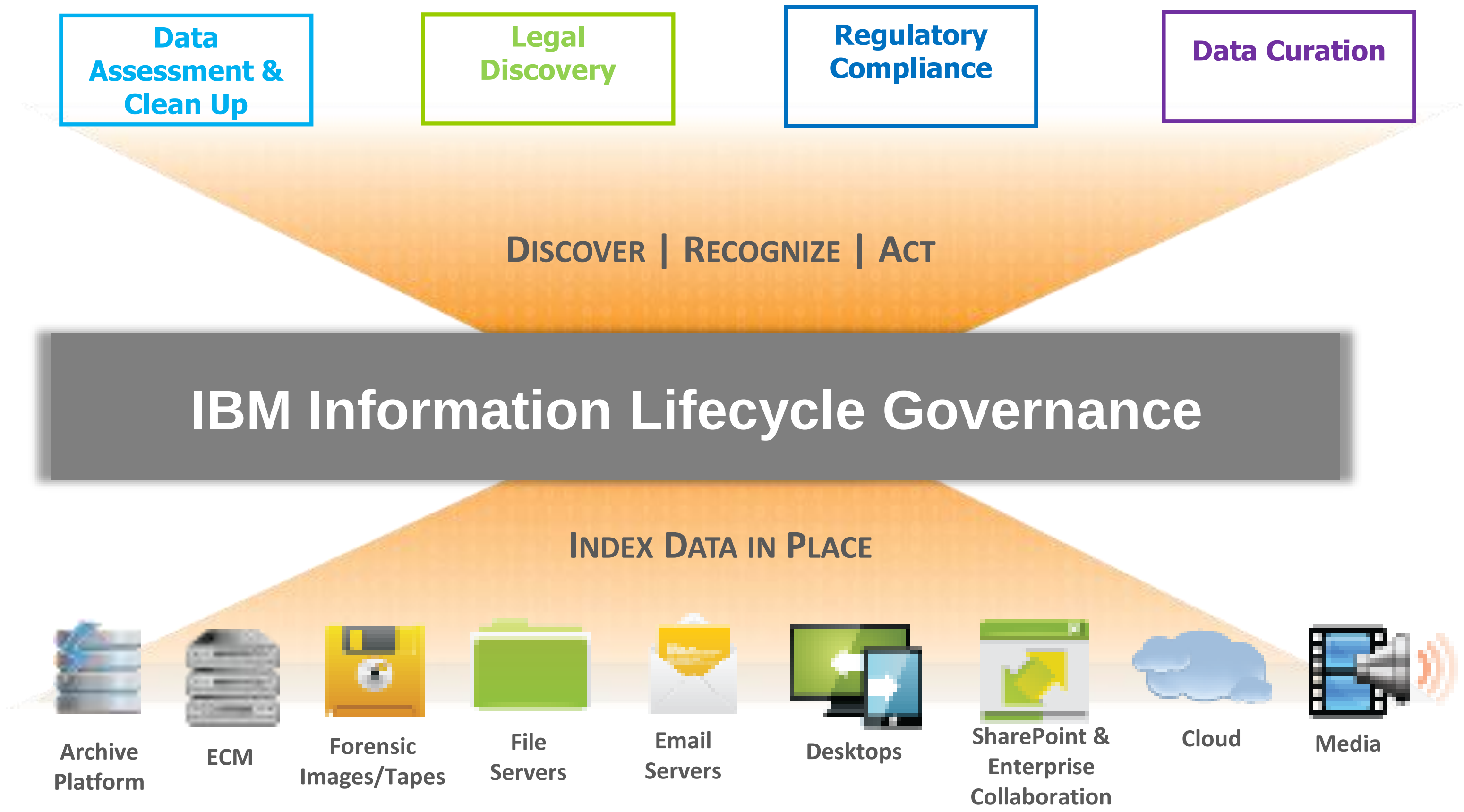
Data Map Details

Top 10 Volumes : Word processing, CIFS data source type

CCV01415.usca.ibm.com:Watso...
844
350

Total Selected Objects: 844
Total Overlay Matches: 350

Part of a comprehensive Information Governance strategy



Data Assessment & Clean Up

Legal Discovery

Regulatory Compliance

Data Curation

DISCOVER | RECOGNIZE | ACT

IBM Information Lifecycle Governance

INDEX DATA IN PLACE

Archive Platform

ECM

Forensic Images/Tapes

File Servers

Email Servers

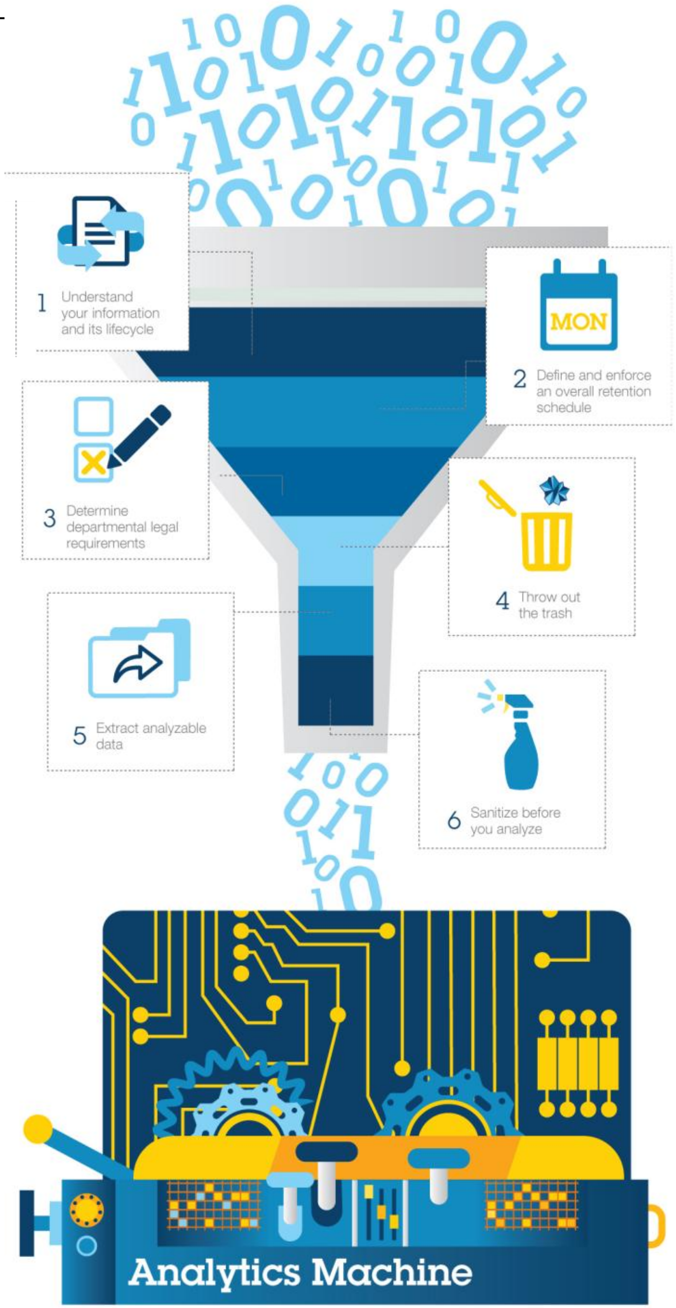
Desktops

SharePoint & Enterprise Collaboration

Cloud

Media

