It’s not Information Governance; it’s …

Peggy Winton, Vice President/CMO AIIM
@pwwinton
How the world is changing
Old paradigms are being stretched to the breaking point

How we usually think about governance
It’s not just about what you keep

How should we respond?
If “Information Governance” is to be relevant…
Who is AIIM?

The global community of information professionals. Our mission is to help you and your organization survive and thrive in the era of Information Chaos by solving these 4 key business problems:

1. How do we manage the risk of growing volumes of content?
2. How do we automate our content-intensive business processes?
3. How do we use content to better engage and collaborate?
4. How do we gain business insight from all of this information?
How the world is changing
Old paradigms are being stretched to the breaking point

How we usually think about governance
It’s not just about what you keep

How should we respond?
If “Information Governance” is to be relevant…
Welcome to the era of information chaos.
Organizations are systems of information networks. They only operate effectively when there are clear and predictable information flows within and between these networks.

50% annual growth in the volume of digital information means that these networks – and especially the points of connection between them – will become increasingly unstable.

Without intervention, the resulting #infochaos will threaten the viability of the entire system.

(John Mancini, AIIM’s President)
The Storage Paradox

And We’ve Only Just Begun…

- **Information Inflation**
- **Lehman Brothers Investigation**
  - 350 billion page universe (3 petabytes)
  - Examiner narrowed collection by selecting key custodians, using dozens of Boolean searches
  - Reviewed 5 million docs (40 million pages using 70 contract attorneys)

Original Reference: Presentation by Jason R. Baron, Drinker Biddle & Reath LLP, at AIIM14
How the world is changing
Old paradigms are being stretched to the breaking point

How we usually think about governance
It’s not just about what you keep

How should we respond?
If “Information Governance” is to be relevant…
The reality of “governance” in most organizations is ad hoc...
Coping with Information Volumes

- On the whole, organizations are stabilizing the volume of paper records, but **electronic records are “increasing rapidly” in 68% of organizations surveyed.**

- Only 12% of respondents feel confident that they store only what they need to store. **42% are not confident about what is safe to delete.**

- **43% feel that automated classification is the only way to keep up with rapidly increasing information volumes.** Only 14% are already using it; but of those already doing so, 90% have been satisfied with the results.
The three biggest risks from failure of information governance are excess litigation costs, loss of intellectual property and damage to reputation. 24% have had a compliance issue around litigation and discovery in the last 2 years.

40% of organizations have recently moved, or plan to move in the next year or so, from a traditional RM view to a much wider IG view. 33% are still working in classic RM mode, including 18% who are still taking a mostly paper-records view.

Getting senior level endorsement and involvement is the biggest issue in creating an IG policy. Then enforcement once the policy has been agreed.
How the world is changing
Old paradigms are being stretched to the breaking point

How we usually think about governance
It’s not just about what you keep

How should we respond?
If “Information Governance” is to be relevant…
We must clearly and simply define governance...
What’s Evident:

- **Confusing Terminology** – the phrase itself is charged with many meanings
- **Frustration & Noise** – viewed through a risk, rather than opportunity lens
- **Opportunity** – we haven’t mastered the 3 levers that will elevate IG in the organization (more about this in a minute)
Manage Information, Not Devices

- **Who** can use this piece of information?
- **What** can they do with it?
- **When** can they do it?
- **Where** can they use it?
We must address cloud concerns straight on...
• Loss of control by customer over technology infrastructure / loss of governance
• Possible loss of control over location of data
• Concerns about segregation of data
• Data retention, destruction
• Rights to data
• Data security
• USA Patriot Act

Source: Else Khoury, Manager, Information Management Services/Freedom of Information and Privacy Coordinator, Niagara Region at AIIM14
We must understand why we have become information hoarders...
 Organizations keep non-required electronic content forever because:

• Classifying content (to determine what to keep and what to purge) is manual and expensive
• Content worth preserving is mixed with content that should be purged
• Legal -- and others -- are afraid of wrongfully deleting materials (spoliation)
• Additional storage is inexpensive, which makes it easy for corporations to buy more storage and defer addressing the problem

Source: Richard Medina, Doculabs, at AIIM14
We must acknowledge what the C-Suite hears when we say “Governance”
“It’s good for you. It’s the right thing to do. It will keep you out of jail. You should do it.”
“Information Governance has to be positioned as something that makes the organization money and/or delivers on the organization’s mission”

Thornton May
What are those 3 Levers?

- **Privacy & Security** – no C-level exec wants to be the next hack story
- **Need for Simplicity** – untangle the spider web of unconnected apps and data
- **Strategic Alignment** – this one’s the killer!
The Information Governance Trendscape

1. How important is this hypothesis/trend to end-user organizations?
2. How likely is this hypothesis/trend to occur in the next 18 to 24 months?

