

BusinessConnect and SolutionsConnect

It's time to make bold moves.

Information Economics

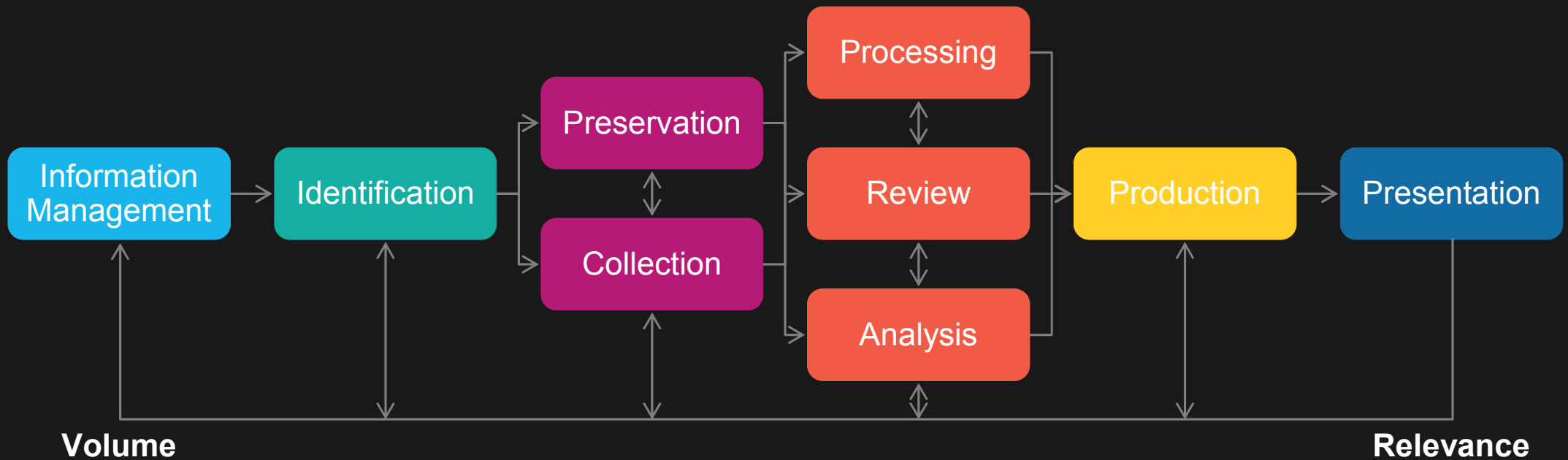
Understanding and getting value from
your unstructured data

Making sense of the other 80%



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 gigabyte¹
- And that does not identify risk, duty, business value or extract meaning



¹ Source: Gartner e-discovery Report

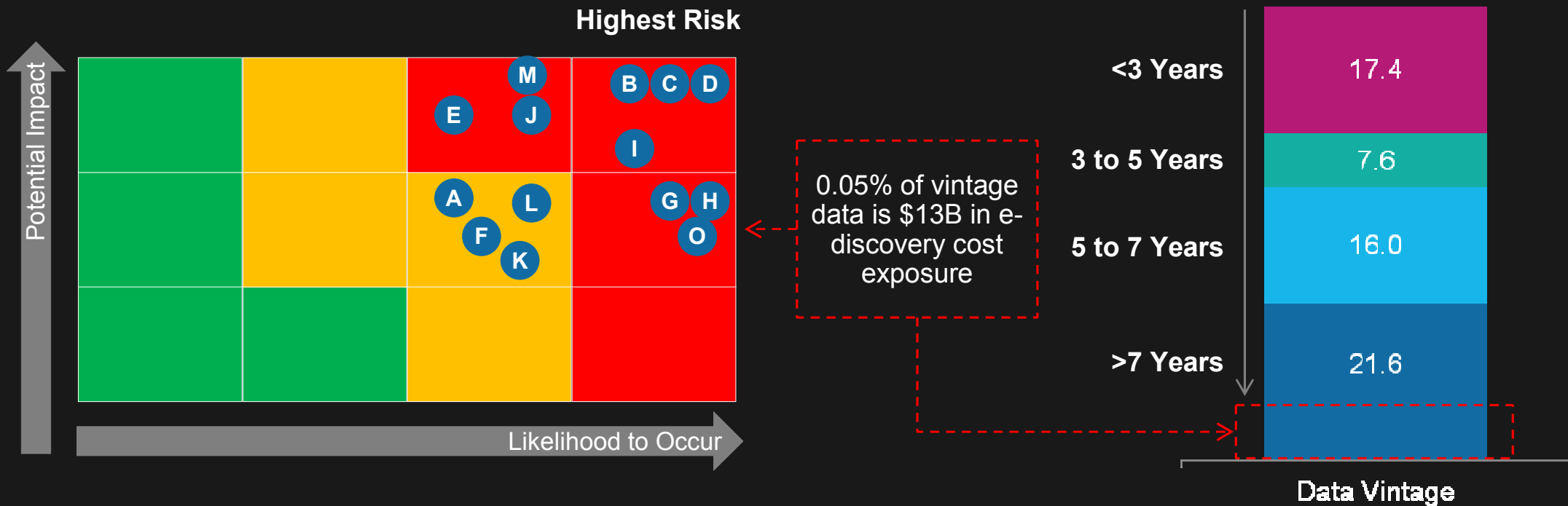
Supply vs. Demand - Value declines over time, but cost and risk do not



