Case Study: Farmers Insurance’s Tools & Approach to Information Governance

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Learning Objectives

1. Create building blocks for an IG strategy around the right stakeholders and their common interests
2. Identify the right collaboration opportunities and how to strategically partner on the projects most likely to support plus advance the IG agenda
3. Develop approaches when introducing plans to senior leadership
4. Assess eDiscovery and research tools used to support an information governance program
WE ARE FARMERS!

In business since 1928...

Serving more than 10 Million households across all 50 states...

Through the efforts of 50,000 Exclusive and Independent Agents...

And almost 24,000 Employees!

FOUNDED BY

THOMAS LEAVEY & JOHN C. TYLER
Information Governance programs enable organizations to leverage their best minds and resources to make effective decisions, mitigate significant risks and protect vital assets. But this relatively new cross-functional discipline is built on relationships and communication.
OUR MISSION

Farmers’ Information Governance program is responsible for administering the company’s retention schedule, ensuring compliance with records management policies and providing the guidance, tools, resources and litigation support required for that mission.
PROGRAM CADENCE

2015
ASSESSMENT & PLAN
- Analysis and Roadmap
- Realignment
- Roadshow
- InfoGov Committee

2016
NEW TEAM EXPERTISE

2017
UPDATED POLICY & GOVERNANCE
- Updated Retention Policy
- Updated Retention Schedule
- Training and Awareness
- Compliance Review

2017
NEW TECHNOLOGY
- Virgo
- Legal Hold Pro
- Box Governance
- Discovery Accelerator
- Enterprise Vault
The Big Bucket strategy is used by Farmers to simplify retention challenges while meeting business, compliance and legal obligations.
2018: Building on the Information Governance Foundation

- Paper box storage contract renewed and destruction plan initiated
- Data classification policy refresh
- Email management policy developed and implemented
- Start discussion about technology for unstructured data management
GAPS ARE OPPORTUNITIES

CYBERSECURITY BUSINESS REPORT

NEWS

Cybersecurity labor crunch to hit 3.5 million unfilled jobs by 2021

The cyber crime epidemic is expected to triple the number of open positions over the next five years.

"Every IT position is also a cybersecurity position now" according to the Cybersecurity Jobs Report, 2017. "Every IT worker, every technology worker, needs to be involved with protecting and defending apps, data, devices, infrastructure, and people."

"It used to be expensive to make things public and cheap to make them private. Now it’s expensive to make things private and cheap to make them public."

–Clay Shirky, Internet Scholar and professor at NYU
A typical meeting with technology and legal goes like this ...
THE BIG PICTURE

Remember what we are here for in our organizations ...
OUR BUSINESS PARTNERS

INTERNAL AUDIT

COMPLIANCE

FINANCE / TAX

INFORMATION TECHNOLOGY

SERVICE OPERATIONS

LEGAL

COMMUNICATIONS

PROJECT MANAGEMENT
OUR BUSINESS PARTNERS

INFORMATION SECURITY

RISK

BUSINESS INTELLIGENCE

PRIVACY

BUSINESS LEADERS

PROCUREMENT

TRAINING

MARKETING
LESS IS MORE

“It is not important to make many pictures, but that I have one picture right.”

~Piet Mondrian

When employees are bombarded with information in both their professional and personal lives, less is often a more effective strategy...

“The ability to simplify means to eliminate the unnecessary so that the necessary may speak.” -- Hans Hofmann
ABOUT OUR TOOLSET

**Virgo**
IGS’s Virgo is used by Farmers’ to manage its Retention Schedule and supports compliance efforts with legal and regulatory guidance for our business records.

**LEGAL HOLD PRO**
From one intuitive system, Farmers can initiate legal holds, track custodian compliance, preserve data in place and trigger automated data collections.

**BOX GOVERNANCE**
Documents subject to legal holds can be searched, audited and held indefinitely in Box, an integral part of Farmers’ eDiscovery ecosystem and governance process.
Looking Ahead: Building on the Information Governance Foundation

- Email management policy discussion
- PRIVACY REGULATIONS: Lead to discussion about technology for unstructured data management
Farmers Excellence for an Organization Award

Farmers Insurance was recognized for its achievements in enhancing its information governance (IG) program as laid out by the Generally Accepted Recordkeeping Principles® and the IG Maturity Model (IGMM). According to the nomination, Farmer’s program is either at the highest level of maturity (Level 5 – transformational) or one step lower (Level 4 – (proactive) for each Principle, as measured against the IGMM.
Thank you

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