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
## Case Study – Fortune 500 Company

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

<table>
<thead>
<tr>
<th>Month</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Team recommends</td>
</tr>
<tr>
<td>6</td>
<td>After much wrangling, IT configures existing ECM for e-mail records</td>
</tr>
<tr>
<td>12 RBGL</td>
<td>Senior Exec. decree:</td>
</tr>
<tr>
<td>15</td>
<td>Roll-out begins:</td>
</tr>
<tr>
<td>16</td>
<td>Managers with juice start to push back on burden – goes up the chain</td>
</tr>
<tr>
<td>17</td>
<td>Legal bails because they want a document management system not a place to put their e-mail records – they think everyone else does too</td>
</tr>
<tr>
<td>18</td>
<td>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</td>
</tr>
<tr>
<td>20</td>
<td>Senior management puts project roll-out on hold</td>
</tr>
<tr>
<td>32</td>
<td>Exchange in the cloud rolled out and everyone given big mailboxes. PSTs are brought into the mailboxes as is</td>
</tr>
<tr>
<td>42</td>
<td>E-mail Management still on hold – no agreement on how to proceed</td>
</tr>
</tbody>
</table>
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
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

SHAREPOINT

FILESHARE

EXCHANGE

OTHER UNSTRUCTURED

What are we “asking”

Copy

Classify

Store

Records Repository

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

Positive

Negative

- Do Nothing
- Identify
- Classify
- Copy/Move
- Learn App

Negative Impact

ARMA
Northern New Jersey
ARMA
Long Island Chapter
ARMA
Connecticut Chapter
ARMA
Metro NYC Chapter
Ask / Care Ratio

- Protection
- Integrity

Unitization
- Availability
- Retention
- Disposition

Collaboration
Factors to Leverage

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

- **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”
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
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
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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Q&A and Comments

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