

+Empowering Business

Digital Trends in Records Management

Anita Parer & Paul Cooper | May 2014

ABOUT SMS

Empowering the people that make up your enterprise.

Founded in Melbourne in 1986 as a firm to offer business and ICT consulting.

Now servicing the Australia and Asia-Pac marketplace as a significant S.I. With 1,800 full-time specialist technical and business consultants.

Partners with major technology vendors including Microsoft, IBM, AWS, Google.



WHAT IS RECORDS MANAGEMENT?

From the National Archives Australian Government:

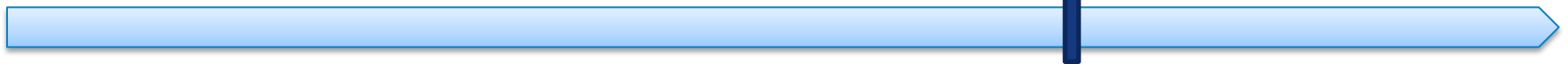
EVERYONE who works for the Australian Government is responsible for managing records. Some staff have specific records management responsibilities, **but all staff are responsible for managing their own records.**

Records management ensures that records are systematically and efficiently:

- Created
- Captured and Described
- Secured
- Stored and Preserved for as long as they are needed
- Destroyed or transferred once they no longer have any residual business value.

BUT WHAT IS A RECORD?

All information created, sent and received in the course of your job is potentially a record.



TODAY

- Letters
- Policy and briefing papers
- Faxes
- Minutes

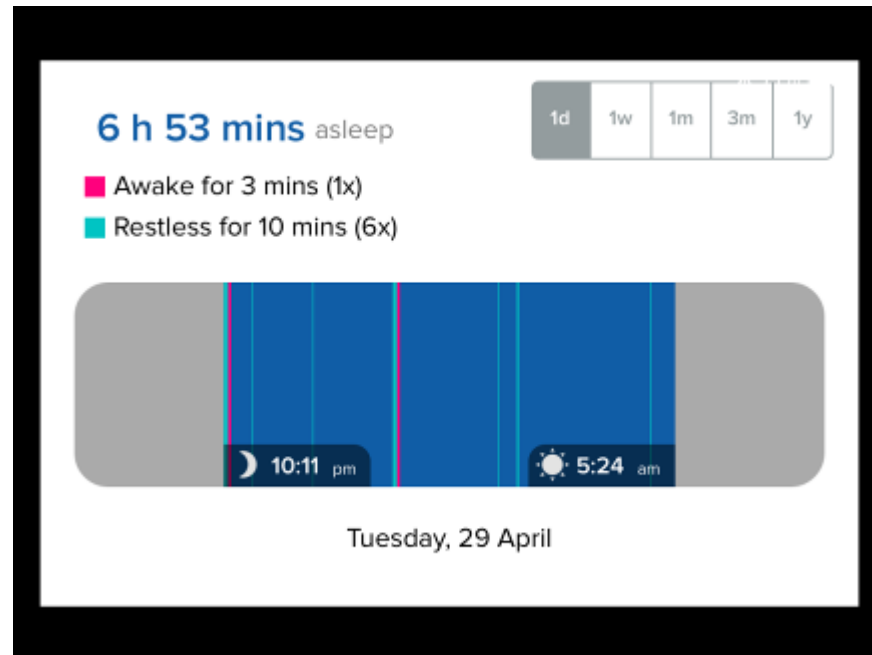
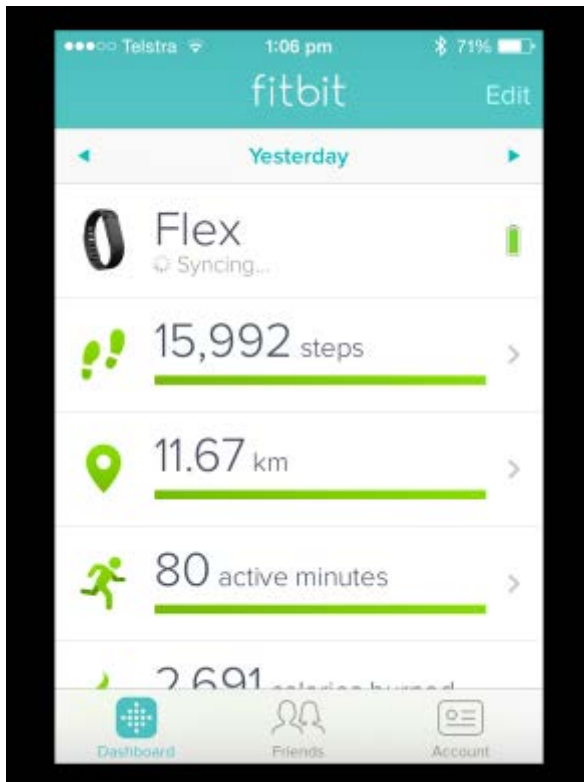
- Databases
- Information in business systems
- Maps and plans

