Manage Email as Records in SharePoint to Reduce Risk and Cost

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A little context...
The problem with email

1. There’s a lot of it
2. A lot of it isn’t critical...
3. ...but some of it is

- 112.5 Billion business emails sent per day
- 3% growth rate per year
- 10-15% of work email is personal
- 5-50% would qualify as “Business Record”
The problem with email

Users keep everything

A user’s mailbox is a silo

Potential financial consequences
Email management is the solution

According to AIIM’s definition*:

“Email management involves the systematic control of the quality and quantity of electronic messages that are sent from within, and received by, an organization”

In practice, it includes policies that dictate the classification, retention, and storage of email messages and/or email attachments.

*http://www.aiim.org/What-is-Email-Management-EMM#
The benefits of email management

- Less email storage required
- Better user work habits
- More effective sharing of information
- Proper preservation and classification of key company information
- Improved findability and reduction in eDiscovery costs
- Reduction of legal, compliance, financial and business-related risk
Getting there

So how do you achieve email management?

And where do you store your email records?
Case Study
Case study

A large international media and entertainment company is implementing an Information Governance and Records Management program to better manage its emails and other unstructured content.

The key goals of the program are:

1. Dispose of content at the end of its useful life to reduce cost and risk
2. Properly preserve the company’s Business Record
3. Improve findability
4. Reduce eDiscovery costs
Case study

The high-level plan to achieve the program goals are:

1. Define and distribute Information Governance Policies
2. Implement a 3-tier Information Lifecycle
3. Retention assigned to all information
4. Preservation / retention of Business Records based on Corporate Records Retention Schedule (RRS)
The plan

Get executive sponsorship
Executive sponsorship

• The project is being driven by the Legal Department
• The key financial driver is reduction of eDiscovery Costs through:
  • Improved findability
  • Less content to review
• Preparation for migration to Office 365
• The General Counsel is the Executive Sponsor
• Backed by both the CEO and the COO
The plan

- Get executive sponsorship
- Develop an Information Governance policy for email
The Information Governance Policy - Summary

- All information will fall into one of three Lifecycle States:
  - My Items Record (Tier 1) – 30 days retention
  - Work Items Record (Tier 2) – 5 years retention
  - Business Record (Tier 3) – retention based on RRS
- All emails in a User’s Mailbox will be defaulted to My Items
- Users can classify relevant emails as Work Items
- Identified Business Record emails and/or attachments will be moved to a shared Records Repository and classified
The plan

- Get executive sponsorship
- Develop an Information Governance policy for email
- Develop and test a Technical Solution
Technical Solution

• Use Exchange Messaging Records Management (MRM) to manage Tier 1 and Tier 2 in the mailbox

• Disable PST’s

• Implement SharePoint with Gimmal Workplace Compliance as the Records Repository

• Use 3rd party Outlook add-ins to allow filing Business Records to SharePoint

• Give departments the option to classify Business Records using their Business Taxonomy
Technical Solution – Why SharePoint

- Easy integration with Outlook via 3rd party tools
- Intuitive process
- A robust collaborative repository to manage unstructured content
- Support for flexible taxonomies that can be mapped to the Retention Schedule
- SharePoint already in use at the company
- Proven 3rd party tools from Gimmal fill gaps in SharePoint Records Management functionality
The plan

1. Get executive sponsorship
2. Develop an Information Governance policy for email
3. Develop and test a Technical Solution
4. Plan the transition
Transition plan

- All users provided a “Work Items” email folder
- Disable PST files
- Mailbox size increased
- Mailbox policy activated as users moved to SharePoint
- 30 days notice to clean up your mailbox
- Move business record emails to SharePoint
The plan

- Get executive sponsorship
- Develop an Information Governance policy for email
- Develop and test a Technical Solution
- Plan the transition
- Change Management to prepare users
Change Management

A comprehensive Change Management and Communication plan was developed and executed including:

• Executive communications from CEO, COO, and GC
• One-on-one meetings with department heads
• Explainer video
• Posters and handouts
• Notices and interactive Q&A on the Intranet
The plan

1. Get executive sponsorship
2. Develop an Information Governance policy for email
3. Develop and test a Technical Solution
4. Plan the transition
5. Change Management to prepare users
6. Make it happen
And then, this happened...

Sony Pictures hacked: the full story

Sony Cyberattack, First a Nuisance, Swiftly Grew Into a Firestorm
Change in plans

• The Sony Hack accelerated the program
  • No longer waiting for SharePoint rollout
  • Phased email management rollout over 6-9 months
  • Users given a temporary location for Business Records
  • SharePoint rollout accelerated

• Management had ammunition for denying exceptions
• Kudos to the IG team for being ready with a plan!
Results of the program

1. Users liked that the system “cleaned their rooms for them”
2. There was a positive change in work habits
3. More efficient sharing of information
4. Less searching for the one version of the truth
5. Records Management is transparent to the user
Lessoned learned

1. Developing an Information Governance policy and Information Lifecycle provided the blueprint

2. Active Executive Sponsorship and Change Management is essential

3. Selecting technology that makes the process familiar and transparent increases user adoption

4. A relevant real-life problem reduces resistance

5. Use 3rd party tools to speed implementation
Thank You