



DON'T BE AFRAID OF THE DARK:

Bringing Dark Data to Light through File Analysis



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January 28, 2016

Speaker Profiles



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Agenda

1

What is File Analysis?

2

How do I get my file cleanup project off the ground?

3

What do I do next?



1 What is File Analysis?

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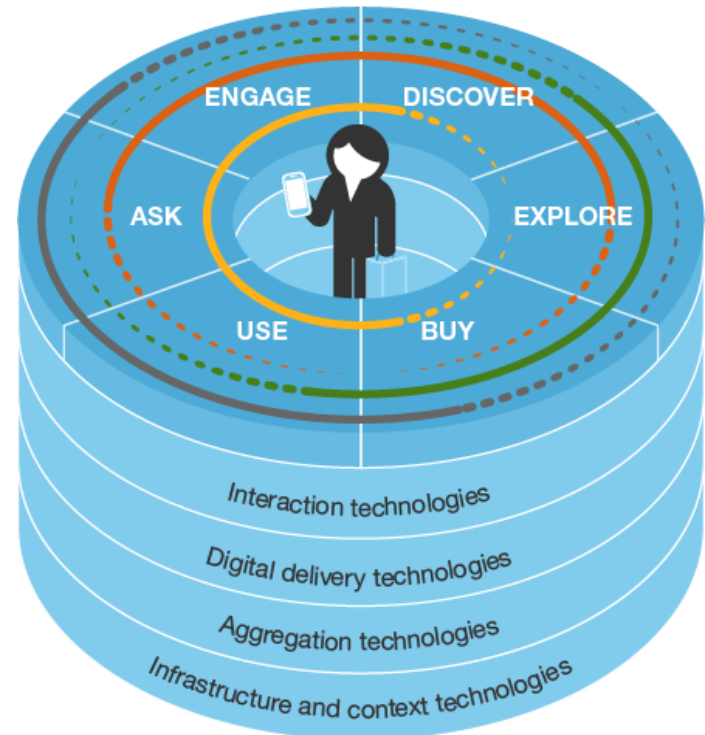
Don't be Afraid of the Dark: Bringing Dark Data to Light Through File Analysis

Cheryl McKinnon, Principal Analyst

January 28, 2016

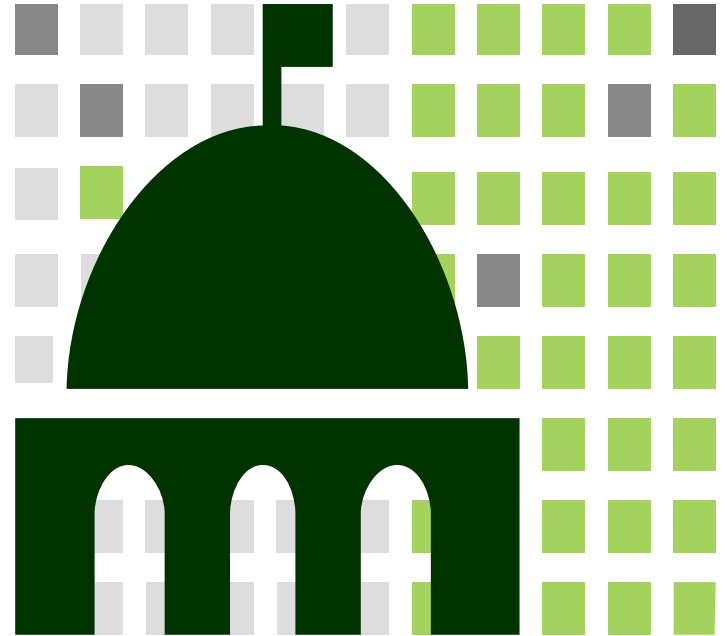
Content/data management underpins a business technology agenda

- › Infrastructure and contextual capabilities to support lifecycle management needs in a knowledge-based business
- › Establish consistent execution of policy
- › Provide guard rails and guidelines for growth-oriented businesses