- Emails
- Spreadsheets
- Samples and objects
- Photographs
- Research data

- Text messages
- Social media sites



COULD THIS BE A RECORD?



What will the Internet of Things mean to records management in the Public Sector?

IMPLICATIONS FOR PUBLIC SECTOR

Cisco Internet Business Solutions Group estimates connected “things” – mobile devices, parking meters, medical devices and more - will grow to 50 billion by 2020.

Implications:

- Even more data, mostly unstructured: flood of data will turn into a tidal wave
- Great potential for situational awareness e.g. in emergencies
- Implications for risk in terms of how the data is accessed and used
- More potential for vulnerability to hacking and misuse of data through unauthorised mash-ups

CURRENT TRENDS

Increased unstructured information (e.g. from social systems and mobile devices)

Records management systems are aging and are bypassed

Auto-categorisation / smart tagging becomes viable and approachable

Records management shifts to information governance

Cloud and social platforms changing the nature of records platforms

“

Data capacity in enterprises is growing at 40% to 60% year over year due to a number of factors, including an explosion in unstructured data, such as email and documents that have to be stored due to regulatory requirements that continue to evolve and change.

”

Gartner



“Despite two decades of electronic records management (RM) evolution, fewer than 10% of enterprises admit to high levels of confidence in their approach to the governance of digital information.”

Source: Forrester Research, April 2013

COMMON INFORMATION PAIN POINTS



- **Unclear data ownership**
- **Effort duplication**
- **Increased complexity & cost**
- **Low user adoption**
- **Death by dilution**
- **Future proofing for digital archiving is hard**

COMMON PAIN POINTS – TODAY'S FOCUS

- We store data, but information and knowledge is what we want
- Data ROT
- Legal ramifications of storing TOO MUCH information as well as storing insufficient

THE KNOWLEDGE CYCLE



DATA ROT IS A MAJOR ISSUE

Data ROT is Data that costs more to store than it provides value to the organisation

Obsolete

Redundant



Trivial

A 3D maze background with a central text box. The maze is composed of white walls and dark grey paths, creating a complex, winding structure. The perspective is from an elevated angle, looking down into the maze. The walls have a slight shadow, giving them a three-dimensional appearance. The text is centered within a white rectangular box that has a subtle drop shadow, making it stand out against the maze background.

