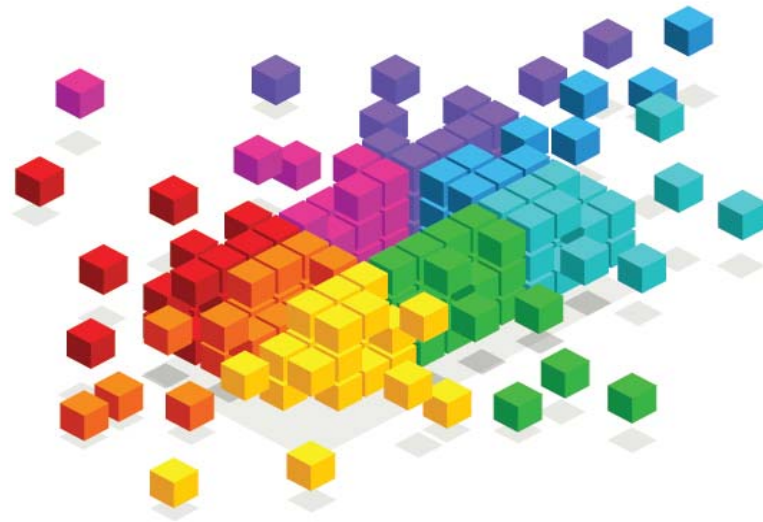


# Reducing the costs of Explosive Information Growth with a Smarter Approach to Archiving

Mohan Natraj

Global Offering Executive - Content Collection & Archiving  
Information Lifecycle Governance

Putting Content to Work  
ECM UserNet 2011



## Topics

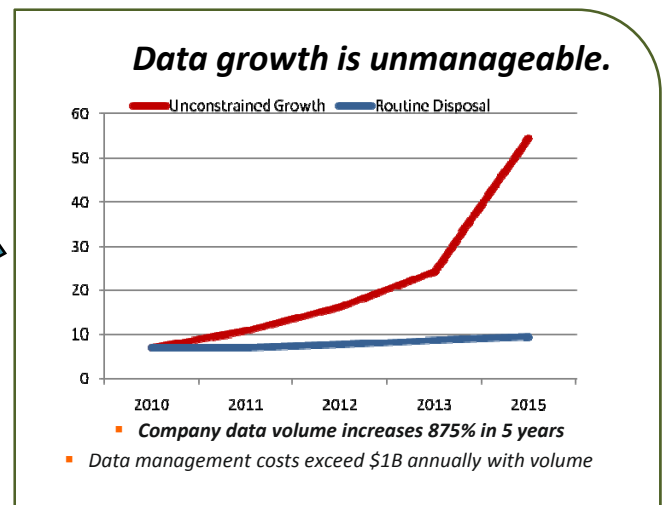
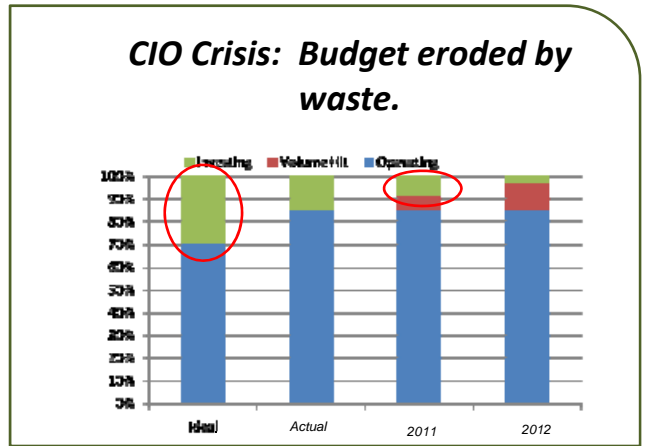
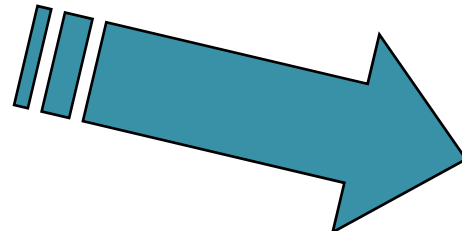
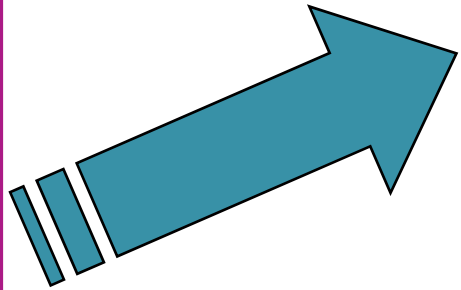
1. The CIO's pain points
2. Addressing the problem
3. Developing the business case for change
4. Building on your expertise and ECM investments
5. Resources to learn more

# Information Volume is a Critical Issue for IT Organizations

**17%**  
 Percentage of IT budget spent on storage

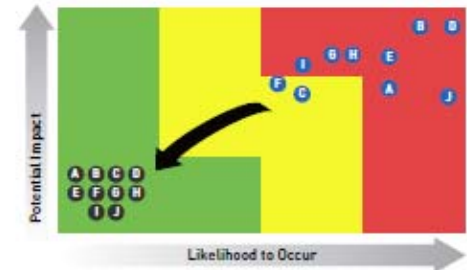
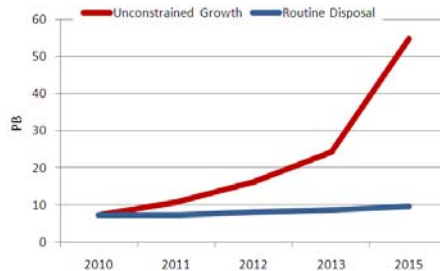
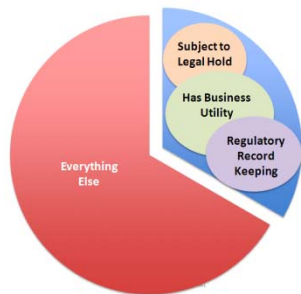
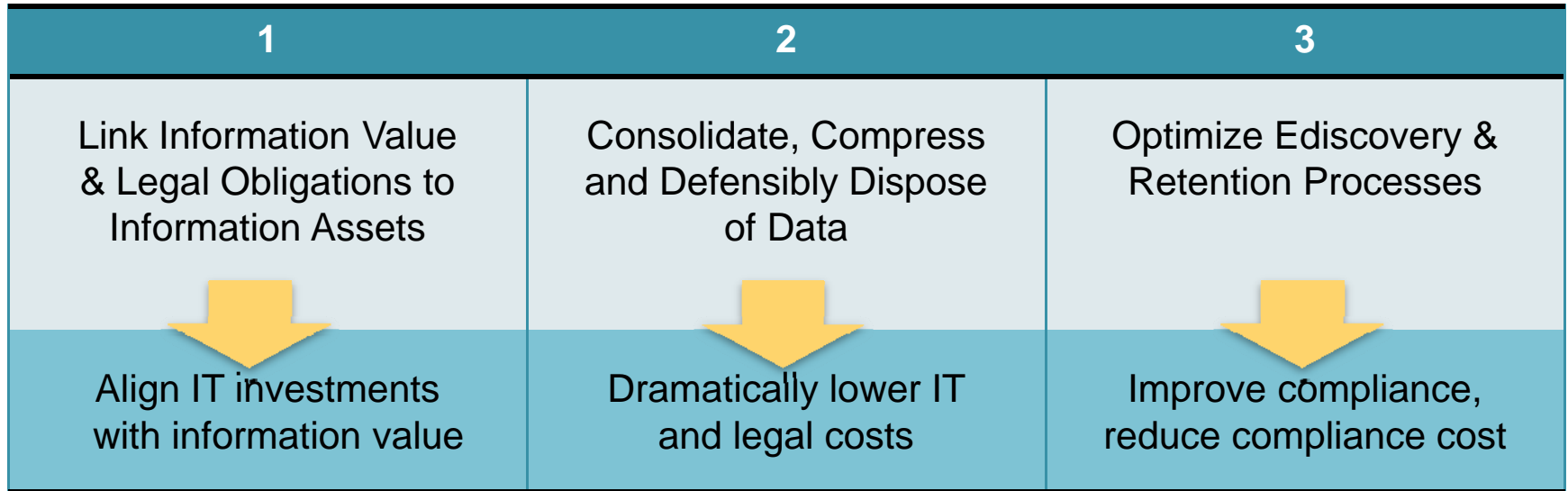
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**44x**  
 Projected information growth, 2009-2020<sup>3</sup>