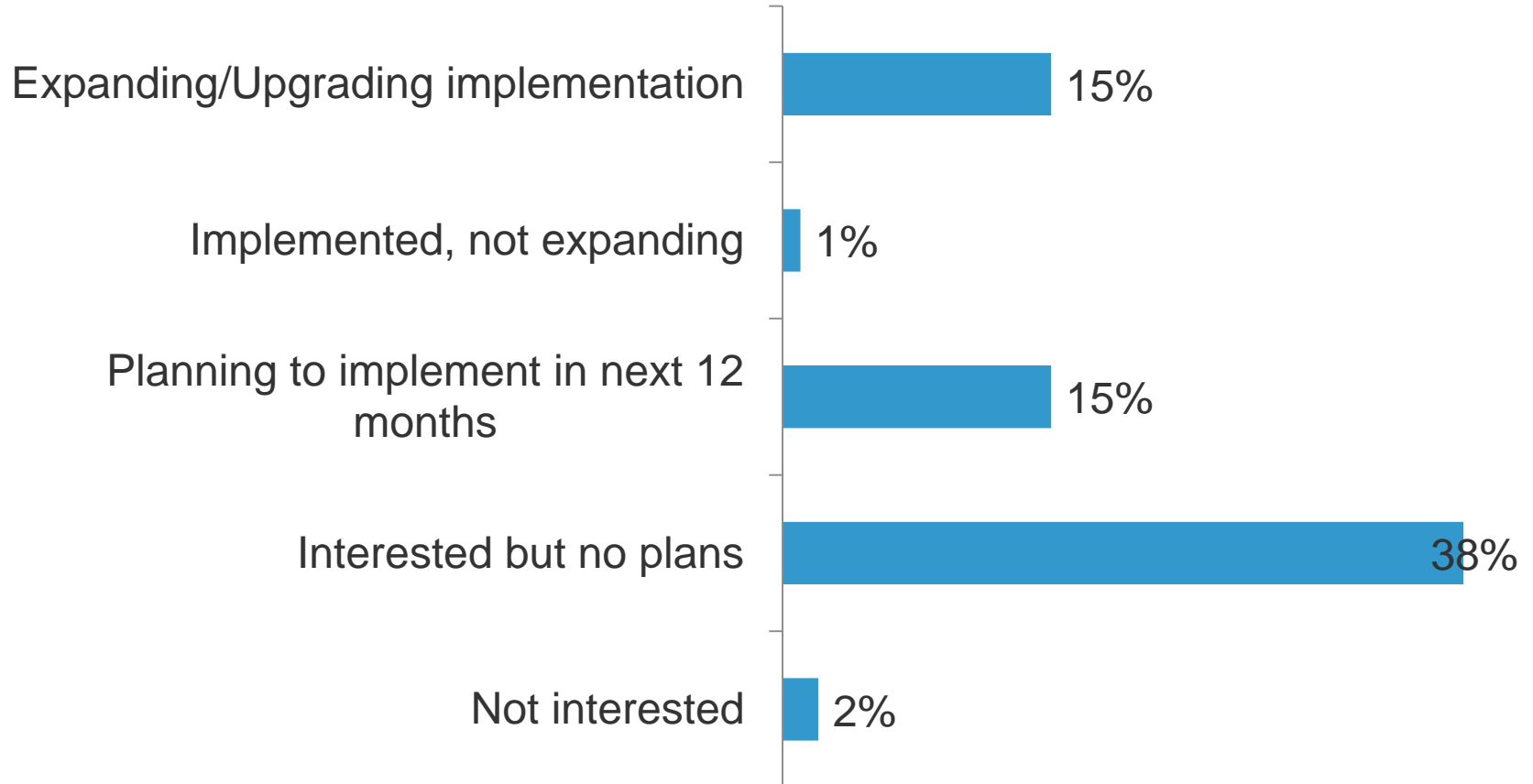
Insights are driven by fresh approaches to analytics

- Extract meaningful data from content to contribute to a *system of insight*.
- Get insights into adoption patterns and content use.
- Dispose of or archive duplicate, redundant, expired content.
- Automate categorization and classification.
- Understand connections between people and content to enrich collaboration.



