Information Economics

Understanding and getting value from your unstructured data

Making sense of the other 80%

DO NOT USE

BusinessConnect and SolutionsConnect
It’s time to make bold moves.

Information Economics
Understanding and getting value from your unstructured data
Making sense of the other 80%

DO NOT USE

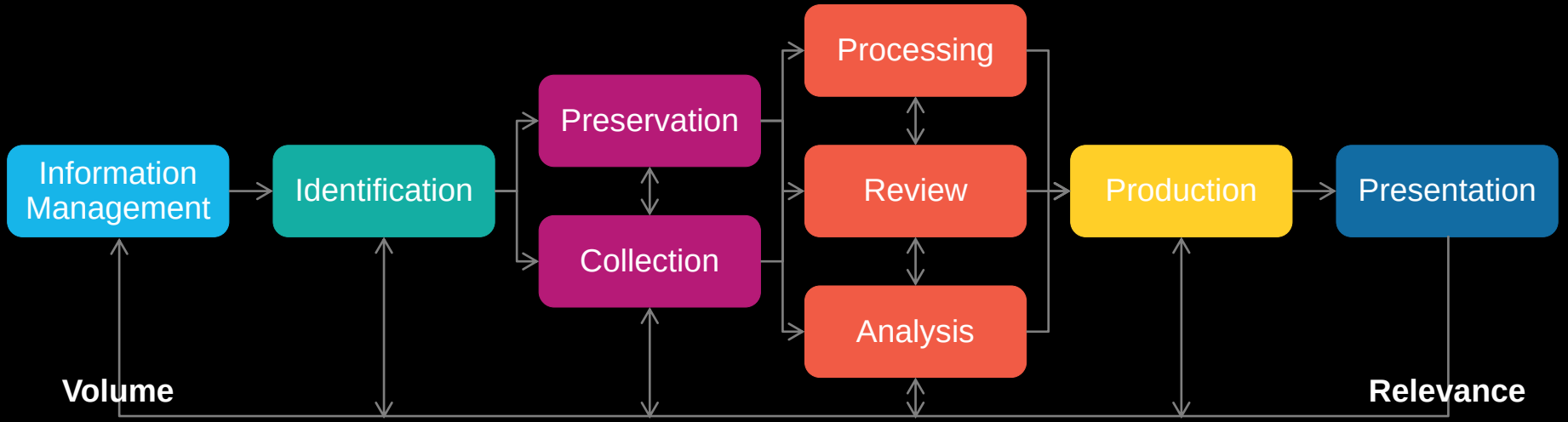
The Challenge and costs of understanding unstructured information risk is well documented in the legal eDiscovery process

- It costs some $18,000 to do e-discovery on 1 gigabyte[1]
- And that does not identify risk, duty, business value or extract meaning

