

# Pre-requisites for 2020 Information Governance

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# Objectives

## Pre-requisites for 2020 Information Governance:

1. Clarify a practical "ask" of the business that encourages user compliance with IG policies
2. Define requirements for automatic collection and classification of records and related information
3. Improve broad compliance with IG policies by leveraging IT knowledge and resources
4. Avoid project disruption by gaining senior management approval



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# Case Study – Fortune 500 Company

Team from Legal, IT, and RIM asked to implement an e-mail management solution before year end (6 mo)

Month	Action
3	Team recommends ROT 90 days – WIP 3 years – Records per RRS
6	After much wrangling, IT configures existing ECM for e-mail records
12 RBGL	Senior Exec. decree: ROT 30 days – WIP 1 year
15	Roll-out begins: ROT 60 days – WIP 2 years – Records per RRS
16	Managers with juice start to push back on burden – goes up the chain
17	Legal bails because they want a document management system not a place to put their e-mail records – they think everyone else does too
18	IT bails and says that they may be going to Office 365 in the next year, which will likely solve the e-mail management problem
20	Senior management puts project roll-out on hold
32	Exchange in the cloud rolled out and everyone given big mailboxes. PSTs are brought into the mailboxes as is
42	E-mail Management still on hold – no agreement on how to proceed

**KEEP EVERYTHING FOREVER - STILL IN PLACE**

# Keep Everything

Six Lies of keep everything

keep everything in perspective

keep everything on track

keep everything to yourself

keep everything above board

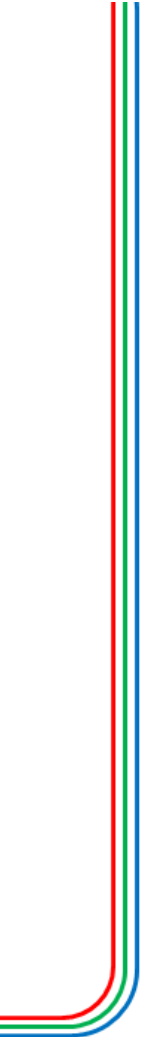
keep everything bottled up

keep everything **organized**

Protection ° Integrity ° Availability ° Retention ° Disposition



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# Pre-requisites for 2020 IG