Opportunities abound for automation

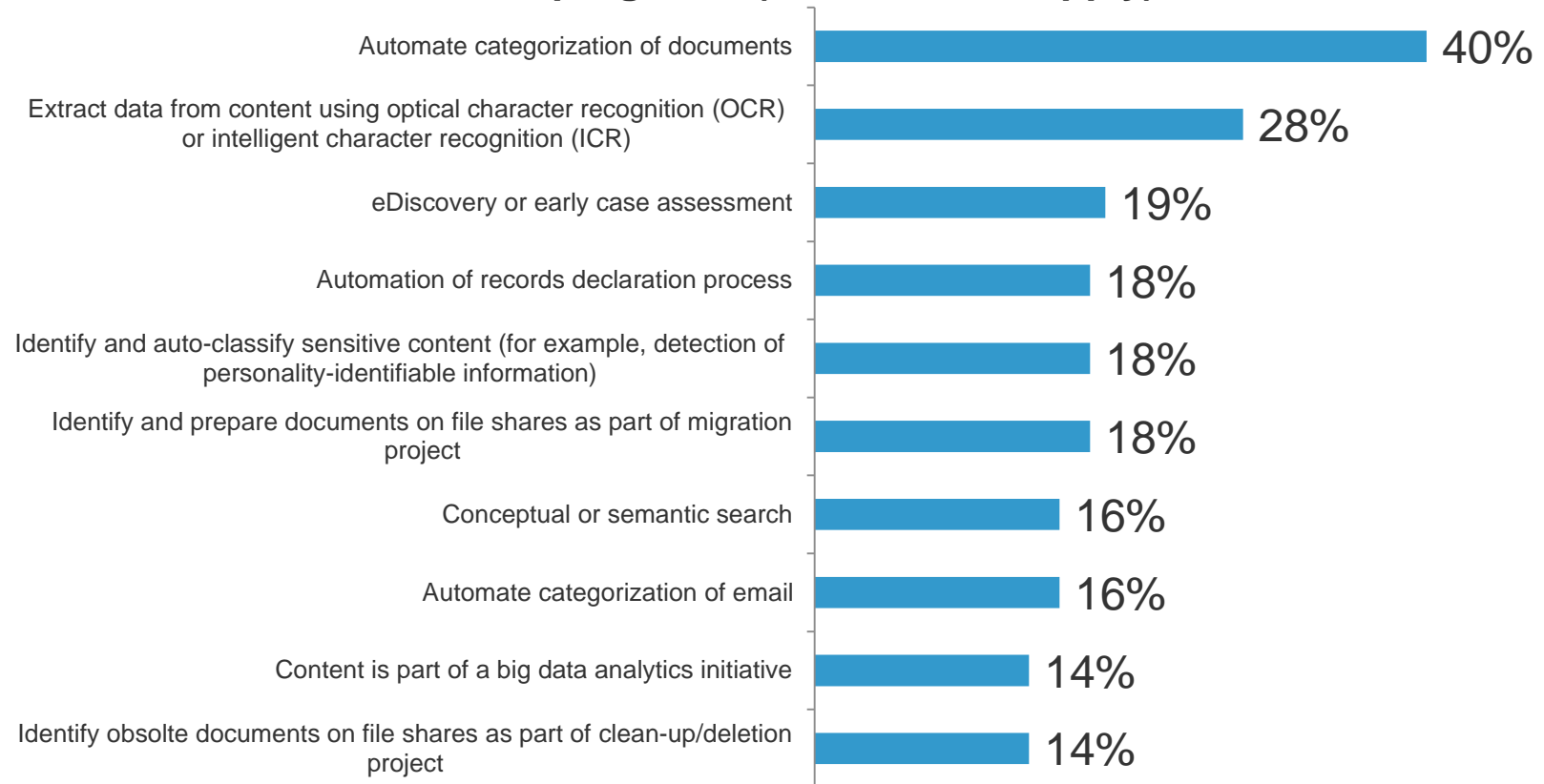
What best describes your firm's current usage or plans to adopt content analytic, auto-classification, or auto-categorization tools as part of an ECM solution?



Base: 129 content management professionals; Note: "Don't know" excluded from analysis
Source: July 2015 Global Enterprise Content Management Online Survey

Document categorization tops current use cases

How are you currently using analytics or auto-categorization technologies in your ECM program? (select all that apply)



