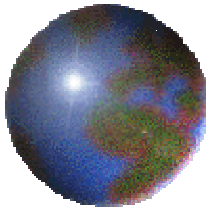


Liberty Bell Chapter of ARMA

January 13, 2011



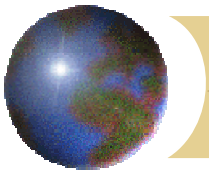
RIM and ROI

Julie Gable

Gable Consulting LLC

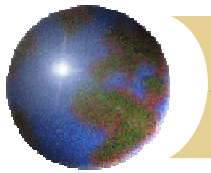
©Gable Consulting, 2011





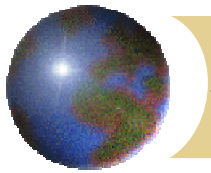
Gable Consulting LLC

- ✚ Longevity: In business 21 years
- ✚ Specialty: E-records
- ✚ Degrees: BS Management; MBA Finance
- ✚ Credentials: CRM, CDIA, MIT, LIT
- ✚ Contributions: Author; Editor; Speaker
- ✚ Audiences: RIM, IT, Legal
- ✚ Honors: Fellow, ARMA International



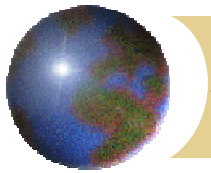
Representative Clients

- ☒ Aqua America
- ☒ Bristol Myers Squibb
- ☒ City of Philadelphia
- ☒ DuPont
- ☒ Eli Lilly
- ☒ Lockheed Martin
- ☒ Mitsubishi Fuso
- ☒ Panama Canal
- ☒ Merck
- ☒ Novartis
- ☒ Procter & Gamble Rx
- ☒ Raytheon Aircraft
- ☒ Rhone-Poulenc Rorer
- ☒ Sanofi Aventis
- ☒ Schering-Plough
- ☒ Vanguard Financial



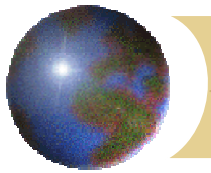
RIM & ROI: What's important

- Compliance
 - Comply with regulations & audits quickly & cheaply
- Litigation
 - Reduce cost of discovery response
- Storage Reduction
 - Reduce redundancy; store less
- Productivity
 - Collaboration
 - Mobile access to information
 - Manage large files – video, music



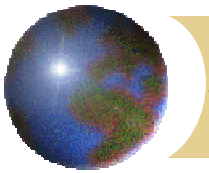
Cost of RIM: ERM for Rx Company

- ✿ 100 ERM users, 5 locations
- ✿ Multiple Documentum docbase integrations
- ✿ Multiple existing db conversions
- ✿ Assistance with business rules
- ✿ Estimates: \$1 million - \$2 million
 - ▣ Services: 77% to 89%
 - ▣ Software: 3% to 6%
- ✿ Elapsed time: 1.5 – 2 years



ERM for all applications

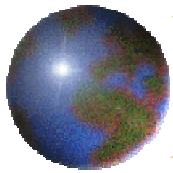
- Vendor integration/ consulting: \$33,000 per application.
- Internal resource time: 14 days per application
- More than 450 applications
- Cost for 16,000 users = >\$17 million



Information Governance

- The establishment and enforcement of enterprise-wide policies and procedures to control and manage information as an enterprise resource.
- Focus on GRC perspective.

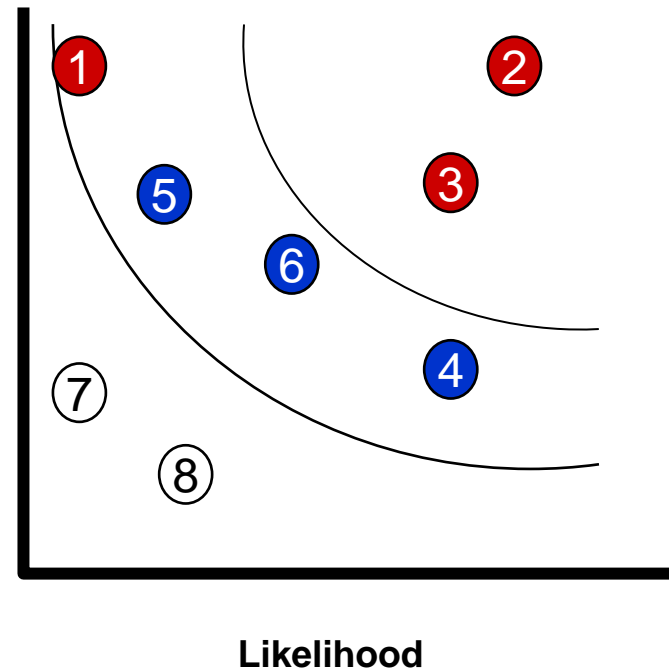


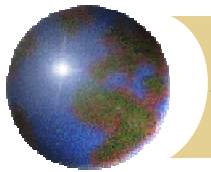


Governance, Risk Management, Compliance (GRC)