1 Source: Gartner e-discovery Report

DO NOT USE

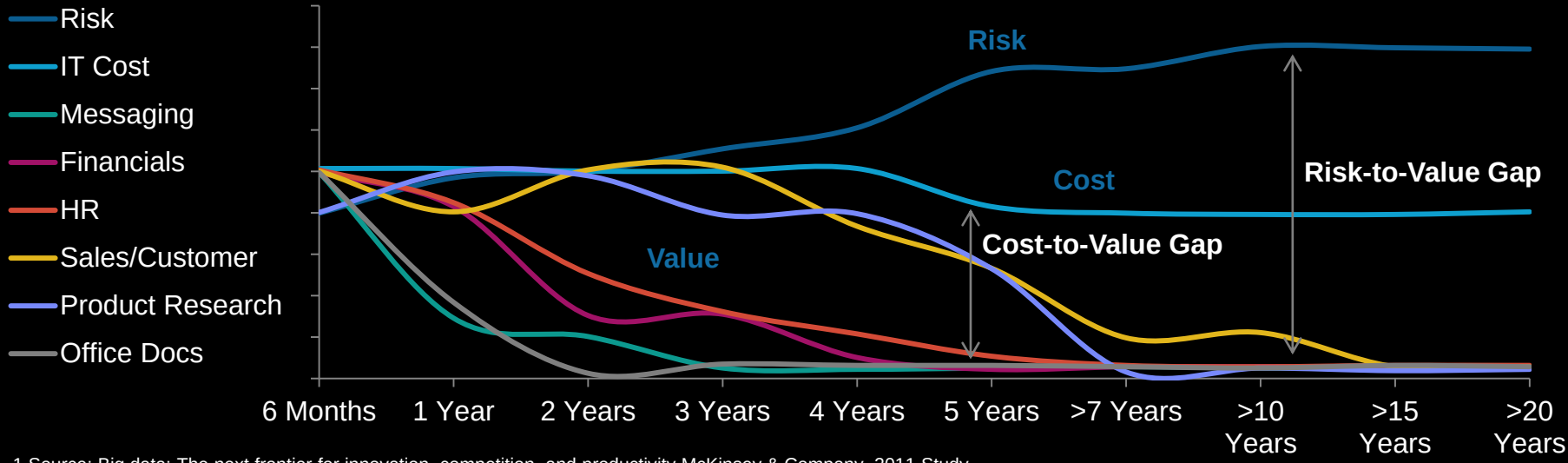
The Challenge and costs of understanding unstructured information risk is well documented in the legal eDiscovery process (cont'd)



DO NOT USE

DO NOT USE

Supply vs. Demand - Value declines over time, but cost and risk do not

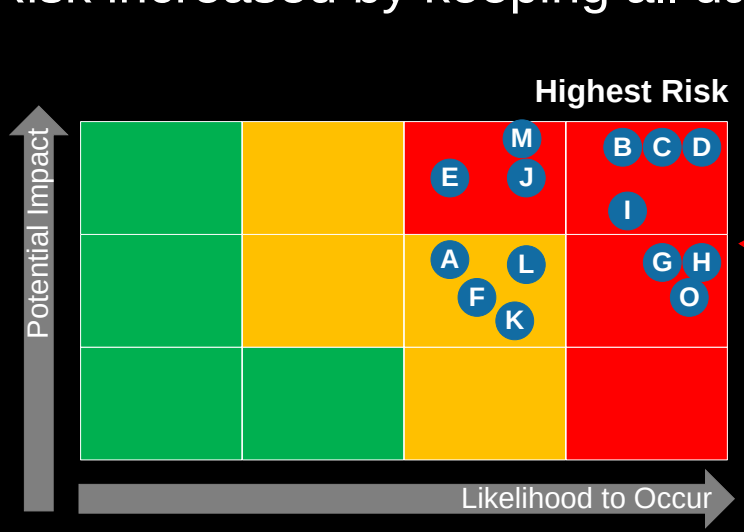


1 Source: Big data: The next frontier for innovation, competition, and productivity McKinsey & Company, 2011 Study
2 CGOC 2012 Summit Survey