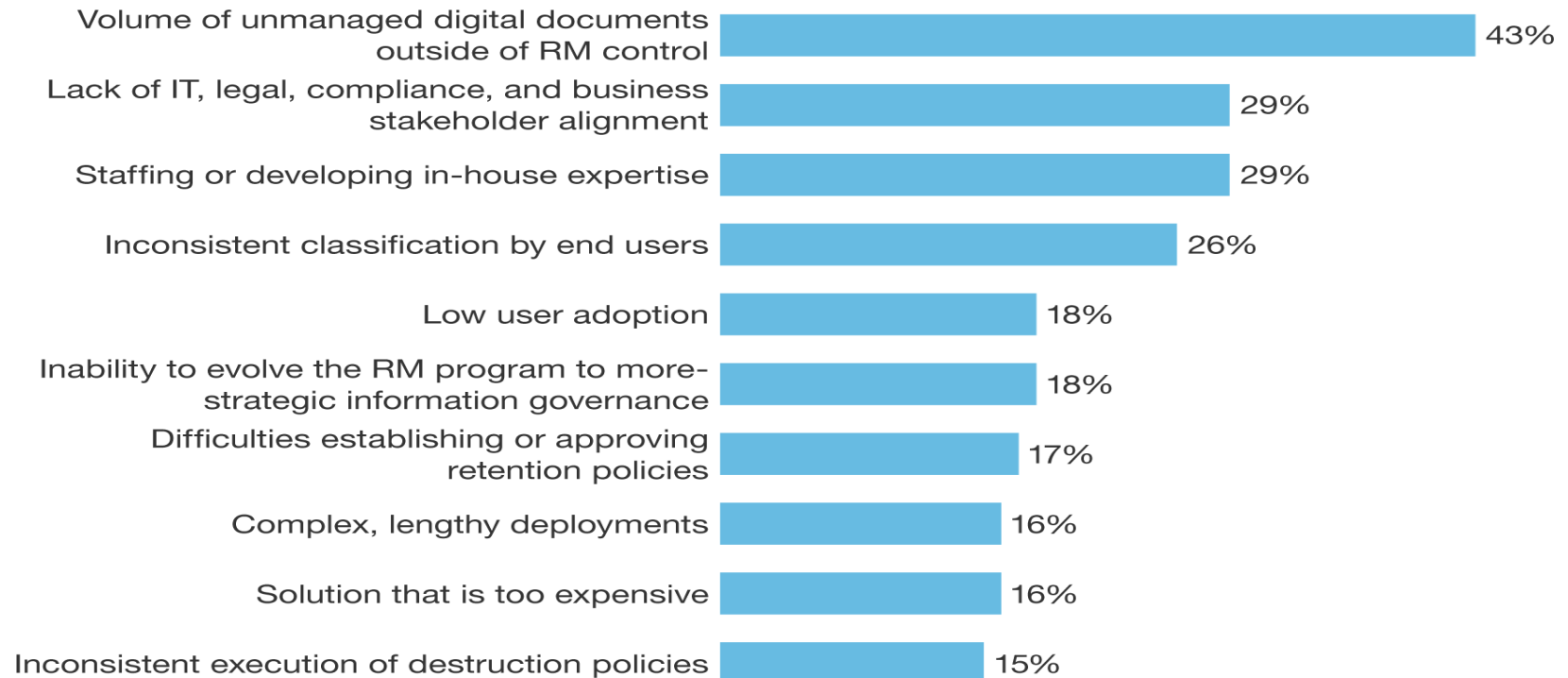
Base: 57 content management professionals who implement analytics or auto-categorization technologies in their ECM program Note: "None of the above" excluded from analysis

Source: July 2015 Global Enterprise Content Management Online Survey

A New Top Challenge Faces RM Pros: Digital Documents Outside Of Their Control

A New Set Of Challenges Keeps Information Governance Professionals Up At Night

“Which of the following represent the top records management challenges for your organization?”



Base: 453 records management professionals
(multiple responses accepted)

Note: Only the top 10 responses are shown.