## Structured **versus** Unstructured

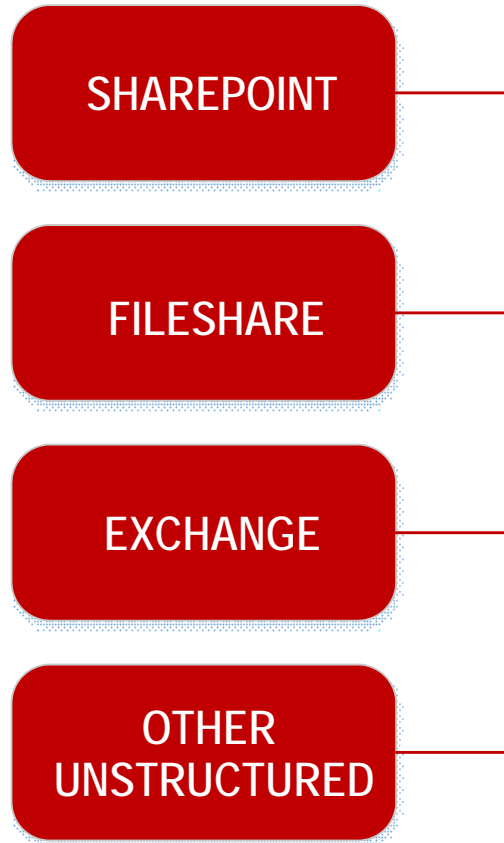


# Agenda

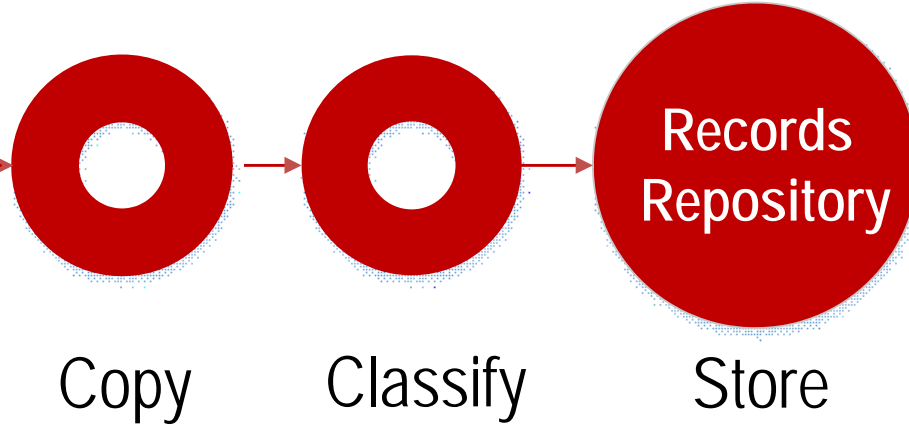
- Are we asking too much of the business?
- Is auto-classification ready for primetime?
- Why is it so hard to work with IT?
- Must senior management be involved?
- Can I really make this happen?



# Active User Apps

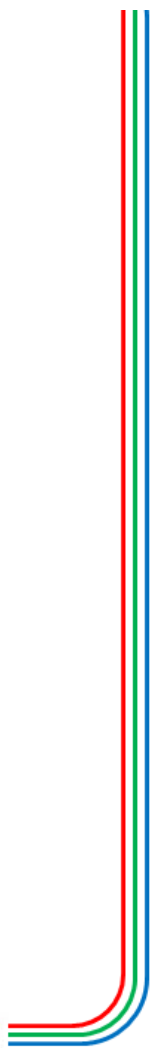


## What are we "asking"



Identify

Responsibility of Active User



# Tried and Mostly Failed

1. Make end users move/copy and classify their “records” in a records repository
  - Embed a third-party tool to assist in copy/classify
2. Use same system for collaboration **and** record-keeping
  - Make each active unstructured application capable of record-keeping