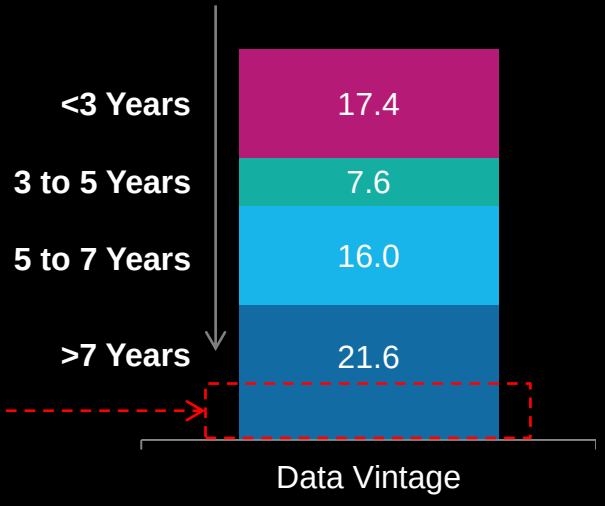
DO NOT USE

Poor Information Economics – A Tipping Point for CIOs and GCs

Risk increased by keeping all data



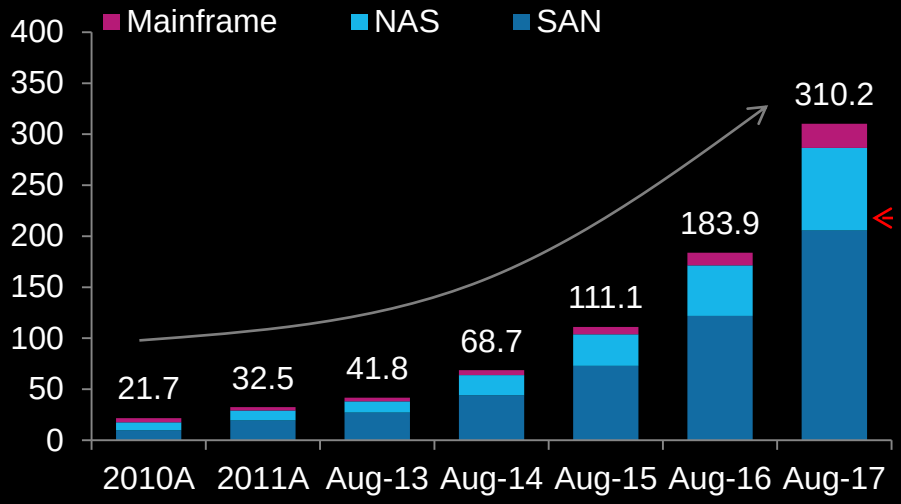
0.05% of vintage data is $13B in e-discovery cost exposure