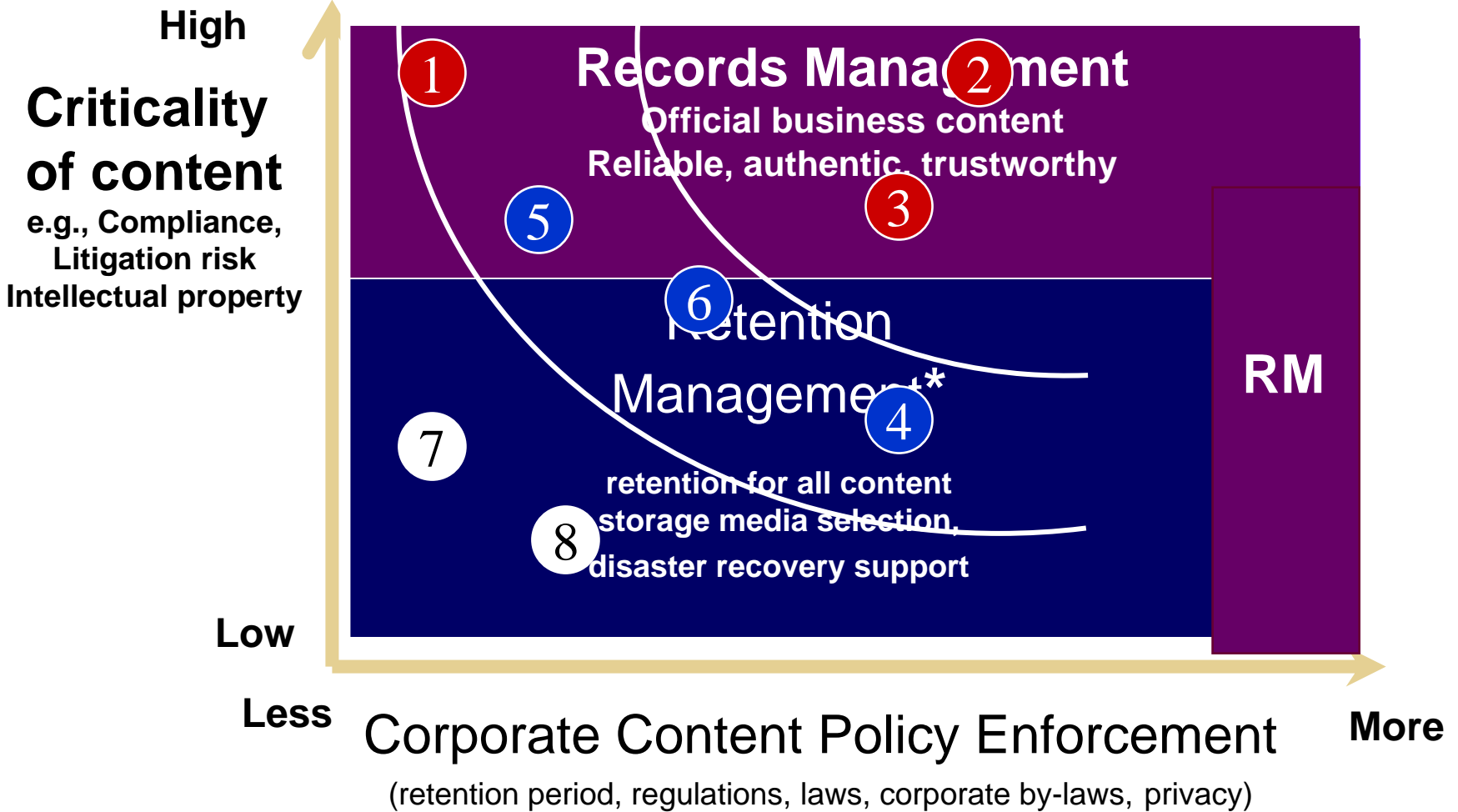
- Integrated, holistic approach to organization's response to:
 - Risk environment
 - Internal policies
 - External regulations
- Key elements
 - Strategy
 - Processes
 - Technology
 - People
- Dependent on
 - Information integrity
 - Process integrity
 - Controlled access
 - Information retention

Materiality of Impact

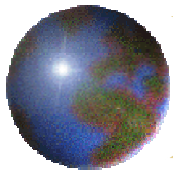




Retention vs. Records Management

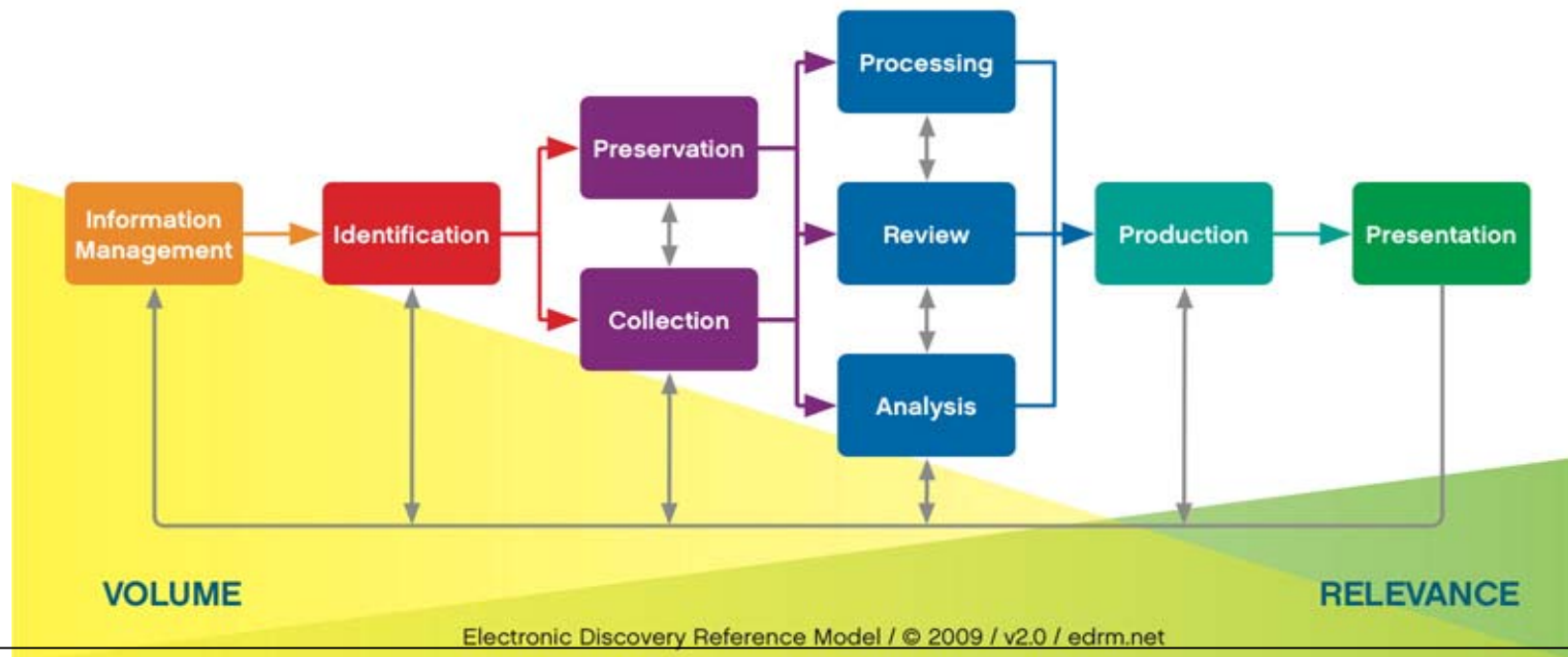


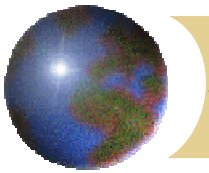
* more comprehensive than archiving and backup/restore