Sources: 3. IDC Digital Universe Study, May 2010

# Breakthrough Opportunity with IBM Information Lifecycle Governance Solutions

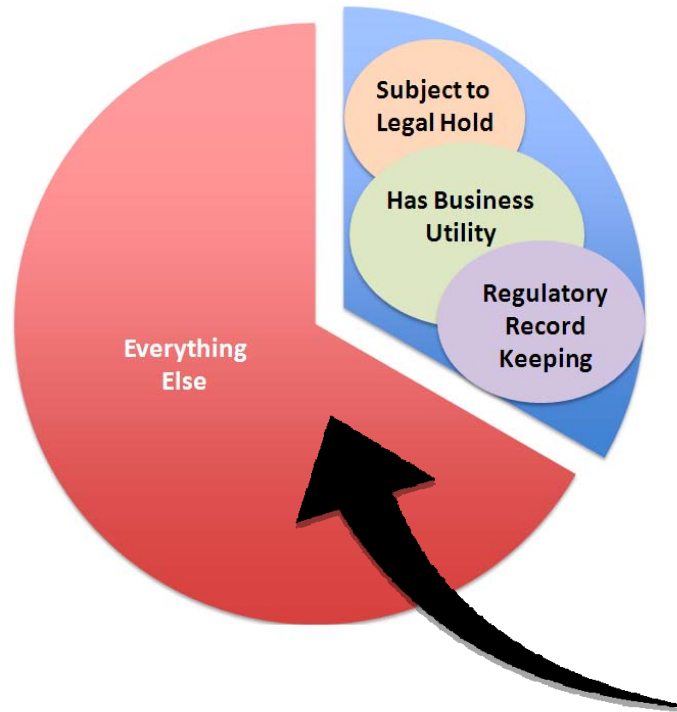


## Simple Logic

If you know what you need to keep for litigation and regulations

And you know what you need for its business value (and for how long)

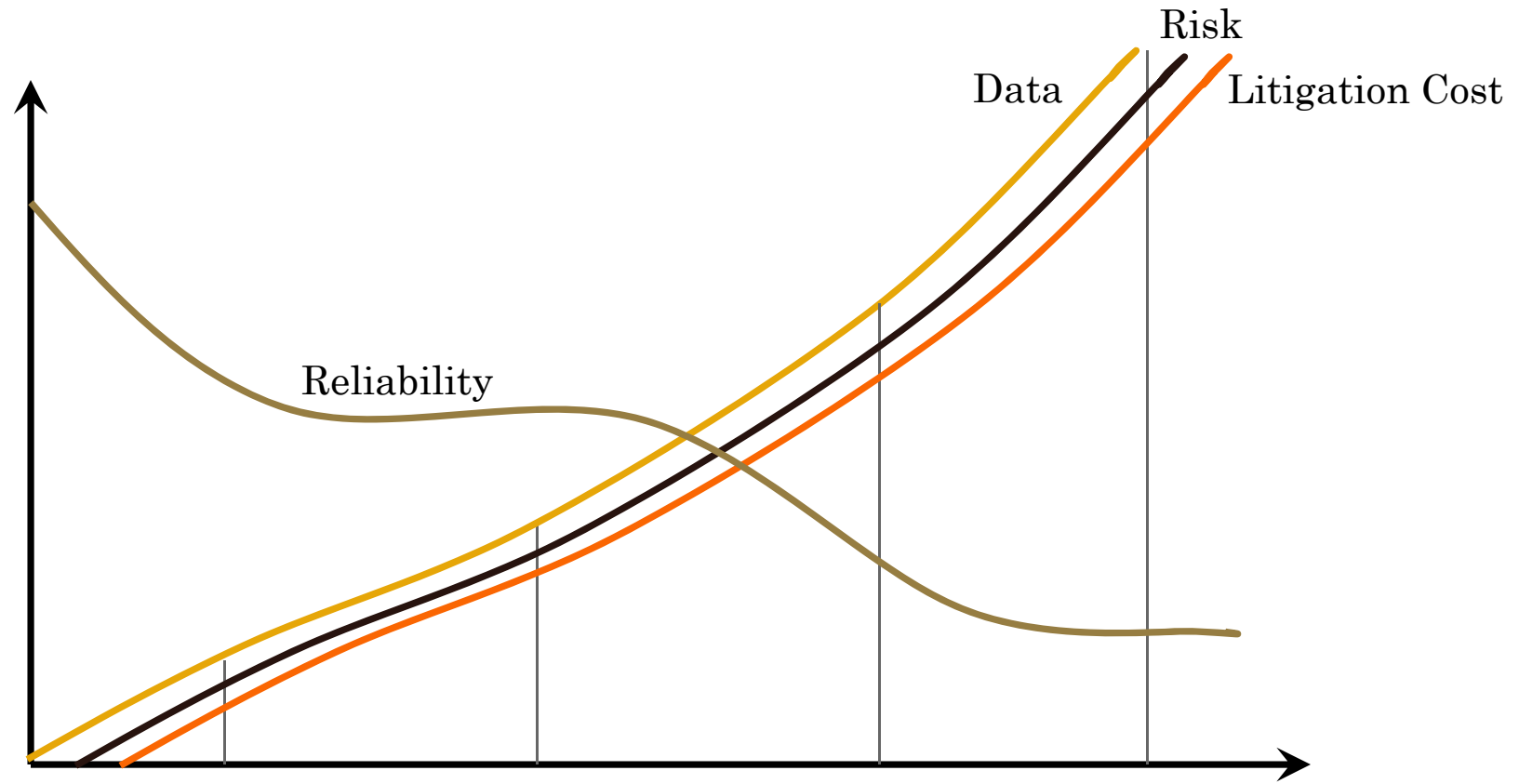
Then you can throw everything else away



If you can't determine specific value and legal duty, you must:

- ✓ Manage everything as if of value
- ✓ Guess if you're in compliance
- ✓ Spend too much to manage unnecessary data
- ✓ **Spend too much to preserve and produce it unnecessarily**

# Do Nothing Scenario



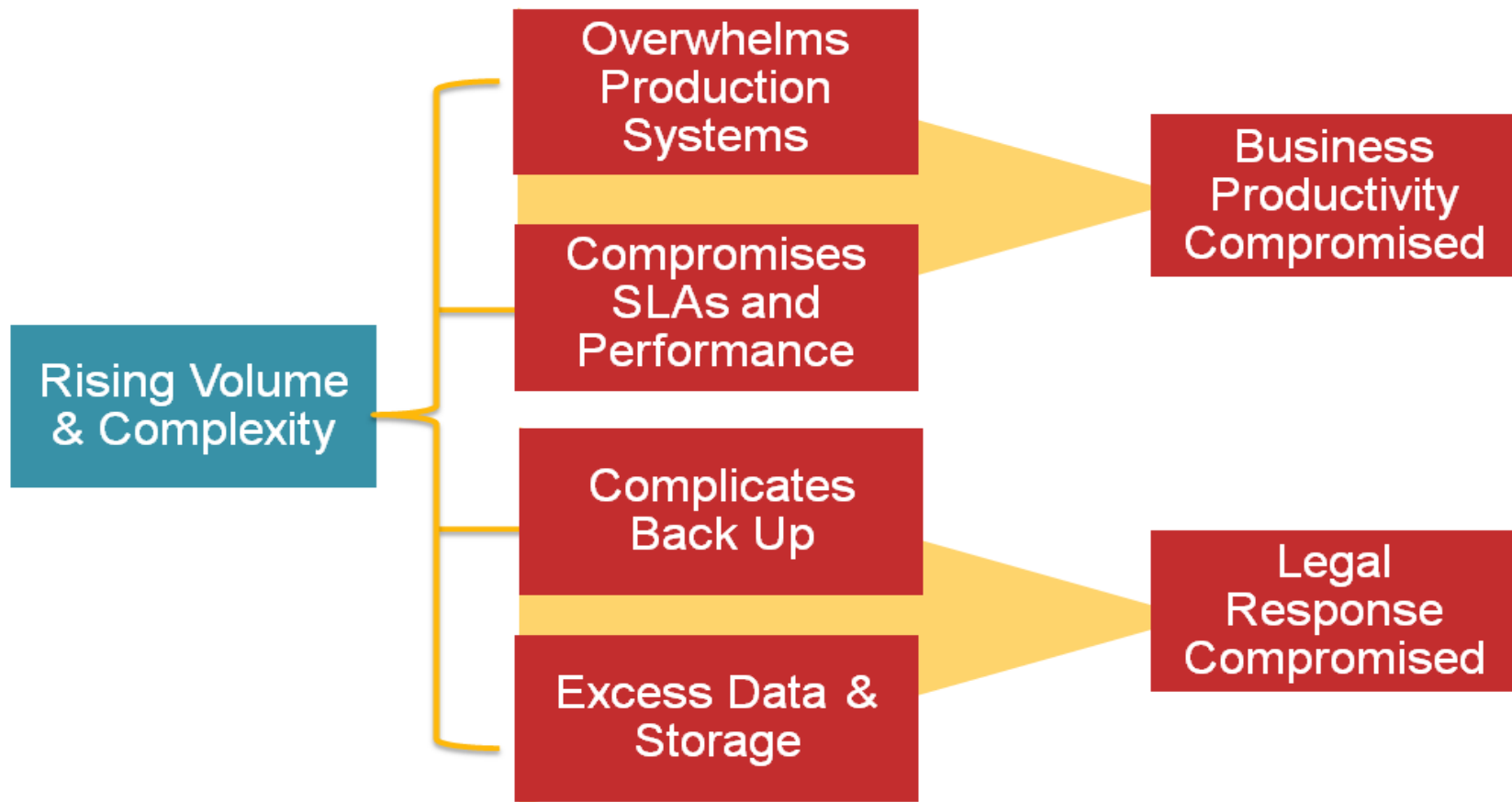
Exponential information growth  
 Outpaces IT budget  
 Outpaces risk control systems and processes

Outpaces business system capacity and compromises accessibility in key business processes, litigation discovery

Quantity and accessibility increase discovery risk and total litigation cost exposure  
 Accessibility, reliability and utility undermine decision processes

Integrity and accessibility compromise financial reporting  
 Reliability, integrity and accessibility impact business performance