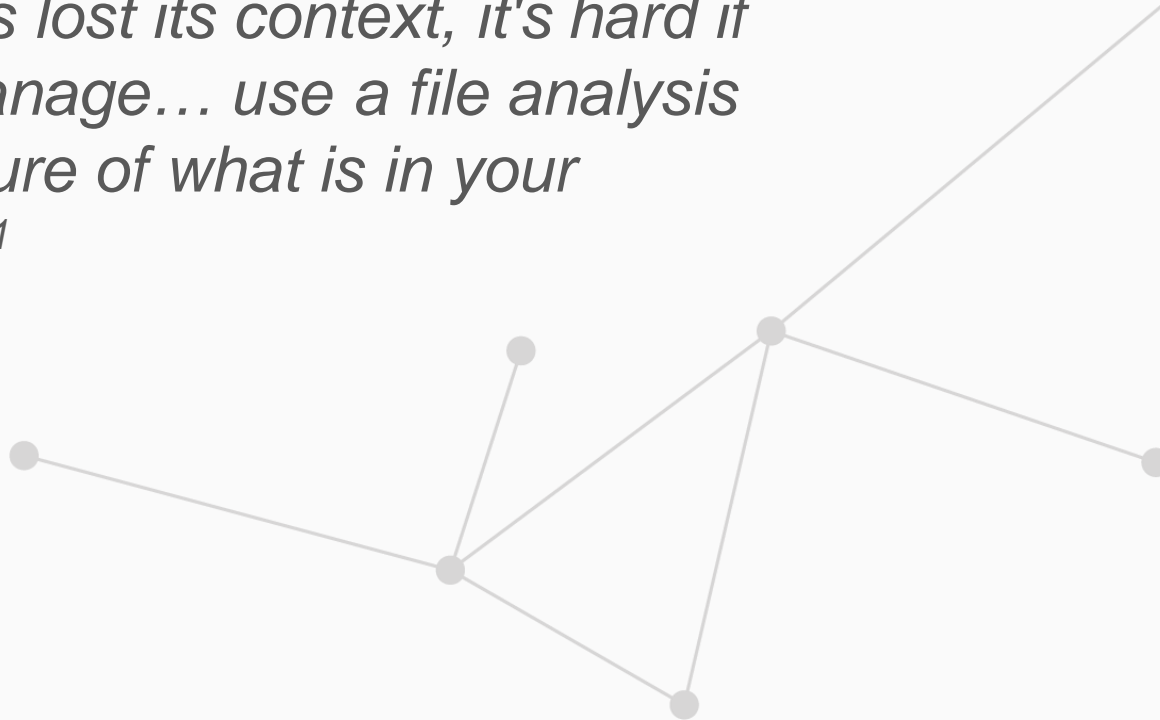
Source: Forrester Research And ARMA International Records Management Online Survey, Q2 2015



2 Getting Your File Cleanup Project Off The Ground

How Can You Handle Dark Data?

Most organizations keep everything forever and once information has lost its context, it's hard if not impossible to manage... use a file analysis product to get a picture of what is in your unstructured stores.¹



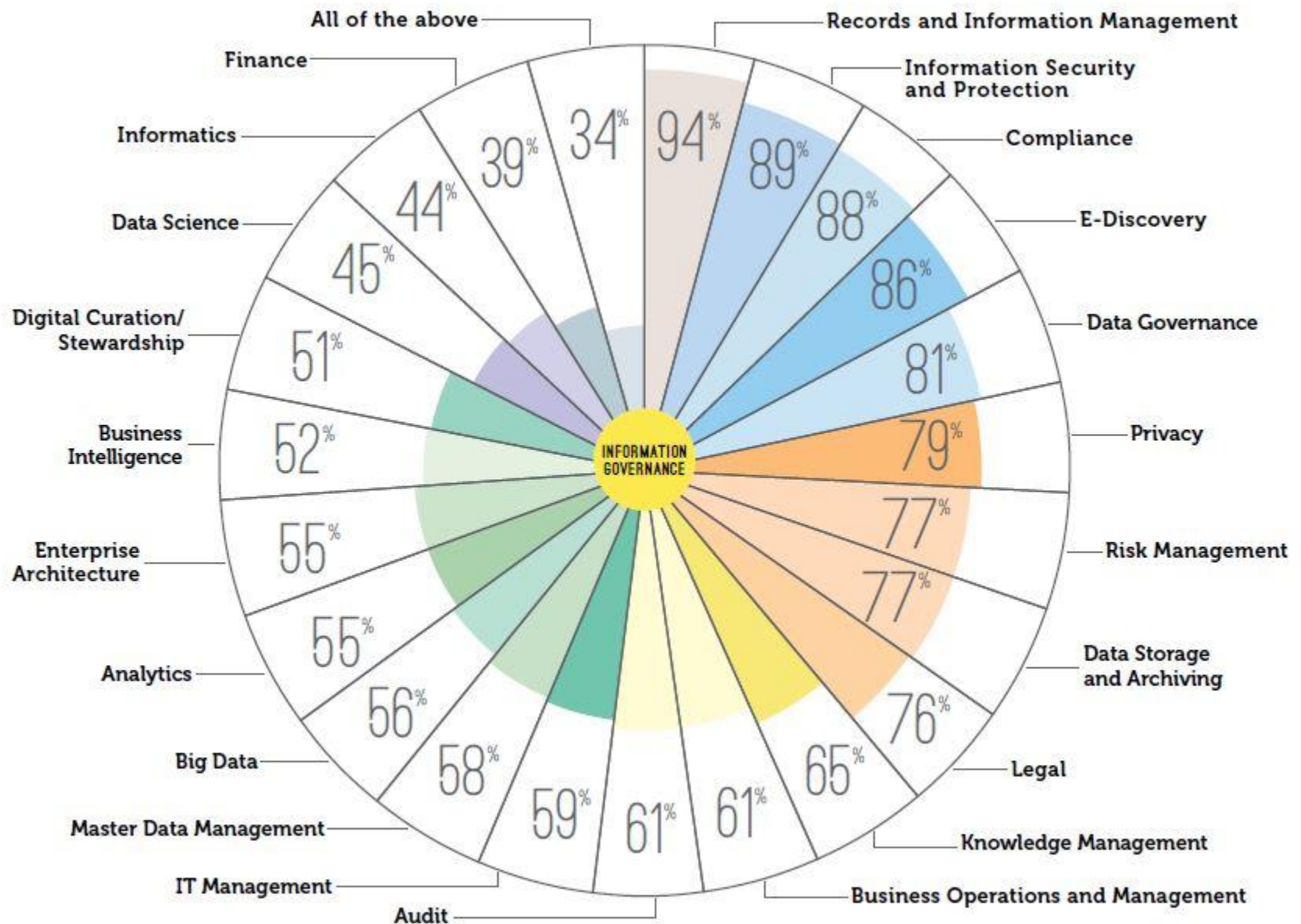
¹ Gartner, Information Governance Gets Real: Four Case Studies Show the Way Out of Information Chaos