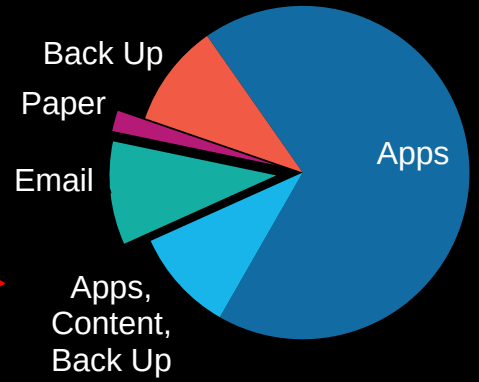
DO NOT USE

Poor Information Economics – A Tipping Point for CIOs and GCs

No effective means for identifying & disposing of unnecessary data

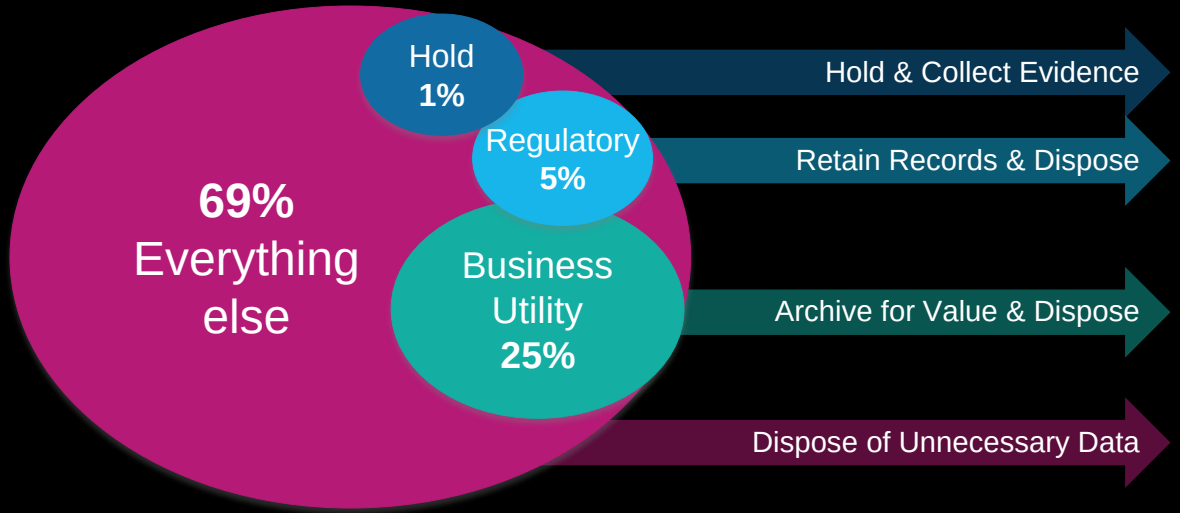


Storage doubles on average every 3 years



DO NOT USE

Simple Proposition: Identify & Dispose of Unnecessary Data



Cost & Risk Reduction
Enables Disposal

Cost Reduction
Normalizes growth curve

%s based on CGOC Summit 2012 Survey

DO NOT USE

Addressing Information Economics Challenges

Can't get value

Over pays for duties

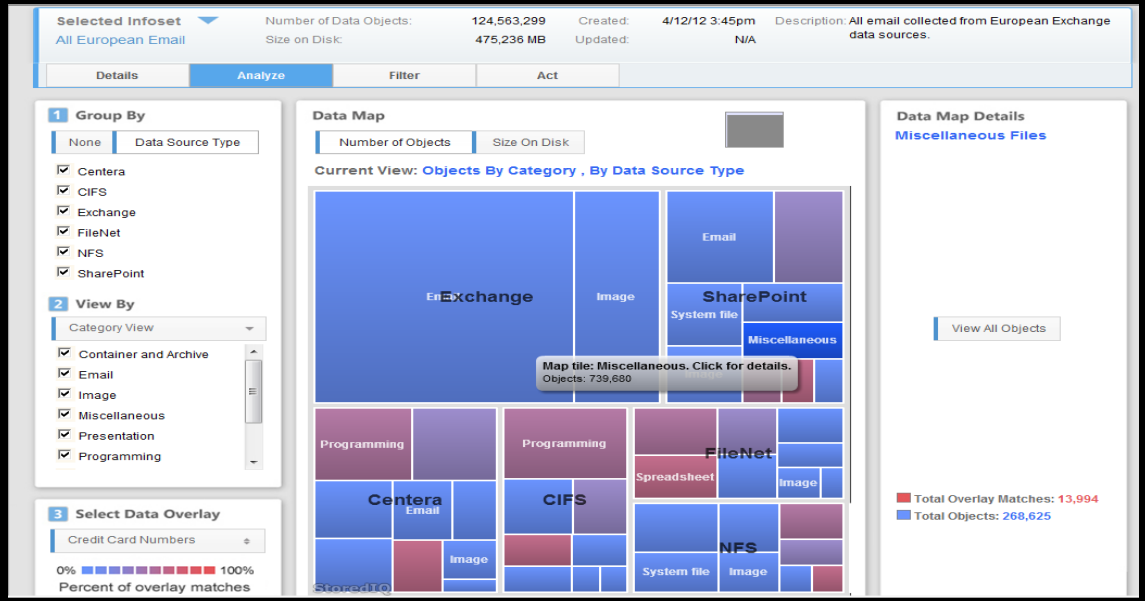
Inability to implement

Over supplies legal, under supplies business

Business under-served, legal flooded with data, and IT over-pays for infrastructure service