# Operational Impact on IT and Its Customers



## Topics

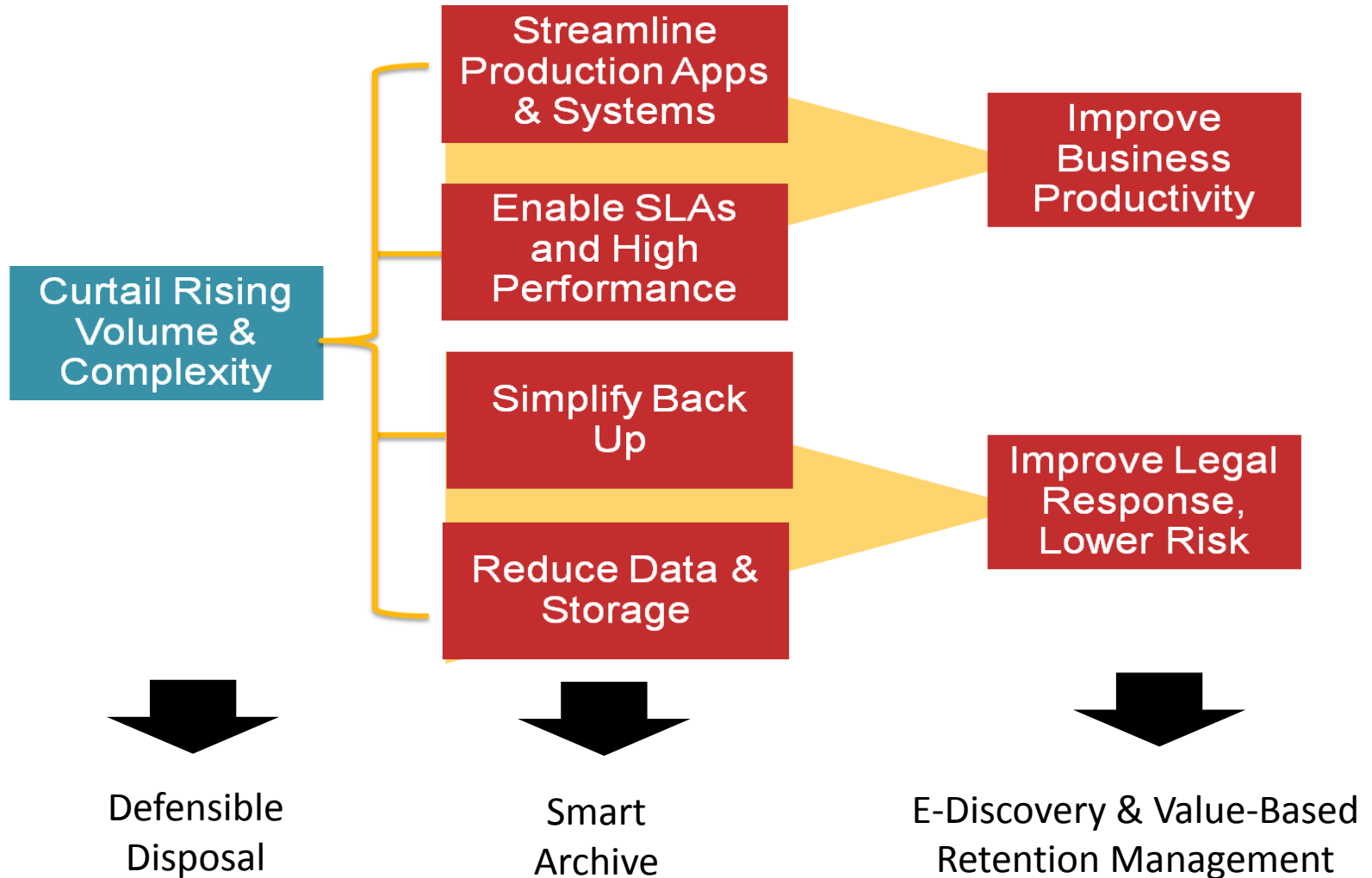
1. The CIO's pain points
2. Addressing the problem
3. Developing the business case for change
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# IBM Addresses Volume & Complexity

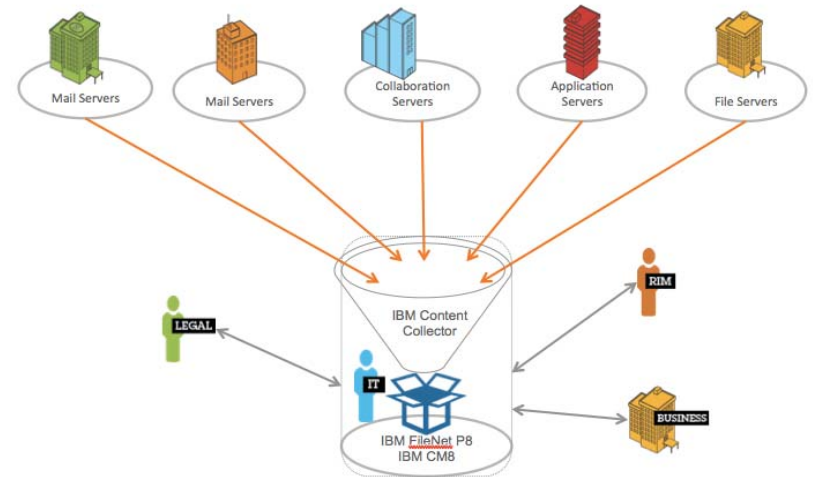
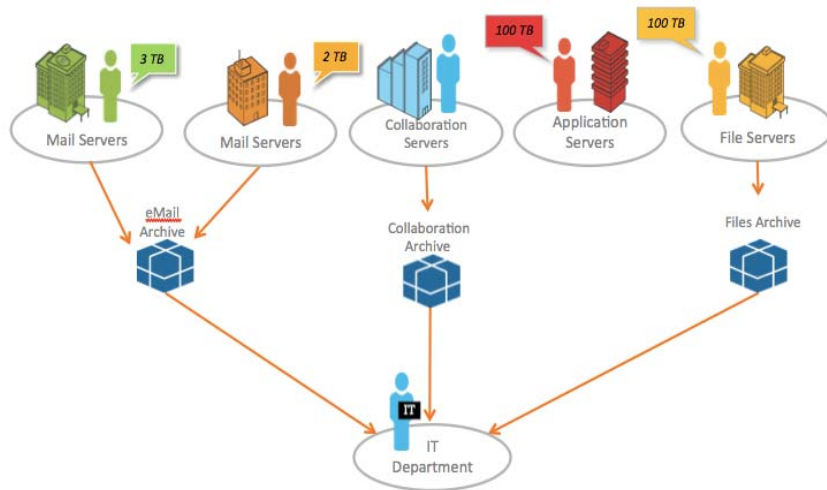
## Reduce Volume, Increase Efficiency for IT, Legal & Business Users



# Smart Archive for IT Enabled

Information explosion over taxing IT Ops and increasing costs and risks in meeting SLAs and Compliance requirements

IBM delivers a value-based archiving solution that lowers risks/costs while meeting SLAs and Compliance requests



- Overloaded, expensive infrastructure resulting in a complex production infrastructure environment
- Escalating costs for legal application admin and storage costs result in a “Keep Everything approach”
- Expensive eDiscovery costs caused by manual or ad-hoc compliance process stemming from a lack of understanding of what to preserve/retain

- Leverage a single architecture, policy based archiving solution for all information types
- Automated policy driven retention & disposal with workflow across stakeholder departments reduces costs
- Streamlined Compliance achieved leveraging policy based collection & archiving with rule based classification and in place preservation

## Topics

1. The CIO's pain points
2. Addressing the problem
3. Developing the business case for change
4. Building on your expertise and ECM investments
5. Resources to learn more

# Path to Lower Risk & Cost



**A**

**Excess Legal Risk & Cost, Stakeholder Disconnects**

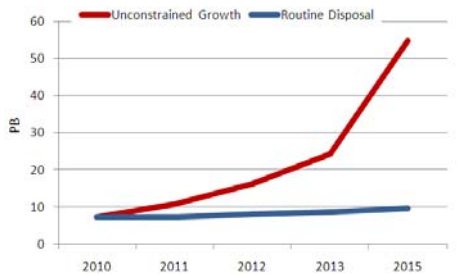
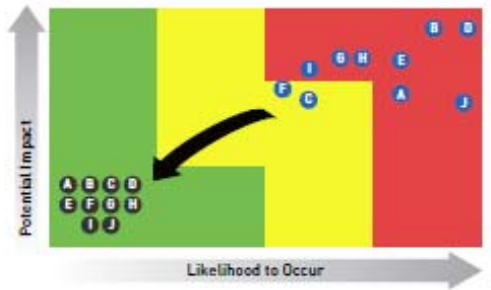