How Do I Get My File Cleanup Project Off the Ground?

1. Get key stakeholders on board & designate a leader for the project
 - a. Who are the key stakeholders?
 - b. Why should key stakeholders care about files?
2. Set the scope of the project
 - a. Assess current system and data sources
 - b. What information needs to be brought to the table?

Poll: Stakeholders in Information Governance



Source: Information Governance Initiative Annual Report 2015-16

Who are the Key Stakeholders?



Messy file shares affect stakeholders across the *entire* organization.

- **Legal Teams**
- **IT**
- **Records Management**
- Compliance and Risk Management
- Data Scientists and Analysts
- Executive Management
- Business End-Users

Only 35% of IG practitioners said that accountability for IG had been delegated within their organization¹

¹ Information Governance Initiative Annual Report, 2015-2016

How Do We Get Key Stakeholders on Board: Why Should They Care?

According to **market research**¹, file analysis:

- Reduces costs
 - Storage
 - eDiscovery
- Reduces risk
 - Private and sensitive information
- Enables better information management decisions for unstructured data
 - More than just visibility and insight into data, but action
- Increases efficiency of business critical data

¹ Gartner Market Guide for File Analysis Software, 2015

Reduces Costs



*The total eDiscovery market is forecast to grow at a **9.8%** compound annual growth rate (CAGR) pushing combined software and services over **\$14.7 billion by 2019.**¹*

*Global governance, risk, and compliance market expected to grow to **\$9.93 billion in 2018** at a CAGR of 5.17% from 2013 to 2018.²*

¹ IDC Press release: New IDC Forecast Shows Worldwide eDiscovery Market Surpasses 10 Billion in 2015

² Markets and Markets Research Group, Business Growing enterprise governance, risk, and compliance

Reduces Costs



Data Management Costs

$$\begin{array}{rcl} & 10,000 & \text{employees} \\ \times & & \\ & .25 & \text{hour (15 mins) per day} \\ \times & & \\ & 5 & \text{days / week} \\ \times & & \\ & 49 & \text{weeks / year} \end{array}$$

$$\begin{array}{rcl} & 612,500 & \text{hours / year} \\ \times & \$20 & \text{per hour} \end{array} = \$12,250,000 \text{ per year}$$

