

# **It's not Information Governance; it's ...**

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@pwwinton**

## **How the world is changing**

**Old paradigms are being stretched to the breaking point**

**1**

## **How we usually think about governance**

**It's not just about what you keep**

**2**

## **How should we respond?**

**If “Information Governance” is to be relevant...**

**3**

# 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?

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**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.**

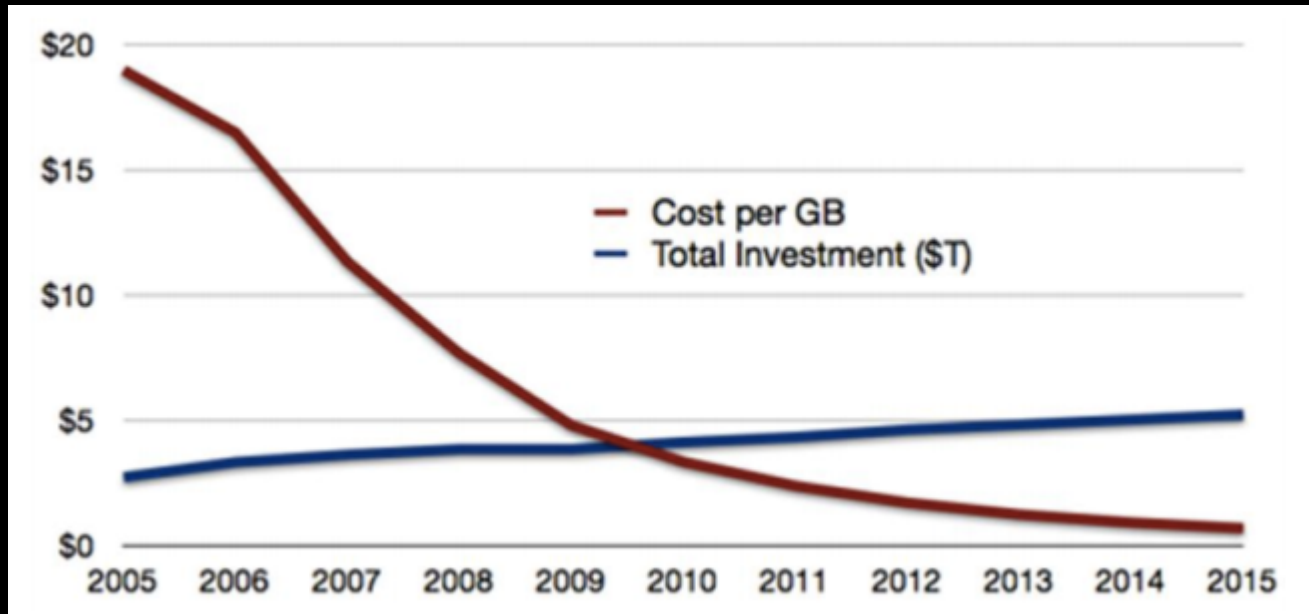
**Without intervention, the resulting #infochaos will threaten the viability of the entire system.**

***(John Mancini, ALLM's President)***

Traffic jam, Sao Paolo, Brazil, 2009



# The Storage Paradox



Source: IDC's Digital Universe Study, sponsored by EMC, June 2011

# 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

Jason's Source: Report of Anton R. Valukas, Examiner, In re Lehman Brothers Holdings Inc., et al., Chapter 11 Case No. 08-13555 (U.S. Bankruptcy Ct. S.D.N.Y. March 11, 2010), Vol. 7, Appx. 5, at <http://lehmanreport.jenner.com/>.



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**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.

# IG Policies

- ▶ 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.

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**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.

Low importance, high likelihood = Should already have been addressed	High importance, high likelihood = Focus on this
<ul style="list-style-type: none"> <li>■ There will be a shortage of Information Governance talent as records managers are unable to transform themselves.</li> </ul>	<ul style="list-style-type: none"> <li>■ The siloed nature of content and information management systems will prevent implementation of comprehensive governance plans.</li> <li>■ Governance will continue to be viewed through a risk rather than opportunity lens.</li> <li>■ Rising privacy and security concerns from customers will force organizations to embrace governance.</li> <li>■ Despite experts' handwringing, we'll settle for "good enough" for governance.</li> <li>■ Organizations will solve the data deluge by buying more storage space, not by establishing processes.</li> </ul>
Low importance, low likelihood = Spend your time elsewhere	High importance, low likelihood = Keep on the radar screen; get ready
<ul style="list-style-type: none"> <li>■ Information will become an asset that will show up in financial statements.</li> <li>■ The cost to manage information on "cheap" storage will rise so that organizations HAVE to pay attention to governance.</li> <li>■ Information governance will become a function of and driven by IT rather than by records managers.</li> <li>■ The Internet of Things will push governance boundaries to a micro-content scale that is massive.</li> <li>■ The volume, variety, and velocity of information will kill all manual processes for information management.</li> </ul>	<ul style="list-style-type: none"> <li>■ Governance will truly become a strategic concern of the enterprise.</li> <li>■ Governance will be driven by analytics.</li> </ul>

# **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.**

# AIIM Market Intelligence

*Delivering the priorities and opinions of AIIM's 80,000 community*



Industry  
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## Automating Information Governance - assuring compliance



It's not Information Governance,  
It's Information Opportunity



# Information Governance

Learn how to manage all types of information, not just records. Transform your information into assets and insights.

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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**



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- **We Are In Lockdown**
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# Training

## Information Governance

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

# Thank you.

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“We Love ARMA” Valentines Special**

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