How do I get started?



1 Understand your information and its lifecycle

2 Define and enforce an overall retention schedule

3 Determine departmental legal requirements

4 Throw out the trash

5 Extract analyzable data

6 Sanitize before you analyze

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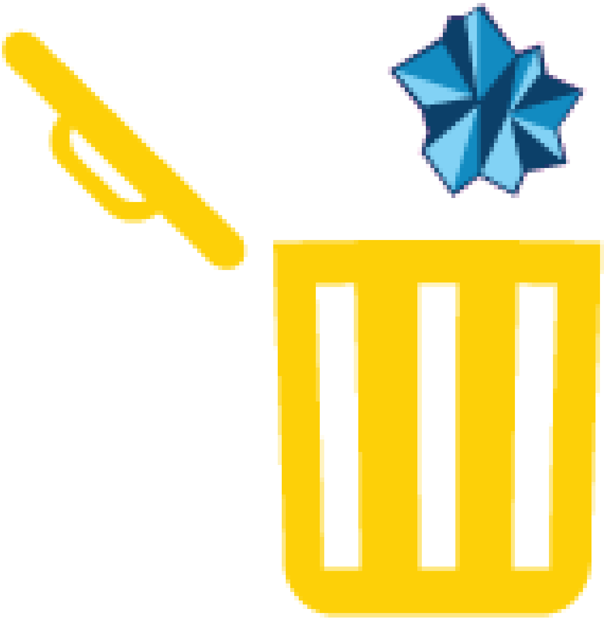

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Recommendations

- Be methodical in your approach
- Create a solution that will scale for the enterprise
- Foster strong communication among stakeholders- include the big data analytics team
- Make governance a best practice

Thank You!