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

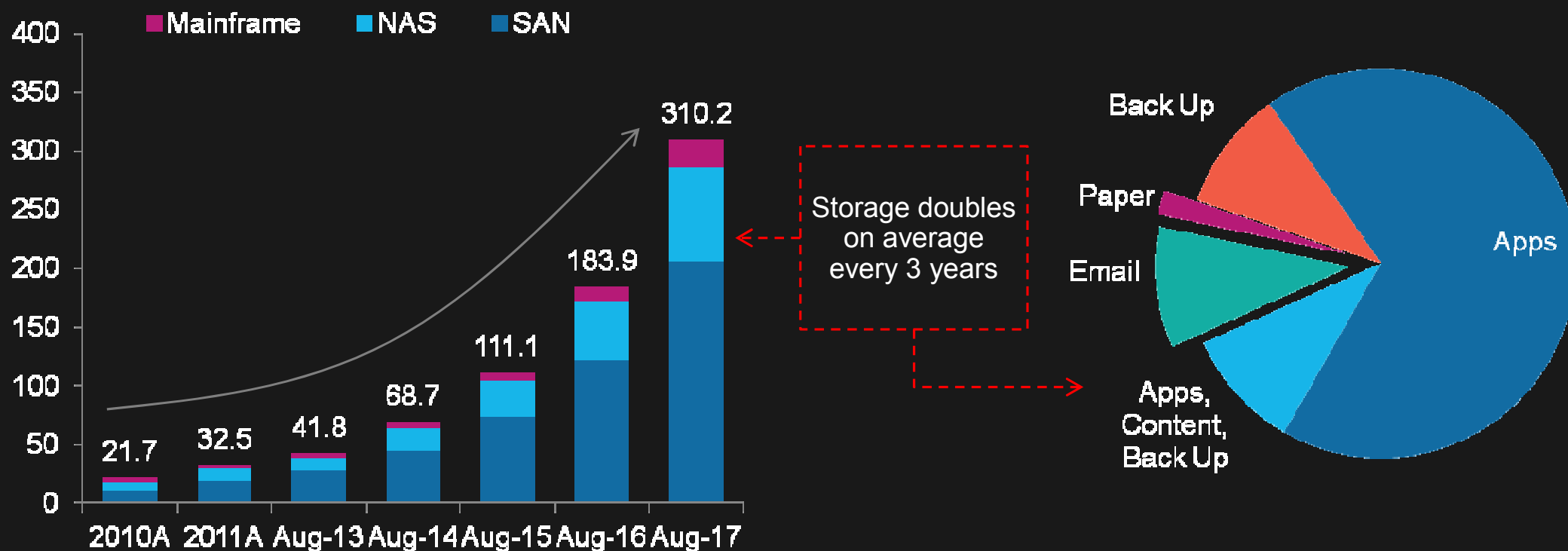
Poor Information Economics – A Tipping Point for CIOs and GCs