**C**

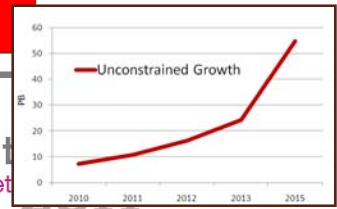
## Value Roadmap

- Essential solution capabilities for immediate legal risk and cost reduction
- Path to stakeholder interlock, for lower data volume and lower legal and IT costs
- Partner with subject matter expertise

**B**



Putting Content to Work  
ECM UserNet

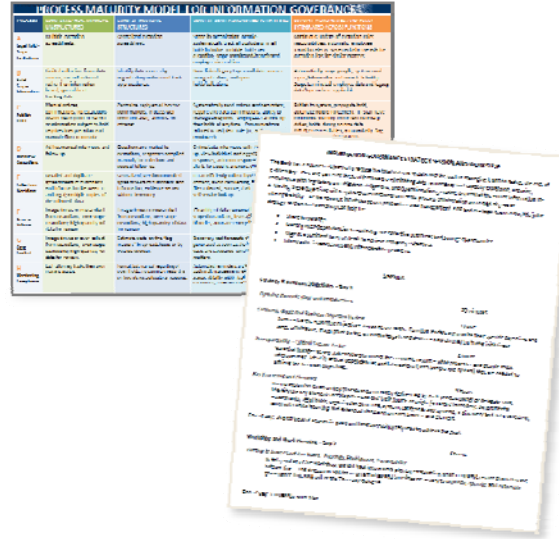


# Step wise Approach

1



2



3



## Calibrate value with executive sponsor

→ Agreement on risk, cost reduction potential

## Assess current processes

→ Determine current risks and costs using IG Process Maturity Model

## Fact finding interviews

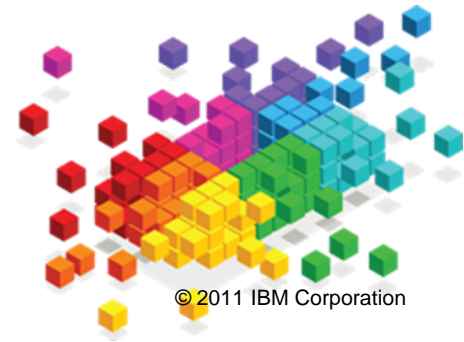
- Sr Attorney
- Dir of ediscovery
- Legal controller
- VP Records
- Record Liaison
- VP IT
- IT manager

## Provide risk & cost reduction recommendations

- Executive report on current costs and risks
- Process improvement recommendations
- Risk and cost reduction benefits
- Roadmap to value

## Topics

1. The CIO's pain points
2. Addressing the problem
3. Developing the business case for change
4. Building on your expertise and ECM investments
5. Resources to learn more



# Smart Archive for IT is one of four IBM Information Lifecycle Governance solutions

The ILG solution provides comprehensive workflow and applications for legal, records and IT staff to work in concert to achieve:

1. Value-based retention & archiving
2. Rigorous, efficient eDiscovery
3. Defensible disposal of unnecessary information

## Smart Archive for IT

- Archive Office and Collaboration Content
- Archive SAP and Structured Data



## eDiscovery Management for Legal

- eDiscovery Process Management
- Case Assessment & Analytics



## Records & Retention Management for RIM

- Retention Policy & Schedule Management
- Enterprise Records Management

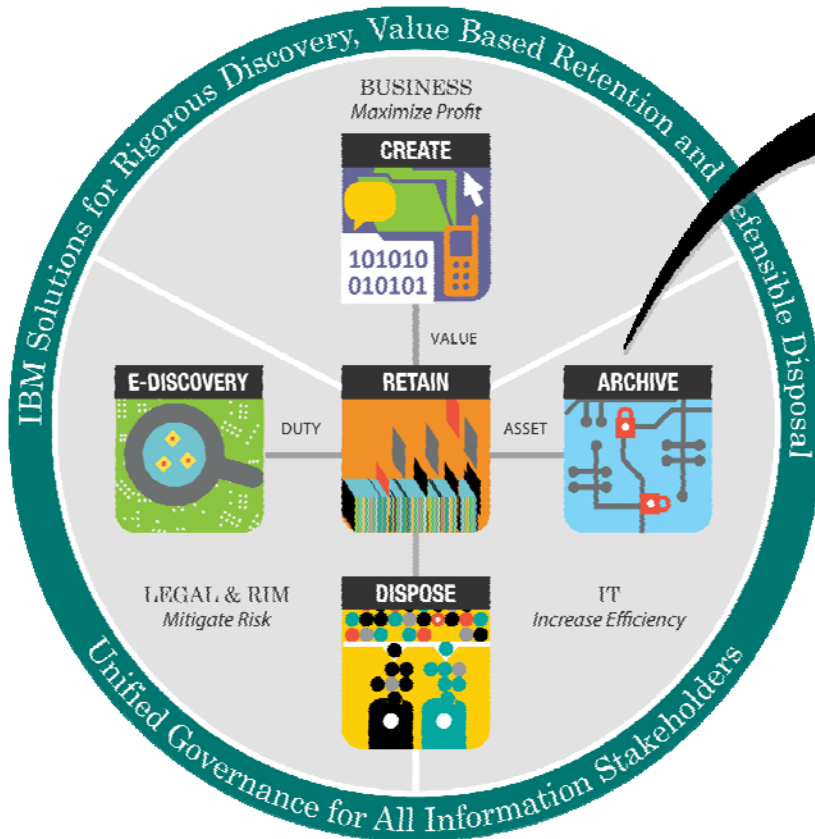


## Disposal & Governance Management for the CIO

- Disposal Enablement
- Governance & Risk Management



# Archiving is an extension of your existing ECM investment



Capabilities	Typical Sources (not exhaustive)	IBM ECM Products
Archive Email	<ul style="list-style-type: none"> <li>Lotus Notes Email</li> <li>Microsoft Exchange Email</li> <li>SMTP Email Programs</li> </ul>	<ul style="list-style-type: none"> <li>ICC for Email</li> </ul>
Archive Files	<ul style="list-style-type: none"> <li>Microsoft File Systems</li> <li>Desktops (via FastBack)</li> <li>Data ONTAP (NetApp/IBM NSeries)</li> <li>Novell Netware File Systems</li> <li>Other File Systems</li> </ul>	<ul style="list-style-type: none"> <li>ICC for Files</li> </ul>
Archive Collaboration Content	<ul style="list-style-type: none"> <li>Microsoft SharePoint</li> </ul>	<ul style="list-style-type: none"> <li>ICC for MS SharePoint</li> </ul>
Archive Application data & documents	<ul style="list-style-type: none"> <li>SAP</li> <li>Non SAP (Oracle etc)</li> </ul>	<ul style="list-style-type: none"> <li>ICC for SAP</li> <li>OPTIM Data Growth</li> </ul>
Target Content Repository	<ul style="list-style-type: none"> <li>IBM Content Manager</li> <li>FileNet Content Manager</li> <li>Tivoli Storage Manager</li> </ul>	<ul style="list-style-type: none"> <li>IBM CM8 or CMOD</li> <li>FileNet P8</li> <li>TSM (OPTIM, ICC for SAP)</li> </ul>
Content Classification	<ul style="list-style-type: none"> <li>Emails, Files and Collaboration Content</li> </ul>	<ul style="list-style-type: none"> <li>IBM Classification Module</li> </ul>



## Topics

1. The CIO's pain points
2. Addressing the problem
3. Developing the business case for change
4. Building on your expertise and ECM investments
5. Resources to learn more



# A Few Words on CGOC

Corporate practitioners forum focused on the intersection of legal holds, discovery, retention and information management started in 2004.