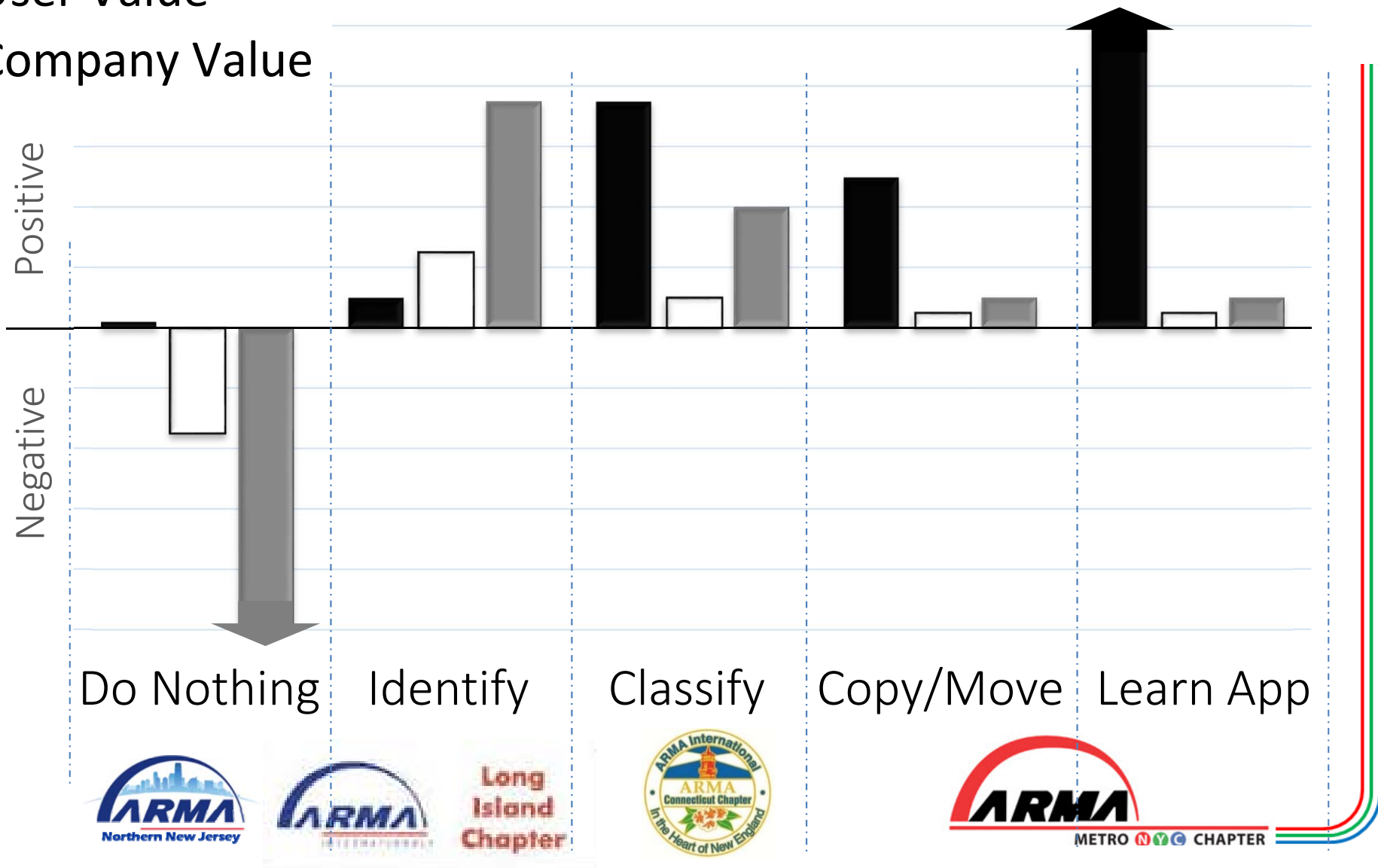
Why is this so hard?





# Burden / Value Ratio

- User Burden
- User Value
- Company Value



# Ask / Care Ratio

- Unitization
- Protection
  - Integrity
  - Availability
  - Retention
  - Disposition
- Collaboration



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# Factors to Leverage

1. Collaboration
2. Cloud Technology
3. Mobility
4. Analytic Tools

Prefer All In One Place

Available Anywhere

Must Be Easy

Do It For Me

- Re-think the issue in light of these new trends and improving **analytics** technologies



Is auto-classification ready for prime time?



# Auto-Collect and Auto-Classify

## Pros

- Already part of the technology environment
  - eDiscovery and legacy repository clean-up
- Getting very good at classification

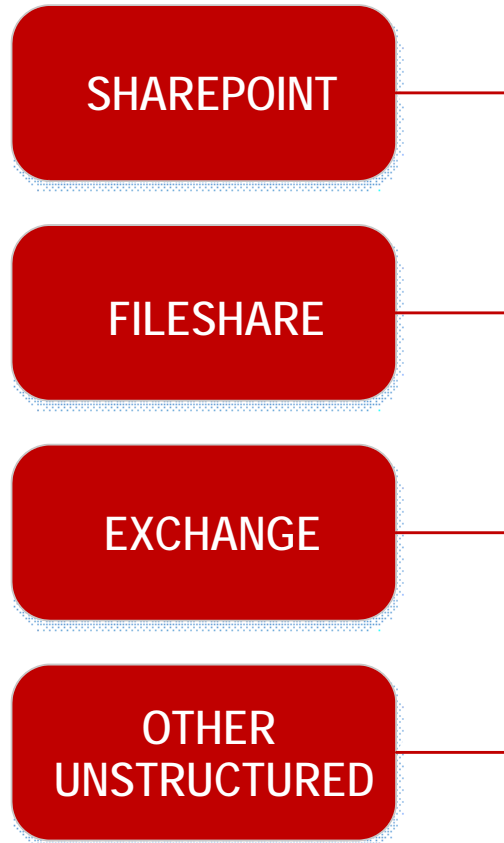
## Cons

- Not as great at automatically discerning value
- Often requires several tools to achieve collect/classify