**So, what can we do to work
through the maze of
issues?**

CLEAN-UP YOUR DATA

CLEAN-UP ROT DATA

Redundant, Obsolete and Trivial Data

REMEDiate REGULATED DATA

PII, HIPAA, HR, Financial

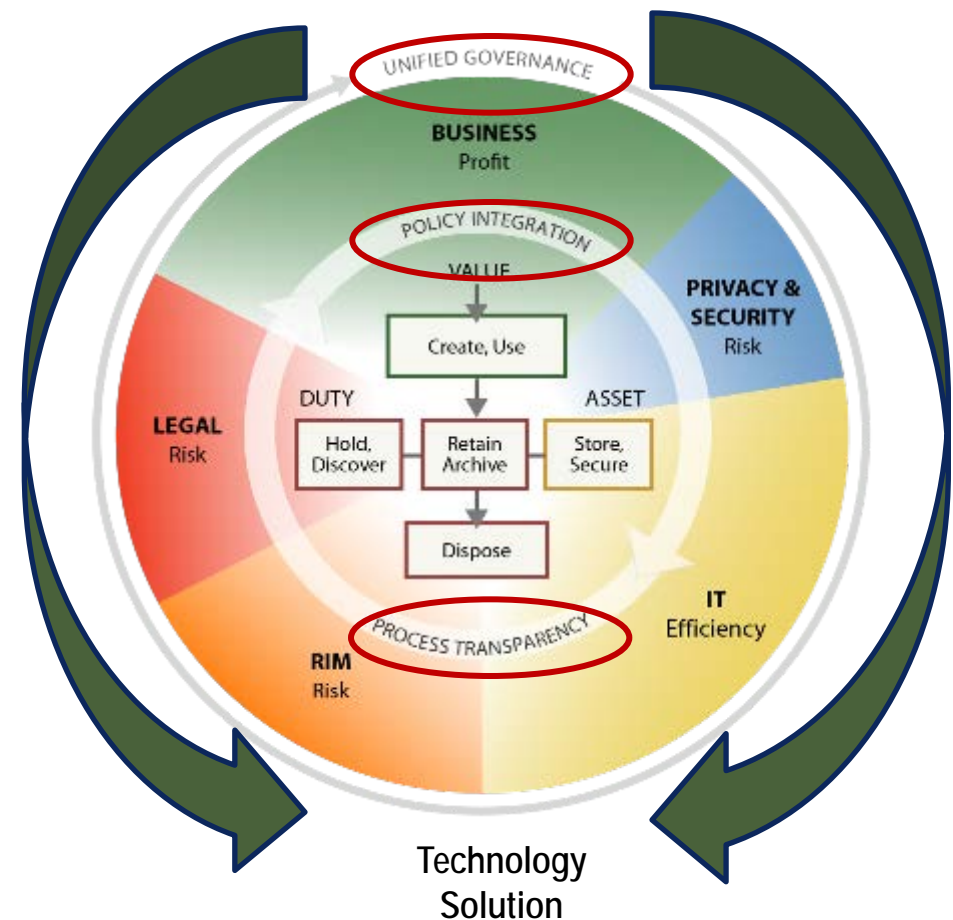
SECURE HIGH VALUE DATA

IP, Pricing, Sales and Market, Patent, Planning

GET RID OF THE ROT

Apply Information Lifecycle Governance (ILG) principles:

- Unified Governance
- Policy Integration
- Process Transparency
- Supporting Technology Solution



ENSURE INFORMATION VALUE IS OPTIMISED & MAINTAINED



BUSINESS

- Information Management practices are often not supporting Business Strategy
- Only 25% of stored data has current business value