**CGOC**  
Compliance, Governance & Oversight Council

**2011 PROGRAM OVERVIEW**

**Events**

**Building Better Bridges — Achieving Enterprise Excellence in Discovery, Retention and Disposition**  
Legal experts from IBM, Oracle, Intel, Cisco, British American Tobacco, Microsoft, Amazon, Google, eBay, LinkedIn, Yahoo, Microsoft, HP, and Sony Electronics, plus The Honorable Andrew J. Peck and The Honorable Richard A. Posner.  
\*An Annual IITR Summit, San Francisco, January 19-20

**Right Steps, Wrong Outcome — What *Haruba* Teaches Us**  
Review of the legal and operational issues in the *Haruba* litigation, lessons learned to avoid cost and risk with most respect. David M. Hirsch, former ITC, and David M. Hirsch, former ITC.  
Webinar — January 27

**Discovery and Disposition — From Strategy to Execution**  
Case study and guidance on how to extend a rigorous discovery process to information governance, retention, disposition, and more. Richard H. Berman, Global Head of Information Governance, Microsoft.  
Webinar — April 5

**Working Group Presentation on Information Retention Management**  
The six Records Management Review for Business, Retention & Disposition working group from the ITCR, B2B working group. Productive Legal Practice Council. Wiley Rein & Fielding. Microsoft. American Oversight. University & Technology Policy Institute. Litigation Group.  
Webinar — April 19

**Rigorous Discovery, Value-Based Retention and Defensible Disposal**  
With guest experts from Microsoft, Intel, Oracle and IBM, this is the only event of its kind. October 3-4, hosted by Sun Life.

**Prevailing Practices — Peer Benchmarking & Common Breakdowns**  
With expert discussion leaders from Amazon, AT&T, Citigroup, LinkedIn, Intel, and other corporations, this unique meeting is held at the GC's show office.  
San Francisco, June 12 | Chicago, June 13 | Dallas, June 14

**Social and Mobile Media Mock Discovery Hearing**  
Explores social and mobile media and its impact on the legal system, including the challenges of preserving and producing social and mobile data. Includes a discussion of the FCC and other government regulatory bodies. Hosted by the ITCR. Chicago, November 16 and March 1, 2012. Hosted by ITCR, March 1, 2012. Hosted by ITCR, March 1, 2012.

**Defensible Disposal Workshop Series**  
With guest experts from Microsoft and other states, this has been the most successful of discovery and disposition. Hosted by ITCR, March 1, 2012. Hosted by ITCR, March 1, 2012.

**What I Legal, RIM and IT Leaders Can and Should Do to Reduce Risk and Cost**  
Expert discussion led by Steven K. Weis, Assistant General Counsel at Oracle, on how to manage retention, compliance and other issues that impact your business. Chicago, October 1, 2011.

IBM, Microsoft, Oracle, Sun Life, HP, Intel, Cisco, British American Tobacco, Microsoft, Amazon, Google, eBay, LinkedIn, Yahoo, Microsoft, HP, and Sony Electronics, plus The Honorable Andrew J. Peck and The Honorable Richard A. Posner.

IBM, Microsoft, Oracle, Sun Life, HP, Intel, Cisco, British American Tobacco, Microsoft, Amazon, Google, eBay, LinkedIn, Yahoo, Microsoft, HP, and Sony Electronics, plus The Honorable Andrew J. Peck and The Honorable Richard A. Posner.

IBM, Microsoft, Oracle, Sun Life, HP, Intel, Cisco, British American Tobacco, Microsoft, Amazon, Google, eBay, LinkedIn, Yahoo, Microsoft, HP, and Sony Electronics, plus The Honorable Andrew J. Peck and The Honorable Richard A. Posner.

## PUBLICATIONS

- Benchmark Reports on
  - Prevailing Practices Legal Holds in Global 1000 Companies, 2008
  - Information Governance in Global 1000 Companies, 2010
  - Social & Mobile Media: Discovery Practices & Considerations, 2010
  - 2<sup>nd</sup> Edition, Prevailing Practices Legal Holds, September, 2011
- CGOC Faculty Publications

## UPCOMING EVENTS

- **Designing your Information Governance Program**, Basel, Switzerland, October 6<sup>th</sup>, 2011
- **Defensible Disposition Workshop Series**, Houston, Texas October 12<sup>th</sup>, 2011
- **8<sup>th</sup> Annual CGOC Summit**, January, 2012

## WORKING GROUPS

- Records and Information Management
- Cloud Computing, Social Networking, and Mobile Media
- Prevailing Practices on Preservation and eDiscovery
- Information Governance

## ONLINE RESOURCES

- CGOC website <http://www.cgoc.com>
- Professional Networking site "PN"
- Ongoing Web Events
- Quarterly Newsletters <http://www.cgoc.com/subscribe>

**CGOC THE COUNCIL**  
Information Governance

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**Rigorous eDiscovery, Value-Based Retention & Defensible Disposal**  
Corporate Best Practice & Benchmark Leaders Meeting

May 3-4, 2011  
Swiss Re Centre for Global Dialogue

Download Proceedings

**Featured Resources**

Benchmark Report on Information Governance in Global 1000 Companies (CGOC Publication, 2010)

Internationale E-Discovery and Information Governance (with contributions from CGOC faculty, 2011)

Social & Mobile Media: Discovery Practices & Considerations (CGOC White Paper 2011)

FRCP Preservation Comment of November 10, 2010 (Lawyers for Civil Justice) ORI - Voice of the Defense Bar: Federation of Defense & Corporate Counsel, International Associate of Defense Counsel, 2010)

Sanctions for e-Discovery Violations: By The Numbers (Duke Law Journal, 2010)

**CGOC Events**

**Upcoming Events**

Designing your Information Governance Program  
October 6, 2011 - Basel, Switzerland  
Register now

How Changes in U.S. Privacy Law Are Accelerated by Social Media  
Webinar - August 17, 10am Pacific  
Register now

Compliance, Discovery and Disposition of Structured Data  
Webinar - August 25, 10am Pacific  
Register now

Defensible Disposal Workshop Series  
Register now for Chicago - September 21 | New York City - September 22 | Houston - October 12 | Los Angeles - October 13