Risk increased by keeping all data

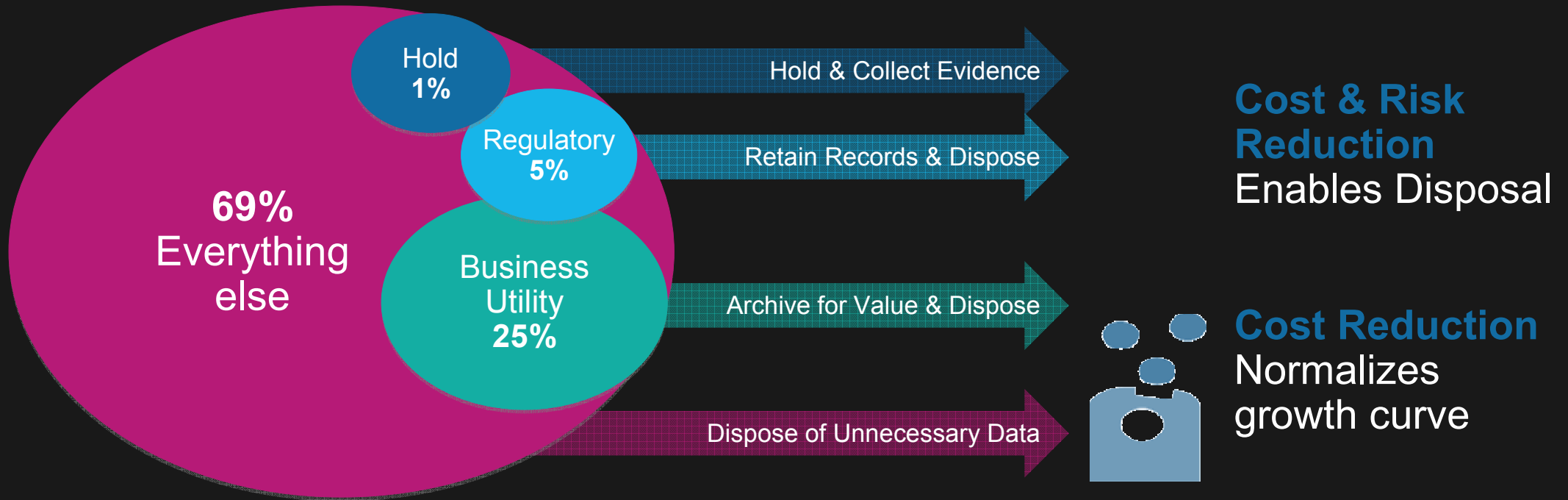


Poor Information Economics – A Tipping Point for CIOs and GCs

No effective means for identifying & disposing of unnecessary data




Simple Proposition: Identify & Dispose of Unnecessary Data