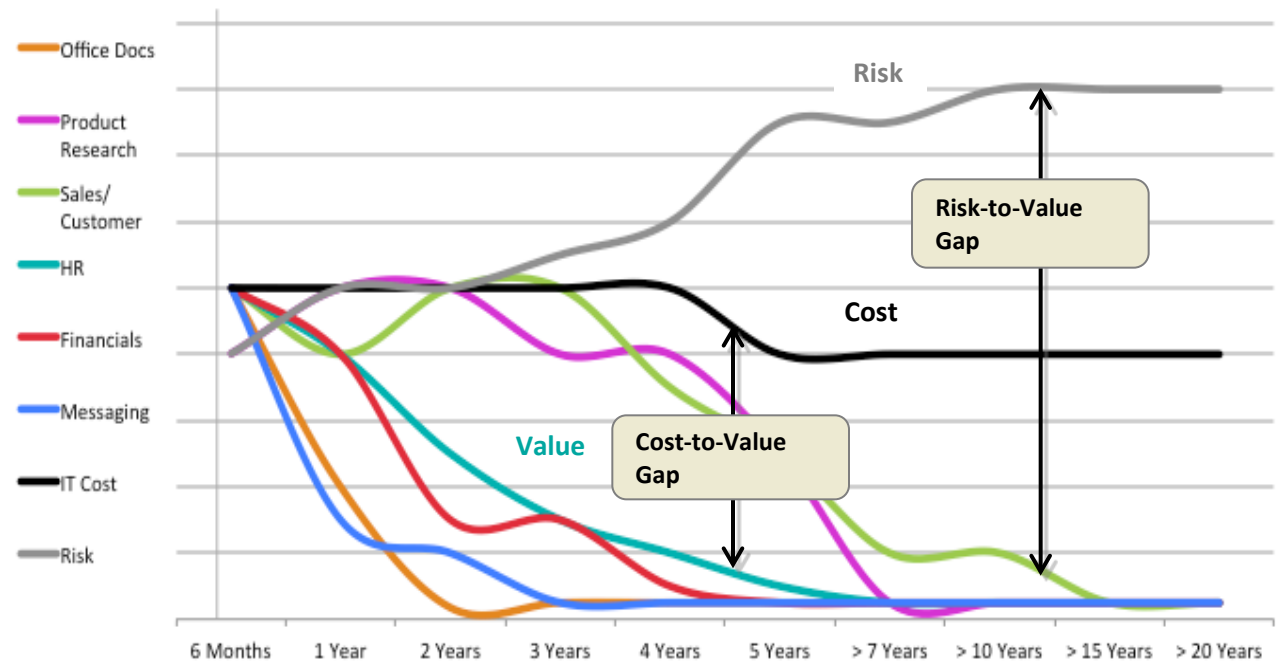
LEGAL

- Non-compliance exposure increases as risk gap widens



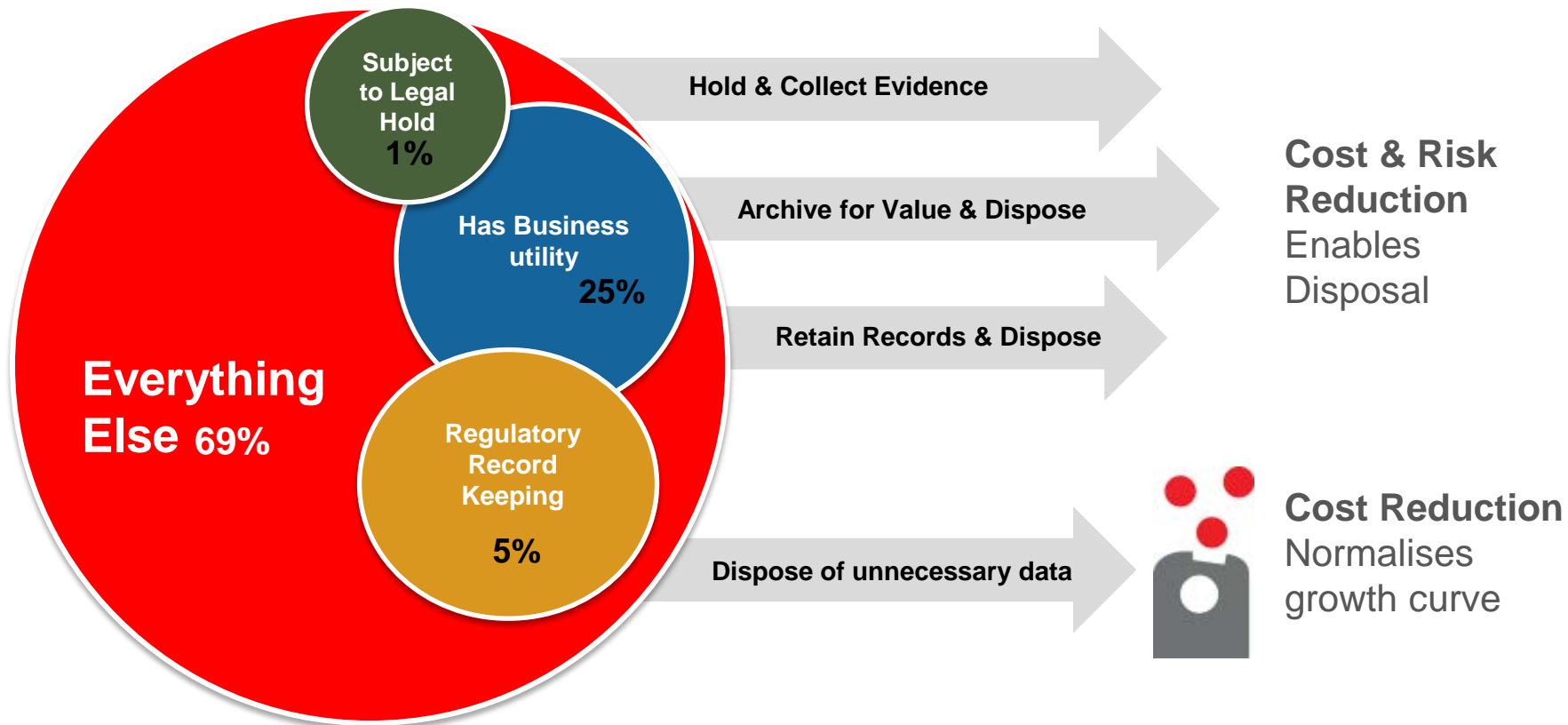
IT

- Managed Data storage costs are flat or increasing and will consume 20% of most IT budgets



USE A LIFECYCLE STRATEGY TO DISPOSE UNNECESSARY DATA

Enterprise Information



USE SMART AUTO TAGGING

Pooyan Asgari (from Health Language Laboratories) gave a recent talk on Natural Language Processing for cancer.

"The idea is to take an unstructured rich dataset and convert to a structured BIGDATA set." Peter Mac, Westmead and Lake.

Imaging resulted in 25,000 reports per annum - they encoded 11 tumour streams with up to 7 possible report purposes.

Auto-tagging works in real-time and was 98.55% accurate and reliable.

HOW TO IMPLEMENT

Large enterprises



➤ Take holistic ILG approach

Small and medium enterprises



➤ Start by rapid discovery which can benefit from an appliance based approach (e.g. IBM StoredIQ)

A STOREDIQ DISCOVERY MAP



*WHAT ARE THE KEY BENEFITS OF A
MANAGED INFORMATION CYCLE
APPROACH?*

KEY BENEFITS ARE

- Reduced storage costs
- Storing information of value rather than just data
- Improved access
- Reduced compliance burden
- Improved regulatory compliance

CASE STUDIES

FINANCIAL SERVICES CLIENT



Project: Information Management Centre of Excellence Strategy

Approach taken:

- ✓ Identified and assessed enterprise wide services for Information Management Centre of Excellence
- ✓ Determined Governance, Roles & Responsibilities
- ✓ Developed Implementation Roadmap

Outcome:

- ✓ Immediate implementation of Governance Model & Initiatives
- ✓ Roadmap for mid to long term rollout plan

Source: SMS

LARGE OIL COMPANY IN THE UNITED STATES

The company employs more than 11,000 people & was dealing with large volumes of unstructured data and experiencing difficulty quantifying, locating and making sense out of it.

The company's main goal was to turn those large, unstructured volumes into more relevant, usable data so. ILG has resulted in employee productivity increasing by 25 percent due to the reduction in time it takes to search and retrieve information.

Source: IBM

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