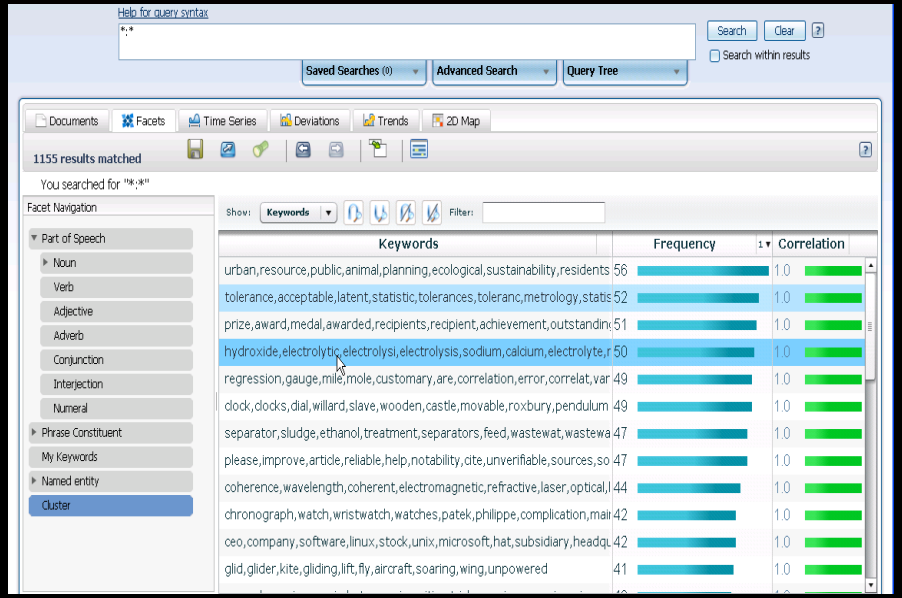
DO NOT USE

Identification & Assessment



DO NOT USE

Classification of Unstructured Information

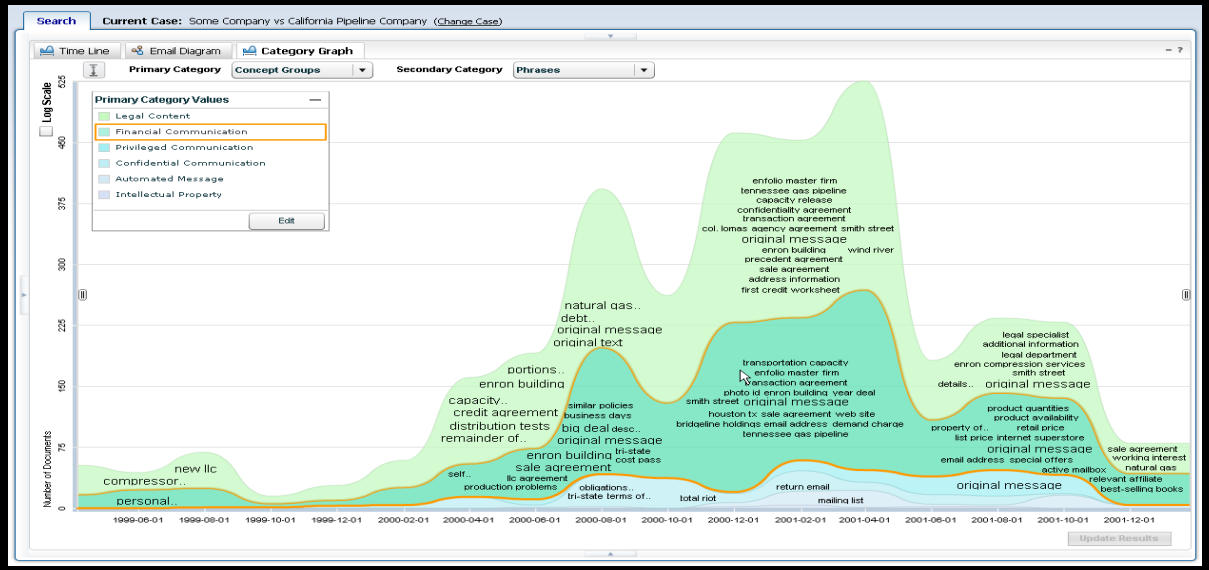


Artificial intelligence based classification to perform fine grained analytics, scoring & similarity analysis