RIM & Electronic Discovery

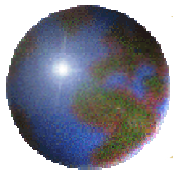
Electronic Discovery Reference Model





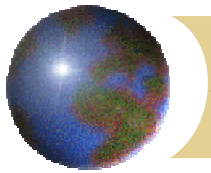
E-Discovery Strategy Projects

- Purpose: Formulate discovery request response methods
- Map Electronically Stored Information (ESI) Sources
 - Technical information regarding systems' location, contents, retention, retrievability and ability to enforce legal holds
- Produce
 - Checklists of actions to take in discovery response
 - Templates for discovery responses and disclosures
 - Training for legal, IT and records management staff
- Cost
 - Project scoping - \$100,000+
 - Deliverables - \$500,000 to more than \$1M
- Deficiency
 - Do not develop retention rules for electronic records
 - Do not reduce discovery production costs



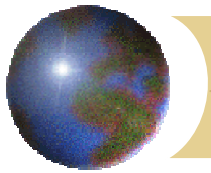
E-Discovery – Cost to Review

- ✚ 2009: OFHEO spent nearly 9% of annual budget
 - ▣ Case involved Freddie Mac and Fannie Mae
 - ▣ **OFHEO lawyer agrees** to search of backup tapes, and use of 400 search terms by plaintiff
 - ▣ More than 600,000 responsive documents
 - ▣ Contracted with 50 attorneys to review for relevance
 - ▣ Missed several court deadlines



E-Discovery Costs – West LB

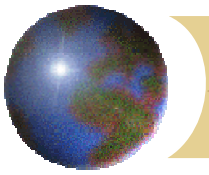
- ⊕ Emails back to 2000 for 19 people
- ⊕ 17 search terms for discriminatory language
- ⊕ Mount email backup tapes on same model computer that created them
- ⊕ Copy tapes and uncompress them
- ⊕ Each mailbox searched once for each discovery term
- ⊕ Cost: \$480,000
- ⊕ Search results: Check to find highlighted search term
- ⊕ Attorneys check for relevance and privilege
 - ⊕ Produced 650,000 pages of evidence
 - ⊕ 10-12 Attorneys working days, nights and weekends
- ⊕ Attorney fees: \$200,000 to \$300,000 per month



RIM Business Case

- ✚ Potential savings in e-discovery production?
 - ▣ 5% of \$680,000 (West LB example) = \$34,000
- ✚ Average \$1 billion U.S. company faces 147 lawsuits at any given time*
 - ▣ $147 \times \$34,000 = \$4,998,000$
- ✚ Caution: Naivete factor!

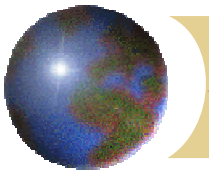
Source: Fulbright & Jaworski, NewsWire, August 2006



Storage Costs

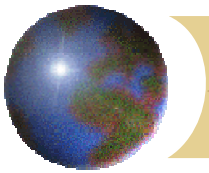
- ✚ Cost to buy 1 TB of disk - \$10,000
- ✚ Cost to administer - \$55,000
- ✚ Other costs:
 - ▣ Power supply
 - ▣ Cooling costs
 - ▣ Annual license fees for storage software
 - ▣ Data center floor space
 - ▣ Security

Electronic Records Retention: Strategies for Data Life Cycle Management, David O. Stephens, 2003
ComputerWorld, July 13, 2009.