The result is a relative set of priorities that allows organizations to separate hype from reality, and focus their efforts on those areas that are BOTH important AND likely.

<table>
<thead>
<tr>
<th>Low importance, high likelihood = Should already have been addressed</th>
</tr>
</thead>
<tbody>
<tr>
<td>- There will be a shortage of Information Governance talent as records managers are unable to transform themselves.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>High importance, high likelihood = Focus on this</th>
</tr>
</thead>
<tbody>
<tr>
<td>- The siloed nature of content and information management systems will prevent implementation of comprehensive governance plans.</td>
</tr>
<tr>
<td>- Governance will continue to be viewed through a risk rather than opportunity lens.</td>
</tr>
<tr>
<td>- Rising privacy and security concerns from customers will force organizations to embrace governance.</td>
</tr>
<tr>
<td>- Despite experts’ handwringing, we’ll settle for “good enough” for governance.</td>
</tr>
<tr>
<td>- Organizations will solve the data deluge by buying more storage space, not by establishing processes.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Low importance, low likelihood = Spend your time elsewhere</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Information will become an asset that will show up in financial statements.</td>
</tr>
<tr>
<td>- The cost to manage information on “cheap” storage will rise so that organizations HAVE to pay attention to governance.</td>
</tr>
<tr>
<td>- Information governance will become a function of and driven by IT rather than by records managers.</td>
</tr>
<tr>
<td>- The Internet of Things will push governance boundaries to a micro-content scale that is massive.</td>
</tr>
<tr>
<td>- The volume, variety, and velocity of information will kill all manual processes for information management.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>High importance, low likelihood = Keep on the radar screen; get ready</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Governance will truly become a strategic concern of the enterprise.</td>
</tr>
<tr>
<td>- Governance will be driven by analytics.</td>
</tr>
</tbody>
</table>
It’s not Information Governance; it’s … **Information Opportunity**

Let’s be clear: organizations need to govern information. Being a digital enterprise without understanding where your digital information lives is a recipe for disaster. But, efforts must be aligned to business objectives.
Automating Information Governance
- assuring compliance
It's not Information Governance,
It's Information Opportunity
Learn how to manage all types of information, not just records. Transform your information into assets and insights.

**EVENTS**

Upcoming conference, seminars, and webinars

**TRAINING**

Courses based on industry standards and best practices

**PUBLICATIONS**

Industry research reports, whitepapers, and toolkits

**BLOGS**

- We Are In Lockdown
- Records are the Assets of the Organization
- Building the Information Governance Business Case Within Your Company; an AIIM 2014 Presentation
- The Self-Service Approach to Collaboration

**EVENTS**

JUN 10, 2014 | ONLINE
Automating Information Governance: AIIM Research Findings and Industry Trends

OCT 01, 2014 | GARDEN GROVE, CA, UNITED STATES
Information Chaos - Anaheim, CA
WEBINARS

On-demand webcasts led by industry experts

View All

- Automating Information Governance: Expert Analysis of Industry Trends and Best Practices
- Permission to delete, sir? Who says "yes" in your organization?
- Got Information Overload? 4 Ways to Take Back Control of Your Data
- Webinar: Information Governance Comes of Age: Take control of your enterprise data
- Webinar: Don’t Let Dark Data Scare You
- Webinar: From Records Management to Information Empowerment
- Webinar: From Records Management to Information Empowerment
- eDiscovery: to Outsource or Not to Outsource?
- Webinar: Information Governance is Just Good Business
- Webinar: 6 Key Considerations to Going Mobile

TUTORIALS

How-to videos developed by industry experts

View All

- How to Plan an Information Governance Program
- How to Plan Information Governance for Big Data, Mobile, Cloud, and Social Media
- How to Plan Information Governance for Improving Information Lifecycle, Quality, Security, and Privacy
- How to Determine Roles and Responsibilities for an Information Governance Program
- How to Measure the Performance of an Information Governance Program
- How to Gain Support for an Information Governance Program
- How to Demonstrate the Value of an Information Governance Program
- How to Plan a Taxonomy and Metadata Model for Information Governance
- How to Determine the Necessary Information Governance Technologies — BPM, Search, Analytics, and Archiving
- How to Determine the Necessary Information Governance Technologies - Content, Document, and Records Management
Information Governance

Learn a systematic approach to improve access to information, reduce costs, and meet legal/regulatory requirements.
Thank you.

Give me your biz card or ping me for the “We Love ARMA” Valentines Special

pwinton@aiim.org