**Recent Events**

**Preservation/Retention & Litigation Hold Questionnaire**  
This questionnaire is part of a comprehensive 2011 survey intended to provide an empirical analysis of the costs and impact of preservation activities under our current civil litigation system.  
Take the survey

**CGOC Faculty Publications**

Objection! Lawstut Slams Temp Lawyers (Wall Street Journal, August 2, 2011)

Information Governance: The Time for Legal and IT to Work Together is Before a Litigation Crisis Hits (Corporate Counsel, July 27, 2011)

Public SharePoint Sites Undermine Governance (CIO Update, May 9, 2011)

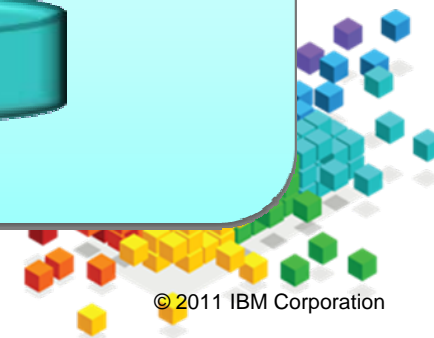
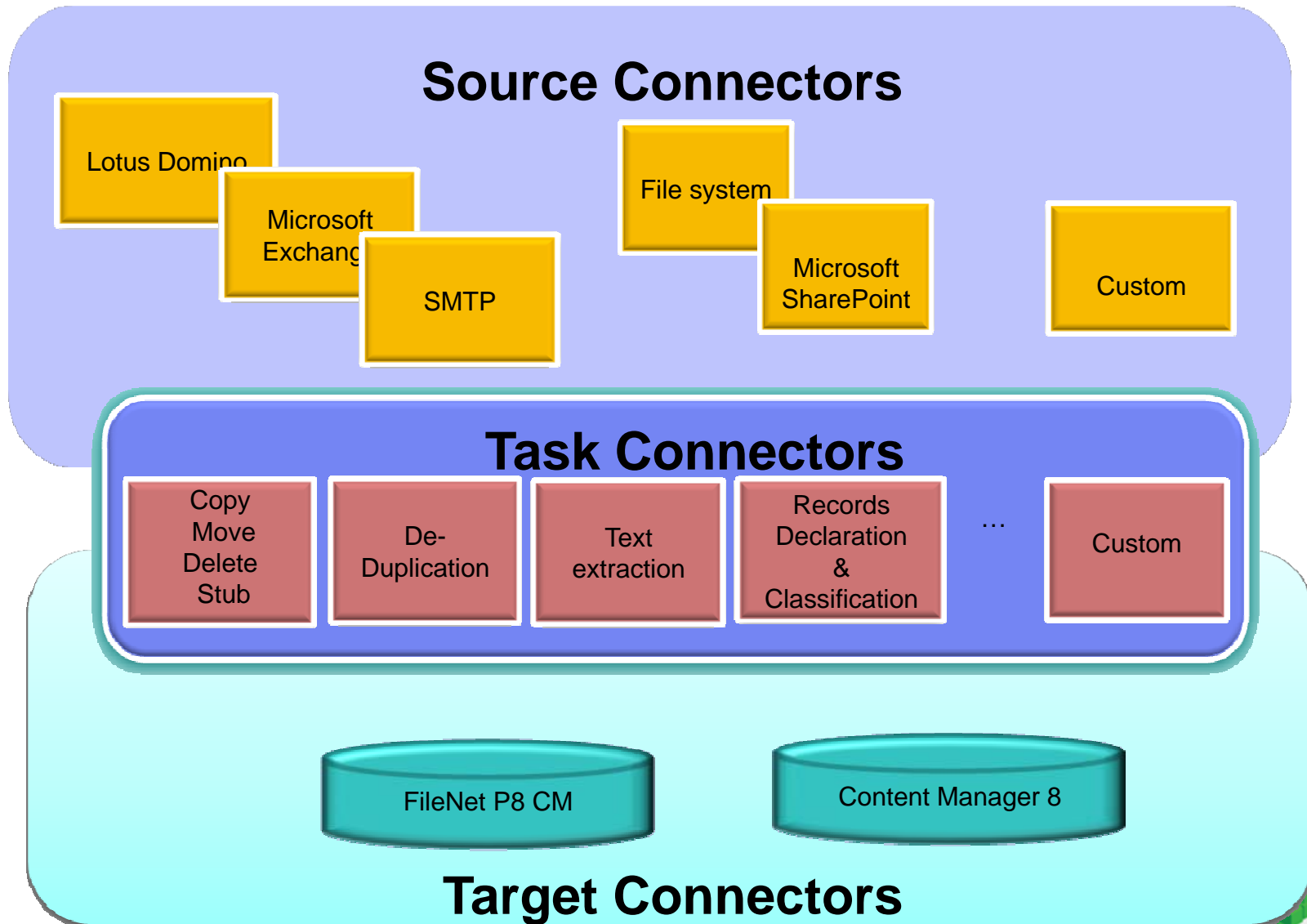
Better Business, Better Compliance Through Defensible Data Disposal (Bio-IT World, February 25, 2011)

Are You Saving Money with a Defensible Records Disposal Strategy? (Pipeline & Gas Journal, February 2012)

Making the Case for Information Governance (CIO Update, February 17, 2011)

Information Governance: A Practical





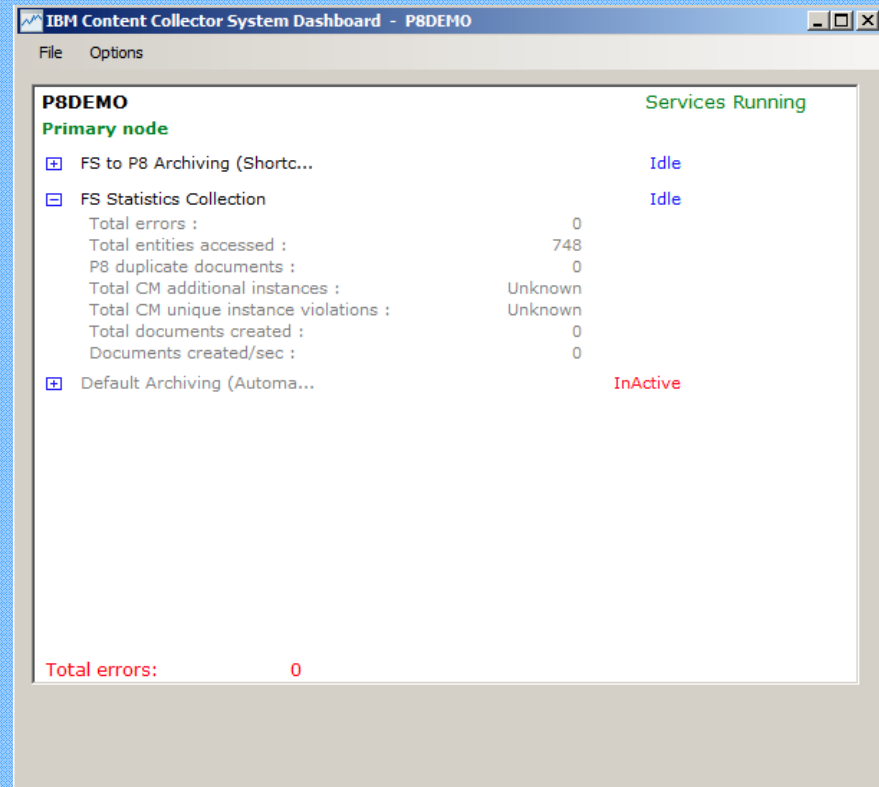
# What's new in Content Collector V2.2 ?