%s based on CGOC Summit 2012 Survey


Addressing Information Economics Challenges




BUSINESS
Can't get value



LEGAL
Over pays for duties



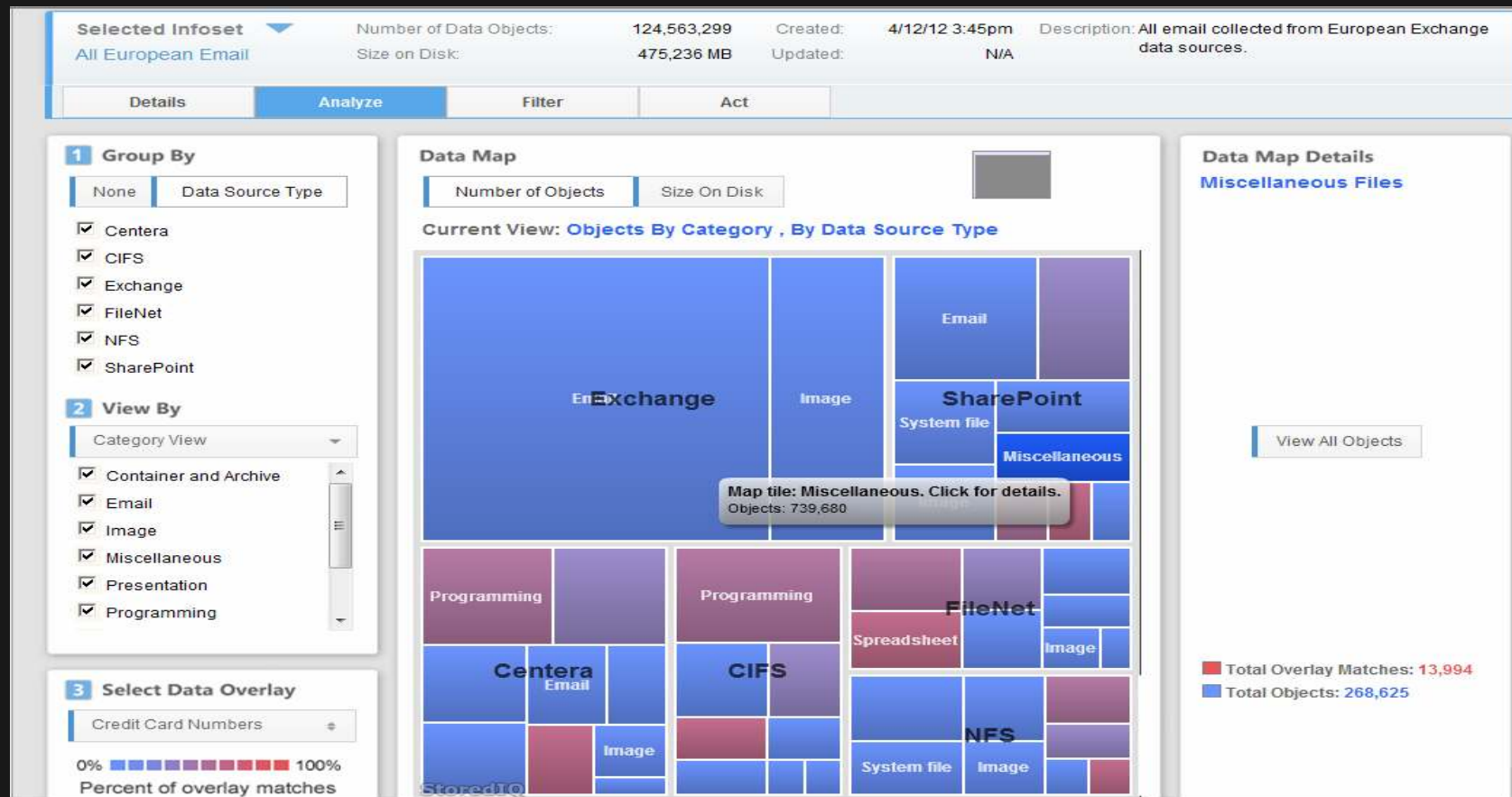
RM
Inability to implement



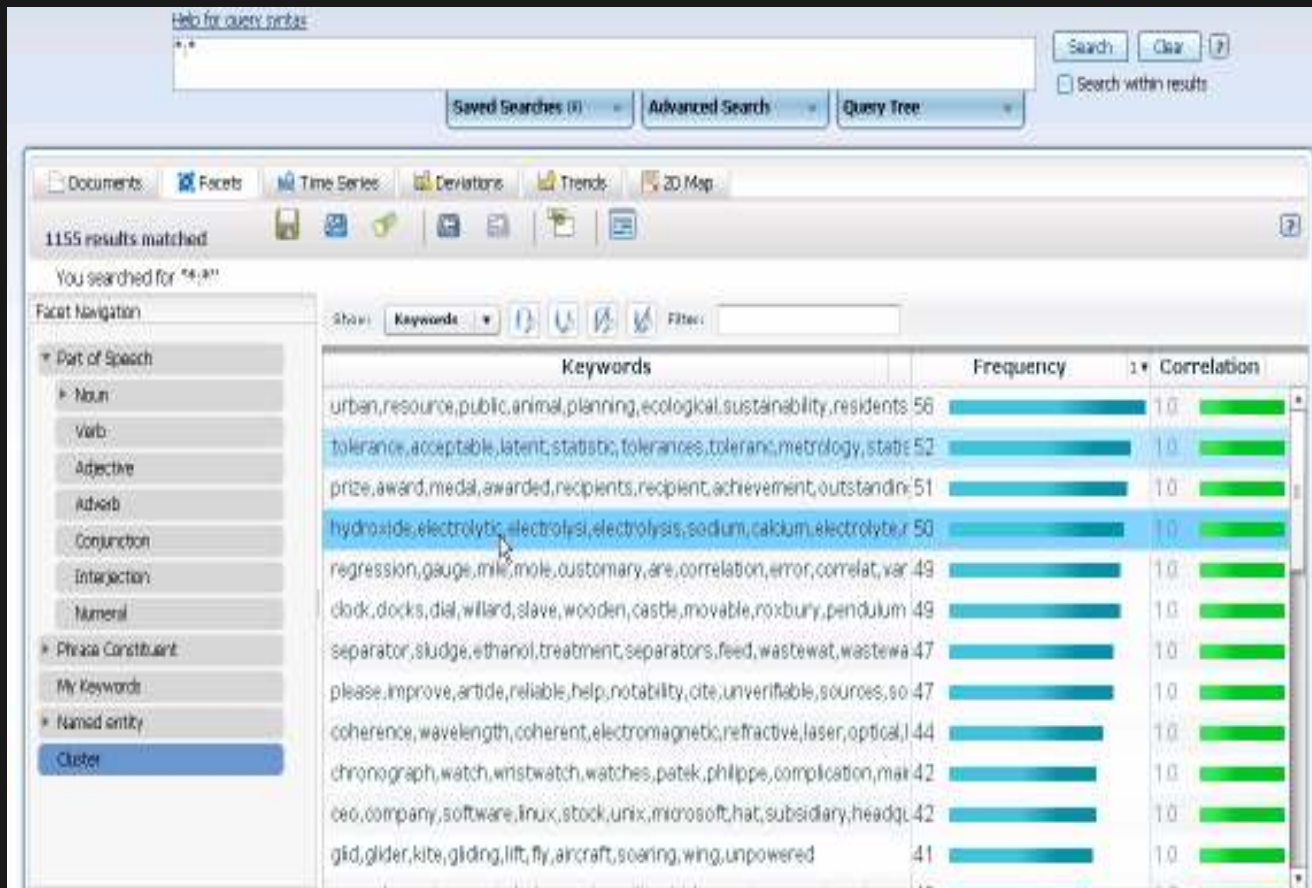
IT
Over supplies legal, under supplies business