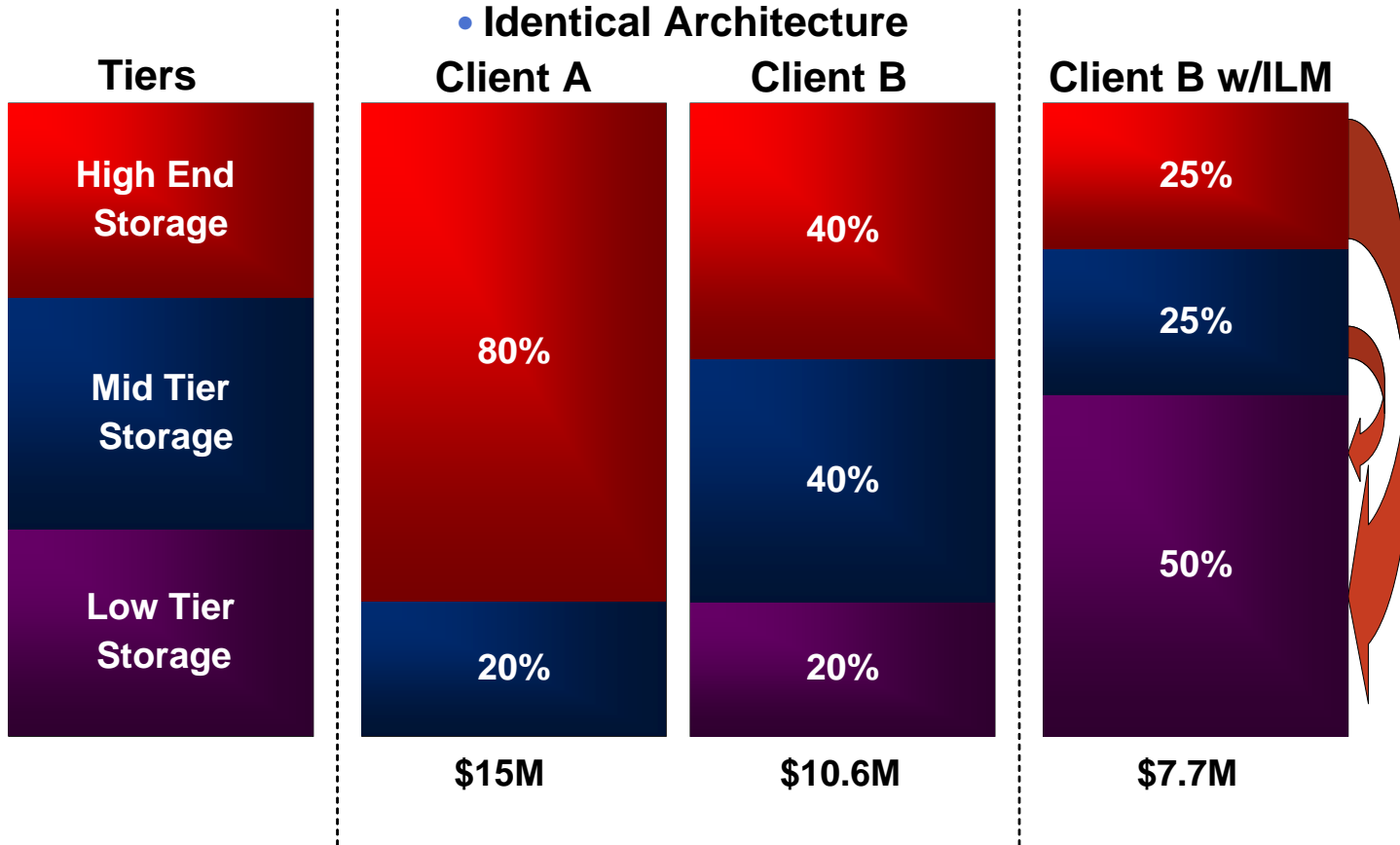
Information Lifecycle Management

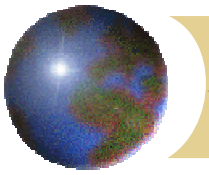
- ✚ Purpose: Align storage with data value
 - ▣ Ensure low-cost delivery of data content
 - ▣ Automate storage management
- ✚ Deficiencies
 - ▣ Does not take risk into account.
 - ▣ Does not reduce the volume of information stored
 - ▣ Software licensing based on amount of storage managed
 - No motive to reduce the amount of storage



ILM Tiered Storage Savings

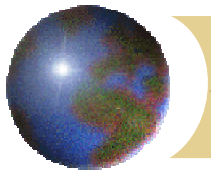
- 100TB Environment
- Identical Architecture





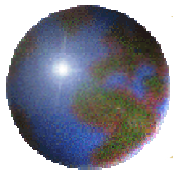
RIM Contribution to ROI

- RIM can reduce volume of stored information by:
 - Identifying Office of Record, reducing need to store multiple copies
 - Enabling disposition, thereby controlling volume growth
 - Especially true for common business records and records of limited value

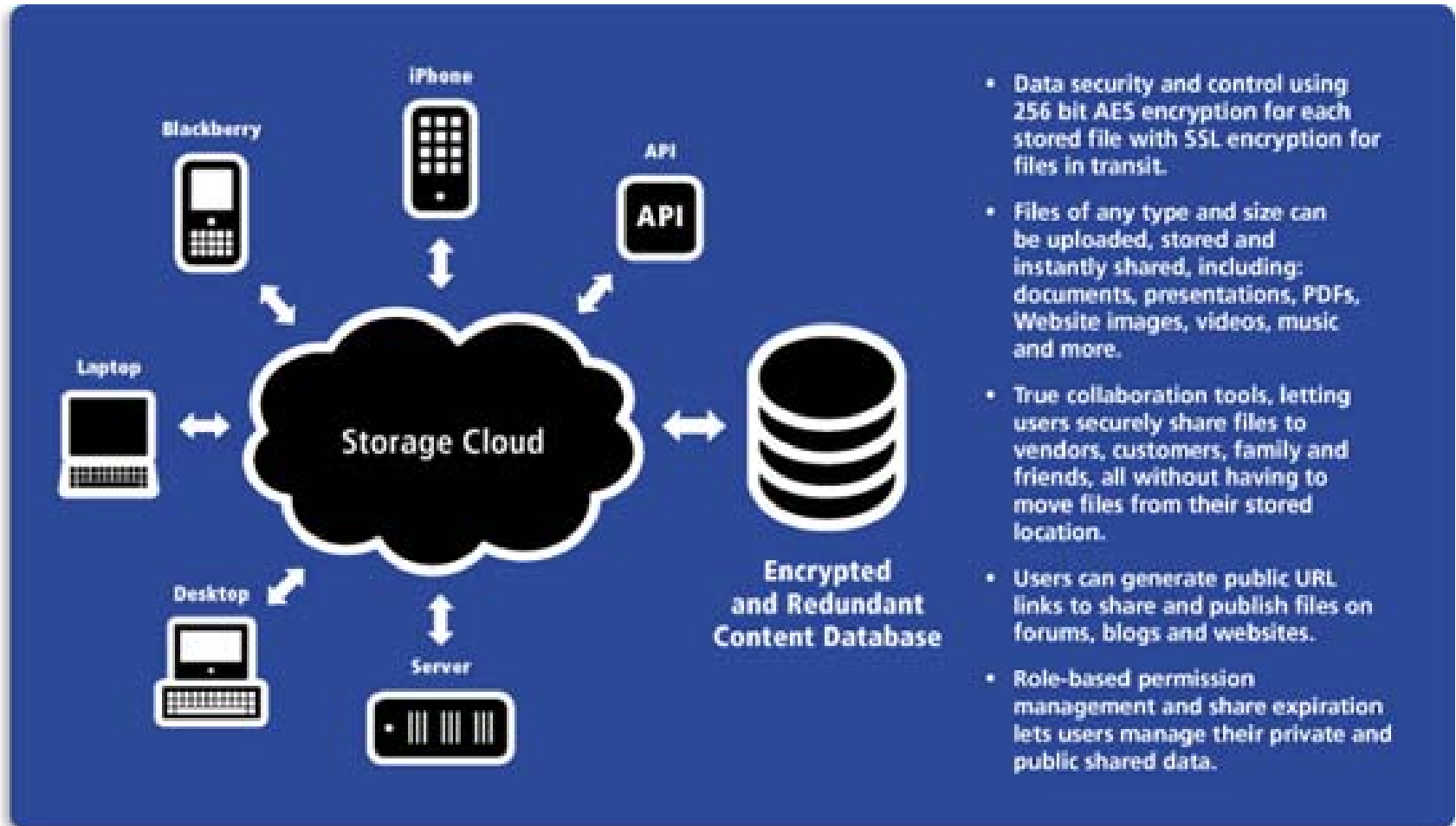


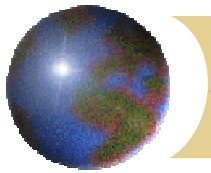
Storage Business Case

- Application of retention policy can reduce stored information by 5% (30 TB environment)
 - Reduction in equipment cost:
 - $5\% \times 30 \text{ TB} = 1.5 \text{ TB}$ reduction
 - Storage costs \$10,000 per TB
 - Savings = \$15,000
 - Reduction in administration cost:
 - $5\% \times 30 \text{ TB} = 1.5 \text{ TB}$ reduction
 - 1TB costs \$55,000 to administer
 - Savings = \$82,500
- Total savings on 30 TB = \$97,500 per year