DO NOT USE

Content Analytics

Ingest and analyze free form text in emails, call recordings, patient notes, reports, blogs, posts & documents



DO NOT USE

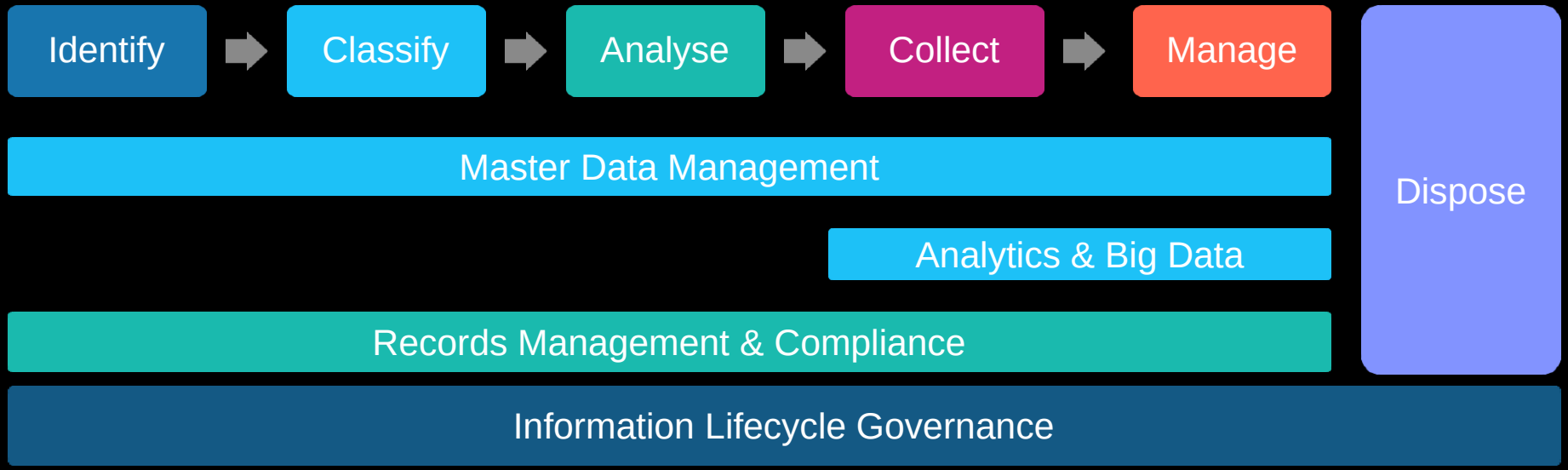
Content Analytics (cont'd)

European law enforcement used content analytics as part of a major pedophile investigation. Applied content analytics to a combination of online social network data and seized computer data to analyse the relationships between members of the ring.

DO NOT USE

DO NOT USE

Identifying & Managing Value, Costs, Duty & Risks



DO NOT USE

Novartis AG Increase Disposition Capability Ten-fold

10 X
Disposition Capability

6 Weeks
Transformed Retention Maturity Level from 1 to 4

NOVARTIS

Business Problem:

- Required an efficient, defensible approach to retain information of business value or for regulatory requirement
- Preserve information needed for litigation
- Discard unnecessary information

Solution:

- IBM Global Retention Policy and Schedule Management
- Reduce litigation and compliance risk with defensible, routine disposal of unnecessary information