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

Identification & Assessment



Classification of Unstructured Information



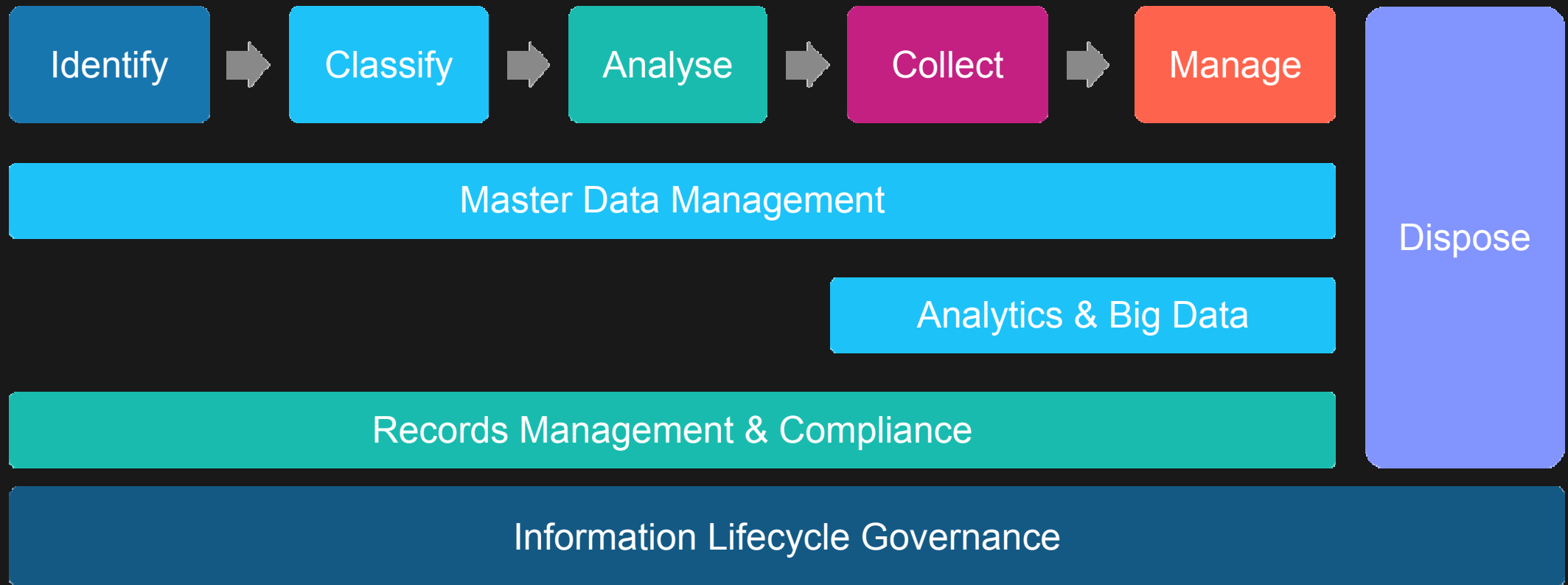
Artificial intelligence based classification to perform fine grained analytics, scoring & similarity analysis

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.