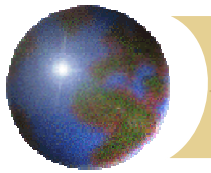
Cloud Storage





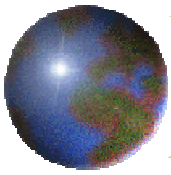
Cloud Storage

- ✚ Public cloud storage costs
 - ▣ \$.12 to \$.25 per GB per month
- ✚ Caveats
 - ▣ Data transfer costs (\$.10 per GB),
 - ▣ Transfer speeds restricted by connection
 - ▣ APIs & metadata
 - ▣ Security level for stored information
 - ▣ Additional features - \$1 per GB

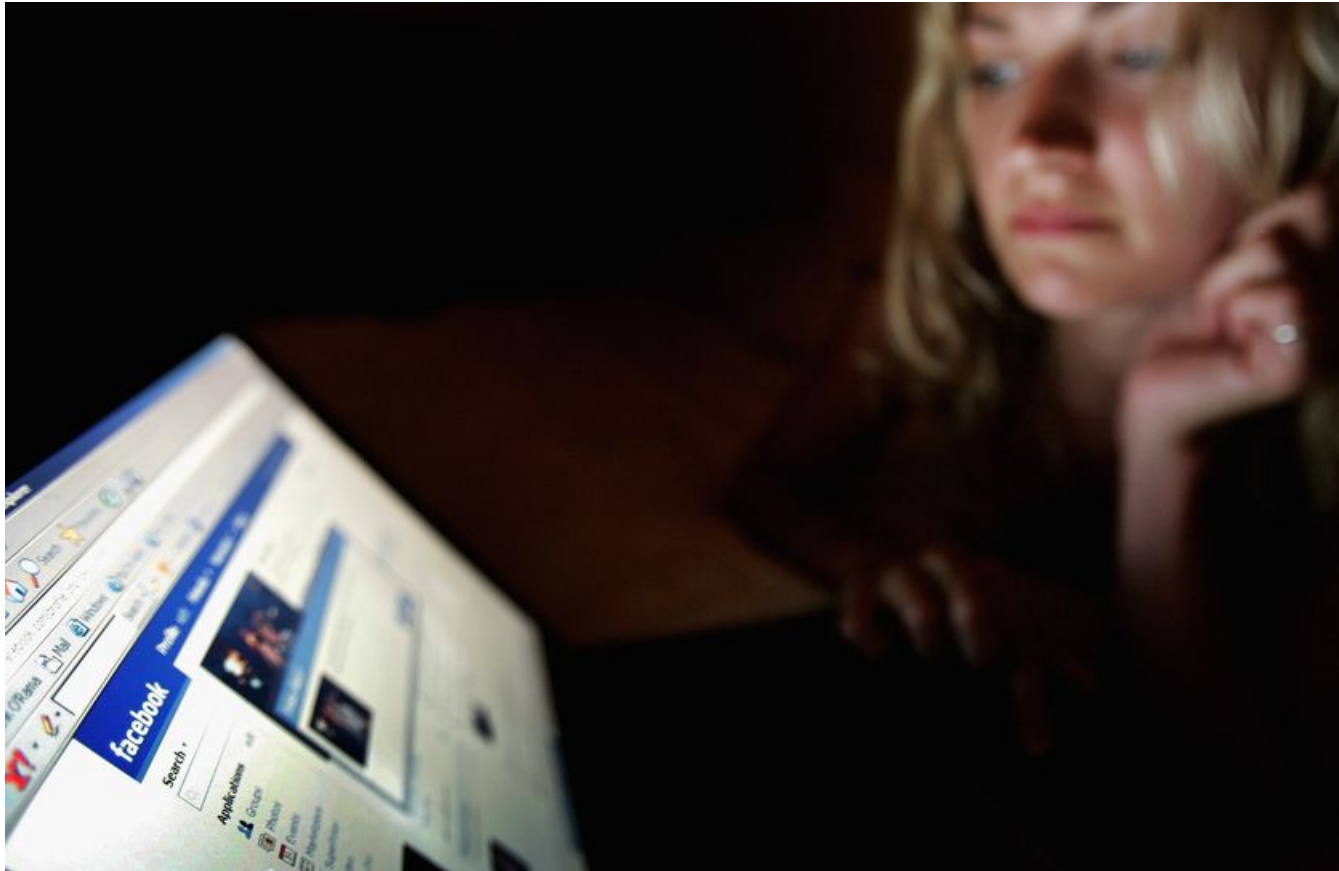


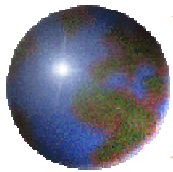
Why Cloud is a Big Deal

- Consumer technology – Amazon, Google cloud for photos, music
- Mobile devices – Anywhere access
 - Phones, tablet devices
- Social networking – Collaboration, videos
- Add more capacity instantly
- Heavyweights entering market for business –
 - AT&T, EMC, HP, Sun Microsystems, Amazon, Google
- Users: Colleges, government, small & mid-sized businesses