DO NOT USE

Novartis AG Increase Disposition Capability Ten-fold

10 X
Disposition Capability

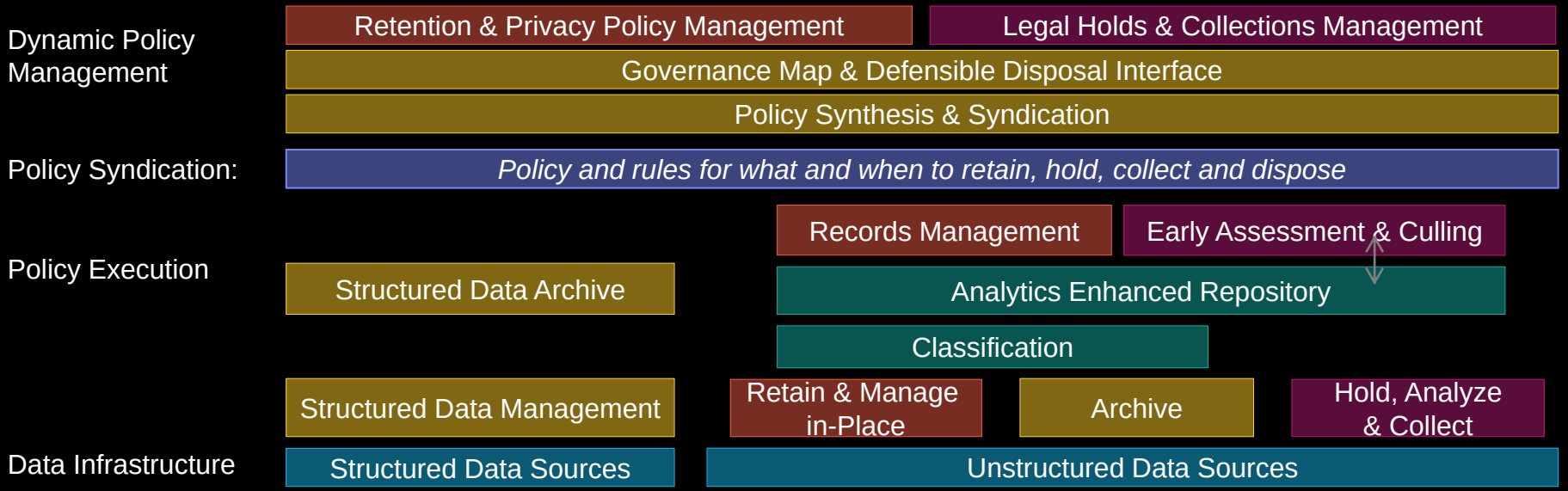
6 Weeks
Transformed Retention Maturity Level from 1 to 4

Benefits:

- Ten-fold increase in ability to dispose of unnecessary information
- Lower litigation and regulatory compliance risk
- Lower cost with defensible, routine disposal of unnecessary data not needed for legal or business reasons

DO NOT USE

Solution Architecture to Improve Information Economics

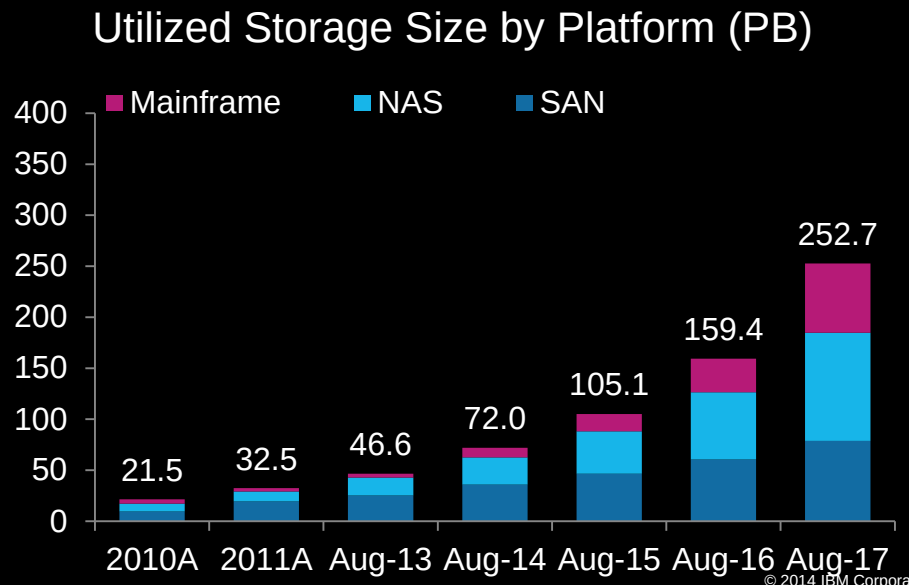


DO NOT USE

Financial Services Case Study - Cost

FIRM utilized storage requirements were growing more than 6X from 40PB to 250PB in 5 years