Identifying & Managing Value, Costs, Duty & Risks



Novartis AG Increase Disposition Capability Ten-fold

10 X

Disposition Capability

6 Weeks

**Transformed
Retention Maturity
Level from 1 to 4**



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

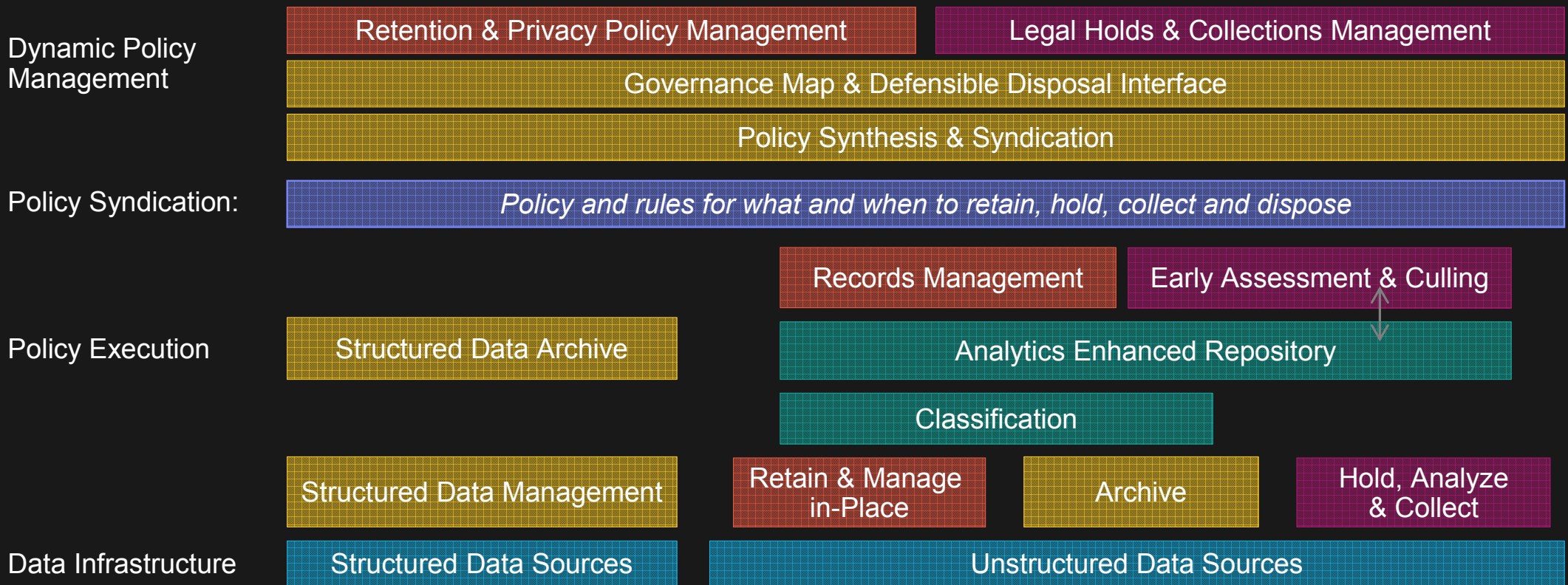
Solution:

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

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

Solution Architecture to Improve Information Economics

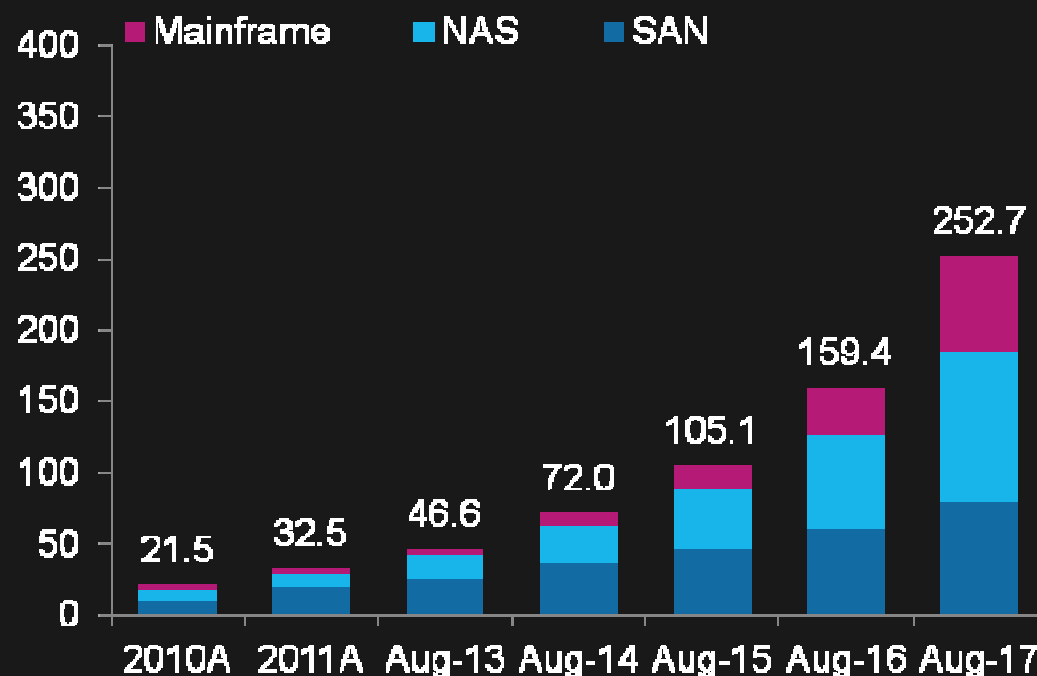


Financial Services Case Study - Cost

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

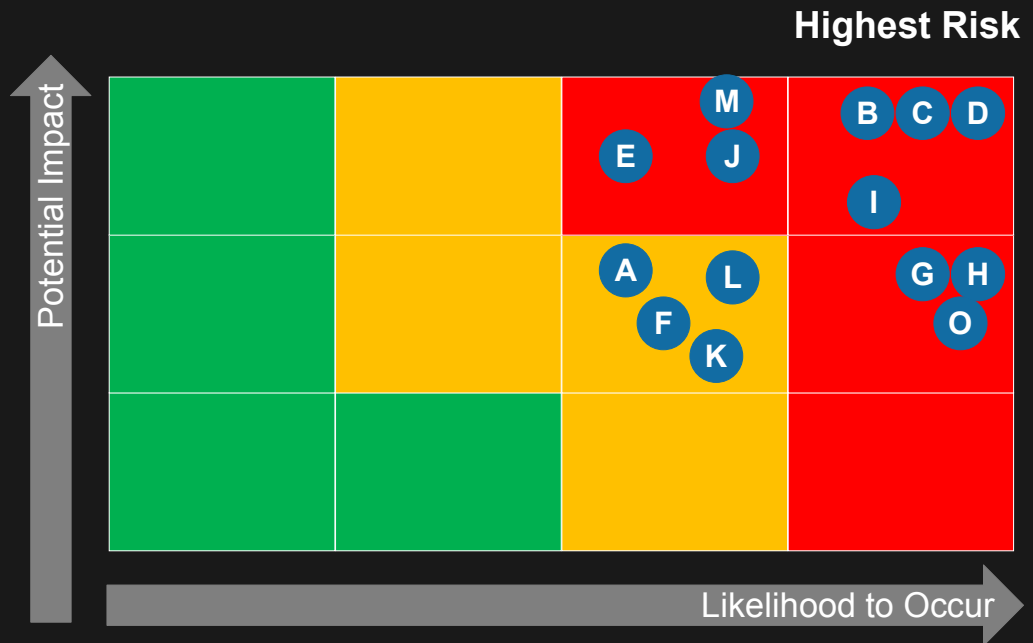
Utilized Storage Size by Platform (PB)



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.

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It's time to make bold moves.

Information Economics

Understanding and getting value
from your unstructured data



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Thank You



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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.

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