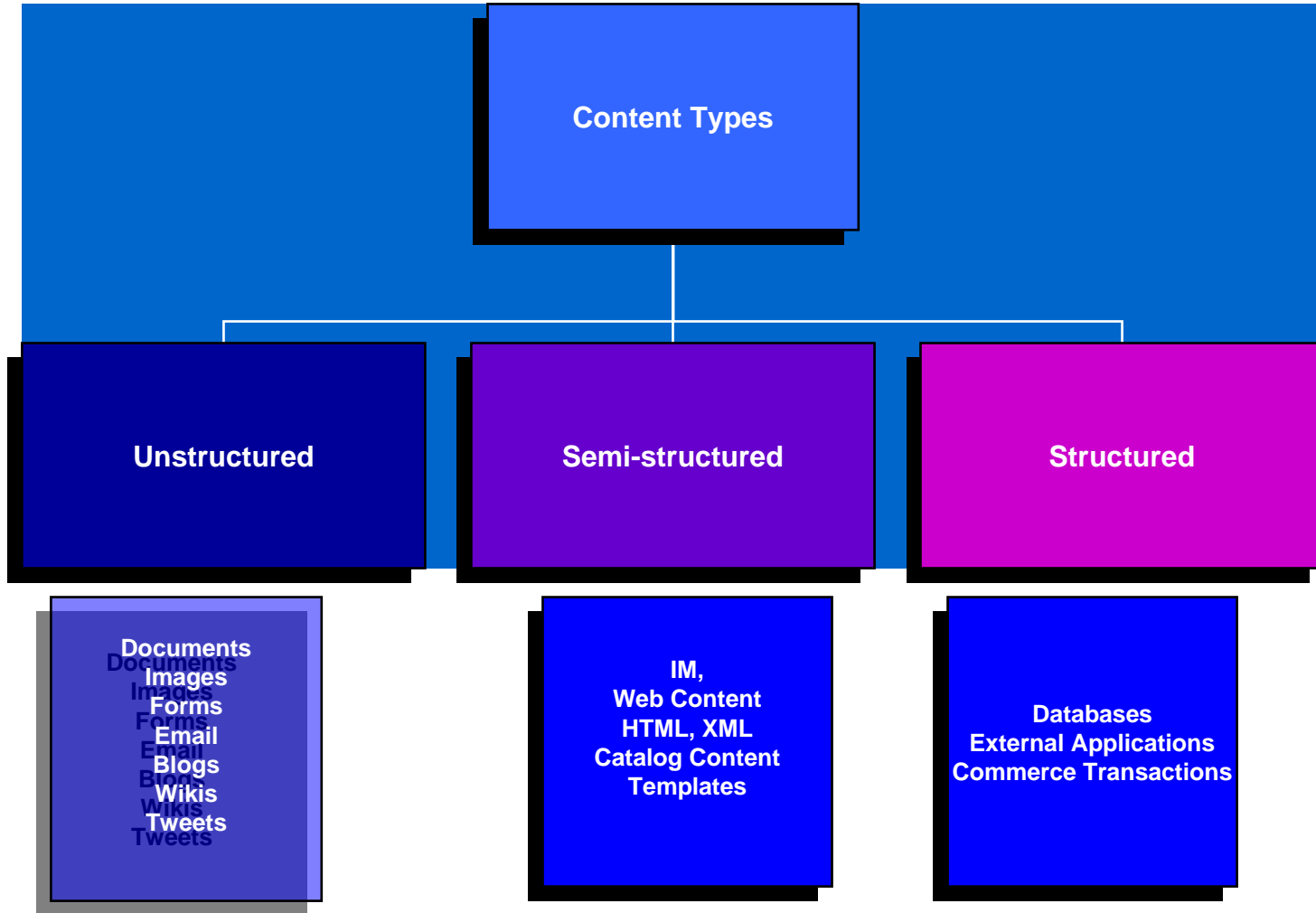


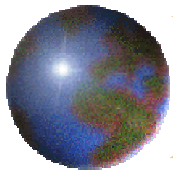
Productivity





Content Types





MS SharePoint 2010

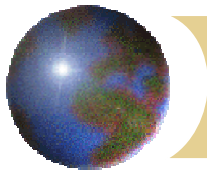
Delivering ECM for the Masse



User Experience – PC, Phone

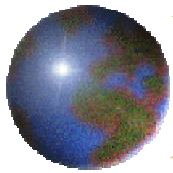


Search Delivers Engaging Information Experiences



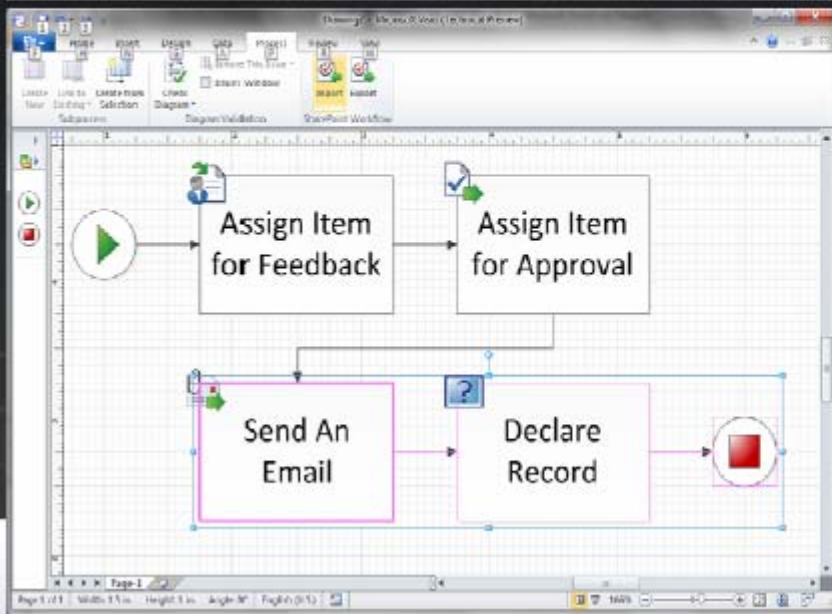
SharePoint 2010 RM Features

"Recordization"	<ul style="list-style-type: none">○ In place records management○ Metadata-driven, hierarchical file plan in archive
eDiscovery & Hold	<ul style="list-style-type: none">○ eDiscovery searches any SharePoint content○ Archive results or leave on an in-place hold
Auditing & Reporting	<ul style="list-style-type: none">○ File Plan Report shows overview of policies○ Per item audit log reports
Retention & Expiration	<ul style="list-style-type: none">○ Multi-stage retention policies○ Eight out-of-the-box retention actions