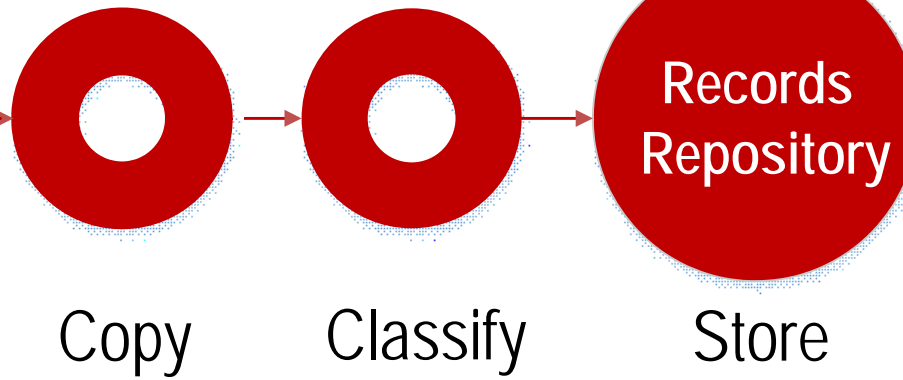
How can we translate this reality into a practical “ask”



# Active User Apps



# A Practical "Ask"



Identify

Active User

Automated Actions



# Working with IT to Agree on a Practical “Ask”

## Requirements

- Active environments that allow records identification
  - Exchange
  - ECM
  - SharePoint®
  - File share replacement (Box, Dropbox...?)
- Underlying table of employee information (SAP, AD...)
- Analytics tool(s) capable of auto-collection and auto-classification



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# Why is it so hard to work with IT?





# Getting IT Funding and Support

## When

- Large expenditure on technology
- Change in the way people will be using technology
- New policies requiring IT support to comply

## How

- Make your IG requirements technology independent
- Formalize an IT project with funding to charge against
- Be aware of the IT funding process and cycle
- Get on priorities list for year with IT management



# Why This Works For IT and IG

- Exploits opportunities to work on IT projects already going on that address any part of what is needed
- Initiates IT project(s) specifically addressing IG needs/timeline - e.g., file share solution
- Clarifies legal “rules” for retention and disposition
- Empowers IT to make software upgrades and changes, without being bound by a third party
- Unifies data and content strategies



# Must Senior Management Be Involved?



# Involving Senior Management

## When

- Significant expenditure required
- Changing the way a large number of employees work

## How

- Vet through steering committee and sponsors
- Executive management versus LOB management
- Practical ask / roles and responsibilities / impact
- Get on priorities list for year with senior management



Can I really make this happen?

YES You Can!



# Scaling – Business Ownership

## When

- Changing the way a large number of employees work

## How

- Specify a management-appointed project lead for LOB
- Use IT client-facing people to advise on IG solutions
- Practical ask / operational steps / support process
- Get on priorities list for year with management



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# Why This Works for the Business and IG

- Makes the business responsible and accountable
- Provides availability, unitization, and collaboration
- Focuses on business needs and not just disposition
- Leads to other business improvements
- IT takes principle business advisory role
- Establishes well-understood metrics for audit



# Realizing Broad IG Compliance

- Minimum user burden
- Scalable process - business owns and IT supports
- Utilizes technologies on the IT roadmap
- Promotes consensus on a timeline for implementation
- Establishes well-understood metrics for audit
- Achieves RIM and legal objectives
- Develops and sustains support from the top down





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**YES You Can!**



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# Q&A and Comments

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