- SAN dominated storage
  - Roughly doubled every year since 2008
  - Grown more than 10X from 2007-2011
  - Makes up 60% of storage vs 10% in 2007

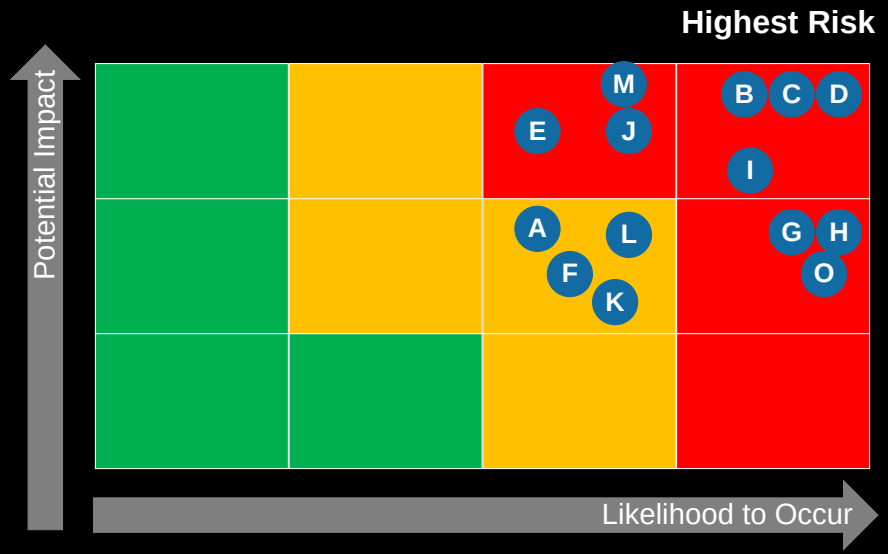


DO NOT USE

Financial Services Case Study – Risk

"Demand Management" processes had not matured to reflect increasing volumes

- Difficulty disposing of unnecessary data
- Complexity in applying legal holds
- Challenge to ensure record keeping compliance
- Inefficiencies in data management
- Inability to align IT with information value



16 key processes as manual, often ad hoc - Demand and supply processes - 12 at level 1 (ad hoc, manual), 4 at level 2 (common but manual) of 4, represented in A-O.

DO NOT USE

Information Economics

Understanding and getting value
from your unstructured data

DO NOT USE

Thank You

DO NOT USE

Making sense of the other 80%: how to understand and make use of your unstructured data

Significant customer insights are hidden in large volumes of unstructured and semi-structured content. But how do you access the 80% of this data? Whether you're dealing with social media, documents, conversations, video, emails or call logs, this session will demonstrate how to gain valuable insight into customers' wants, needs and sentiments. Using real customer case studies from multiple industries, we'll demonstrate you how your organisation can access this data and use it to obtain new insights and achieve better outcomes.

DO NOT USE

Information Economics in the Enterprise

Structured Systems of Record

- Enterprise Apps
- ERP
- Financials
- CRM

Systems of Engagement (unstructured)

- eMail
- Collaborative
- Social
- Big Data
- Analytics

Unstructured Systems of Record

- Imaging
- Document Mgmt
- Report Mgmt
- Records Management

Systems of Engagement - “Information in the wild” – lacks focus and funding to extract value, manage risk, exercise duty or delete data

DO NOT USE