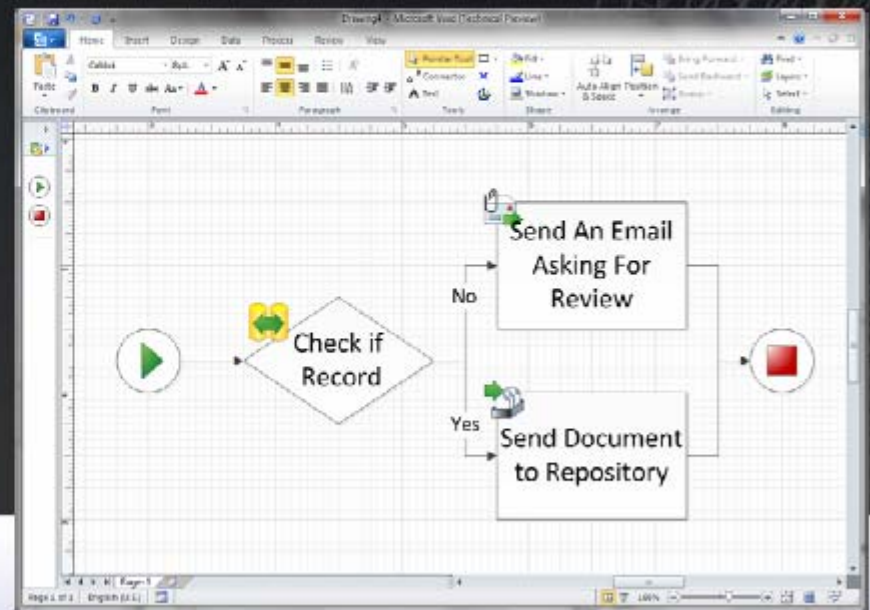


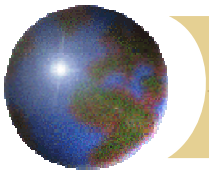
Automated Records Declaration

Workflow creating records



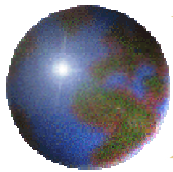
Record status driving business decisions



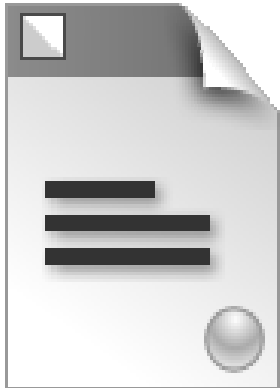


Emerging Realization

- ✚ The greater the automation, the lower the risk
 - ▣ Greater consistency, less intervention, less cost

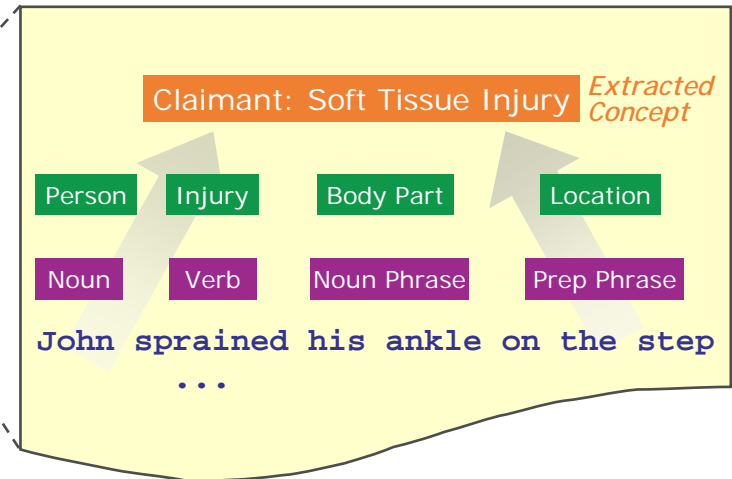


Content Analytics



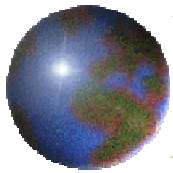
Content Analytics

Based on UIMA, the open, industry-standard architecture for text analysis pioneered by IBM and now an OASIS standard and Apache open-source project



Analyzed Documents
with identified concepts

- From each document you can derive:
 - New business understanding
 - New visibility from content
- Create structure and understanding from a group of words

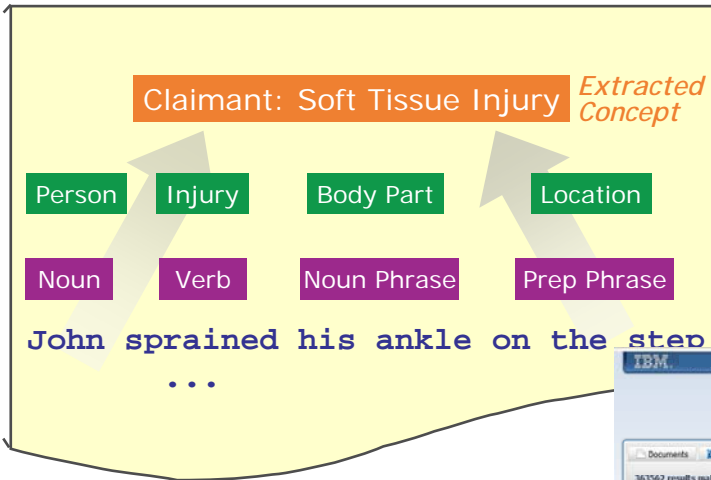


Content Analytics

Aggregates conclusions & scales out understanding to large data sets



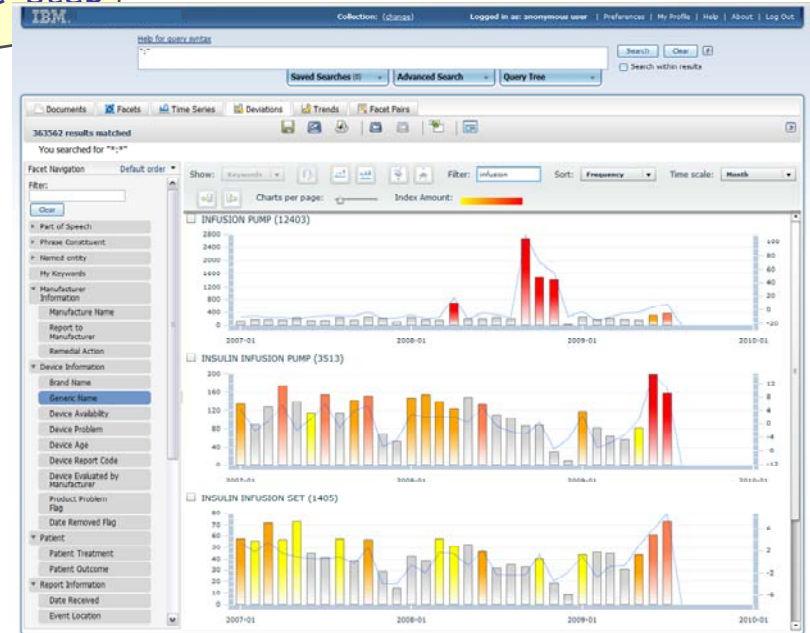
Source Info
(ECM, File, Web, DBMS, ...)