$$20,000 \text{ employees} \rightarrow \$24,500,000$$

$$50,000 \text{ employees} \rightarrow \$61,250,000$$

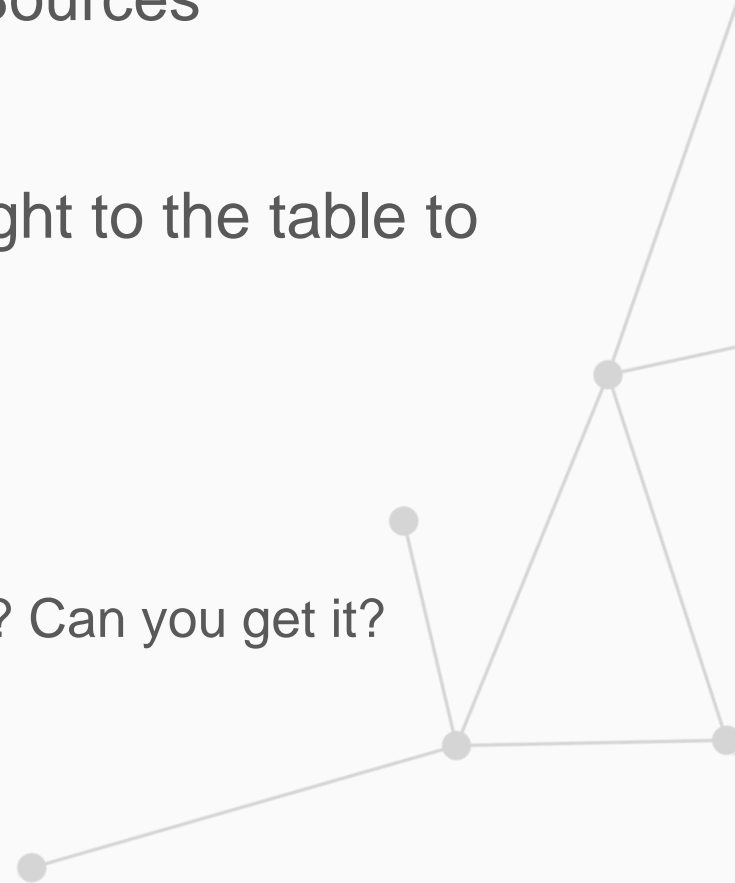
Reduces Risk



- Safeguard protected information:
 - PII, PCI, PHI
- Protect Sensitive information:
 - If you know what data you have, you can reduce risk in a security breach
- Reduce unnecessary exposure in data breaches, internal investigations, litigation

Setting the Scope of the Project

- Assess Current System and Data Sources
 - Ex: Corporate File Shares, SharePoint
- What information needs to be brought to the table to support a business case?
 - What type of business do you have
 - Where do you want to start?
 - How much are you ready to bite off?
 - Do you have enterprise-wide authority? Can you get it?





3 What Do I Do Next?

What Do I Do Next?

*By 2020, **80%** of current file analysis solutions will be absorbed into broader data management or information governance solutions¹*

*The fundamental capability [of file analysis] is to first grant the ability to discover and identify data...
The next step is to classify the data according to policy, then to act according to that policy²*

¹ Gartner Market Guide for File Analysis Software, 2015

² Manage Unstructured Data: File Analysis at Scale, InfoStor/ITBusiness Edge, 2015

Building a Strong IG Policy Foundation

- **Information governance policies**
Providing high-level rules about the retention, structuring, protection, and disposition of information.
- **Legal hold policies and procedures**
Providing a standardized mechanism for ensuring that information responsive to litigation and other formal proceedings is properly identified and preserved.
- **System-specific procedures**
Ensuring that IG issues unique to those systems are addressed (e.g., email, social media, backup systems).
- **Retention policies**
Outline requirements for the retention and disposition of information.
- **Information security, data privacy, and protection policies**

US Health Insurance Management Company

PROBLEMS

- Company didn't know what they had
- Legal teams couldn't safely apply legal hold
- Needed security and encryption to safeguard protected information

SOLUTION

- Employed a file analysis solution that:
 - Identified 16.5 million files previously manually managed by IT
 - Classified data for retention and legal hold purposes

RESULTS

- Identified and deleted ROT data
- Automated Classification and retention across the company
- Comprehensive search and effective legal hold over entire corpus of data

Selecting a File Analysis Solution

Key things to consider:

1. Content and metadata level analysis give greater insight into your data
2. File analysis is a long-term ongoing strategy, not a one-time fix
3. A comprehensive file analysis solution allows you to identify, classify, and take action on your data
4. A file analysis solution should be able to fit into any long-term IG strategy

Need Help Getting Your Files Project Started?



We're here to help.

Contact

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