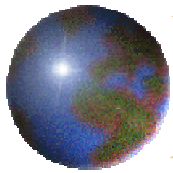


Analyzed Documents
with identified concepts

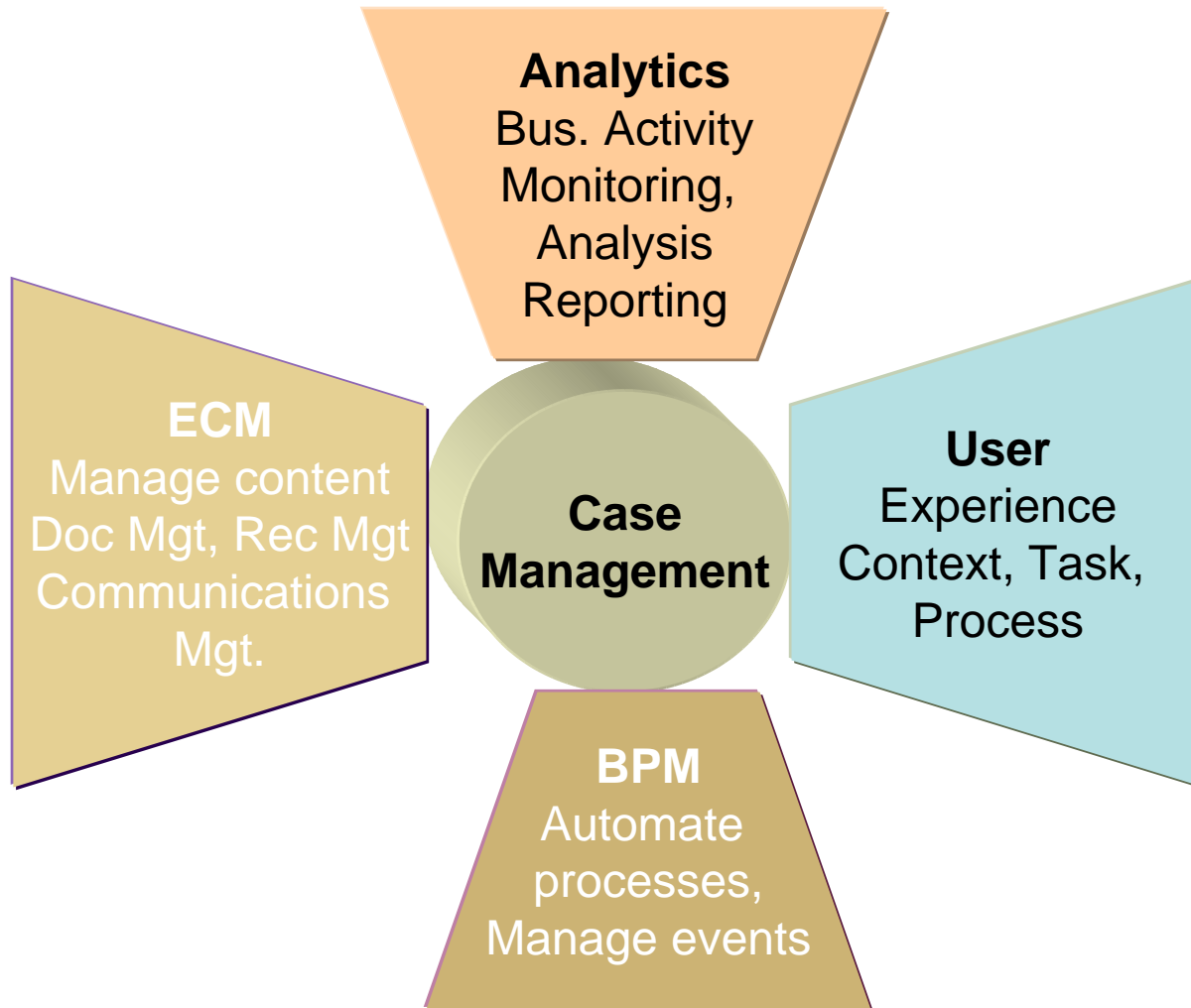
Automatic Visualization
Concepts and tagged source information are visualized in UI

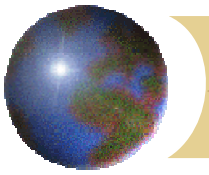
- Content analytics scales out document by document content investigation
- Aggregate the conclusions
- Assess volumes of information not otherwise humanly possible (or cost effective)





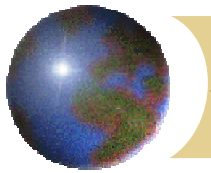
ECM: Case Management





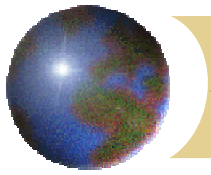
Case Management

- Incident management
 - Complaint management, adverse event, quality issues, dispute resolution, patient records
- Investigative issues
 - Audits, regulatory inquiries, e-discovery, merger & acquisition
- Service processes
 - Loan origination, student records, underwriting, benefits admin, claims, product change requests



RIM Contribution

- Entire RIM profession becomes business process-centric
- Ownership, retention, security defined within each business process
- Develop business process discipline to enhance auto-categorization for retention, security & privacy
- Prepare back-end clean up strategy & champion legacy data mediation
- Match value of info to rigor with which it is controlled; more rigor = more intervention

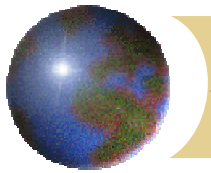


Closing Thoughts

“The world is very different now.”

“The torch has been passed to a new generation...”

John F. Kennedy, Innaugural Address, 1-20-1961



Thank You

juliegable@verizon.net
www.gableconsulting.com