## New and improved System Monitoring, Administration and Autonomic features including:

- **System dashboard**
  - Tracking for general status of tasks, eg running, idle, inactive, and statistics such as documents accessed, stored..
- **Redesigned System configuration interface & workflow**
  - Work with multiple task routes
  - Easier, direct access to enable features such as audit logging
  - Copy and paste task routes; save incomplete task routes, set task routes to active or inactive status.
- **Automatic recovery of dropped connections**
  - Content Collector automatically senses and attempts to re-establish dropped connections.

## Benefits:

- Requires less time, effort and specialist skill for managing and monitoring system health
- Administration tasks are more efficient, accelerating task creation and modification



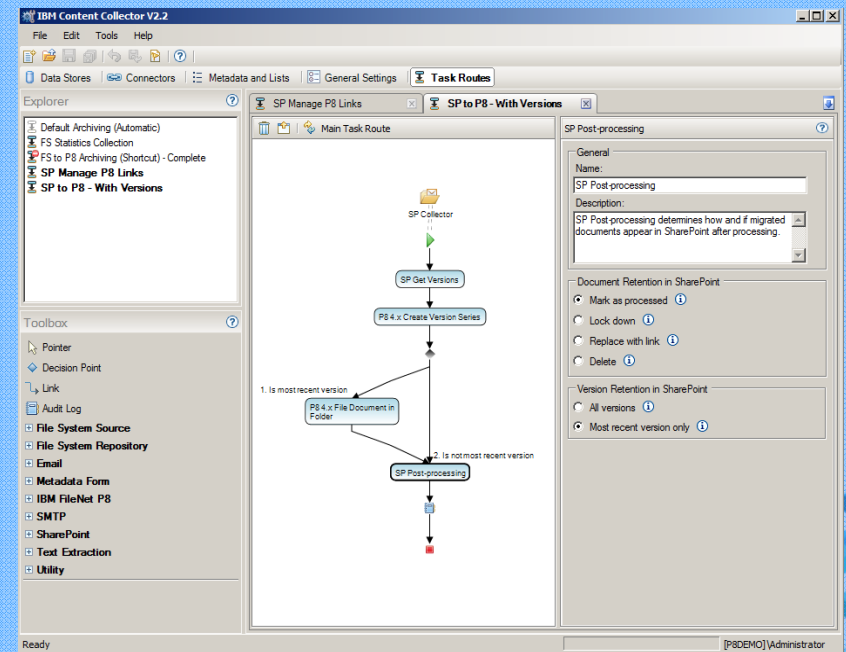
# What's new in Content Collector for SharePoint V2.2 ?

## New and improved capabilities in the SharePoint Connector including :

- **New support for SharePoint Wiki and Blog libraries**
  - Captures content as HTML documents that are easily viewed in other applications
- **Installation improvements**
  - Reduce the number of pre-requisites and result in Content Collector being SharePoint "farm friendly"
- **Enhancements in metadata and security handling**
  - provide enhanced user experience when working with shortcuts
- **Additional 'stubbing' option**
  - allows customers to leave the most current version of a document in SharePoint after collecting the entire version tree to IBM ECM
- **Support for SharePoint 2010, SharePoint Foundation Server 2010**

## Benefits:

- Extend value of ECM infrastructure to additional SharePoint content types
- Faster & easier SharePoint deployment, Less overhead on SharePoint servers
- Improved end user experience



# Microsoft SharePoint Collector – Support for Wikis and Blogs

The screenshot displays a Microsoft Internet Explorer browser window showing a SharePoint site. The address bar indicates the URL: `http://vdc-en-p840:7001/Workplace/Browse.jsp?eventTarget=layoutFolderNavigation&eventName=`. The page title is "Executive Wiki - How To Use This Library". The page content includes a sidebar with navigation options like "Recently Modified", "Libraries", and "Discussions". The main content area is titled "How to use this wiki library" and contains instructions on how to use the wiki, edit pages, and create wiki links. A table of contents is visible in the middle of the page, listing items like "Home.aspx" and "How To Use This Library".

**How to use this wiki library**  
 You can use this wiki library to share knowledge, brainstorm ideas, collaborate with your team on a design, create an instruction guide, build an encyclopedia of knowledge, or just write down daily information in an easily accessible and modifiable format.

**Editing pages**  
 To edit this page, click on the **Edit Page** icon at the top of the page. To see all available commands, click on the **Page** tab. When you are editing, you can type text onto the page or insert tables and pictures. To stop editing, click the **Save** button at the top of the page. If you leave the page while editing, you will be prompted to save your changes.

**Creating wiki links**  
 You can link to another page in this wiki library by enclosing the name of the page in double brackets. When you type `[[`, the wiki will suggest page names that start with what you've typed. You can select one of these pages using the arrow keys or the mouse, or you can type in a new name. If you type in a new name, it will make a

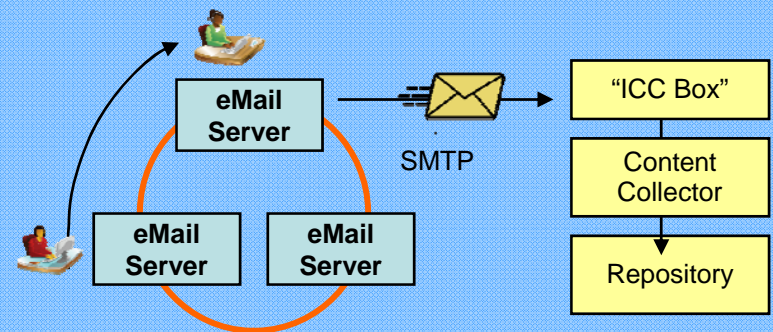
# What's new in Content Collector for Email V2.2 ?

## New and improved capabilities in email connectors including :

- **Email document capture through the SMTP protocol**
  - Supports capture from any email system that supports SMTP forwarding rules
- **Exchange**
  - Support for Exchange 2010, Outlook Web Access 2010, and Outlook 2010
  - Additional options for capturing custom property values from email documents
- **Domino**
  - Improved ability for administrators to process local user archive mail databases

## Benefits:

- Broader messaging system support
- Enhanced end user experience
- Metadata capture for efficient post collection searching



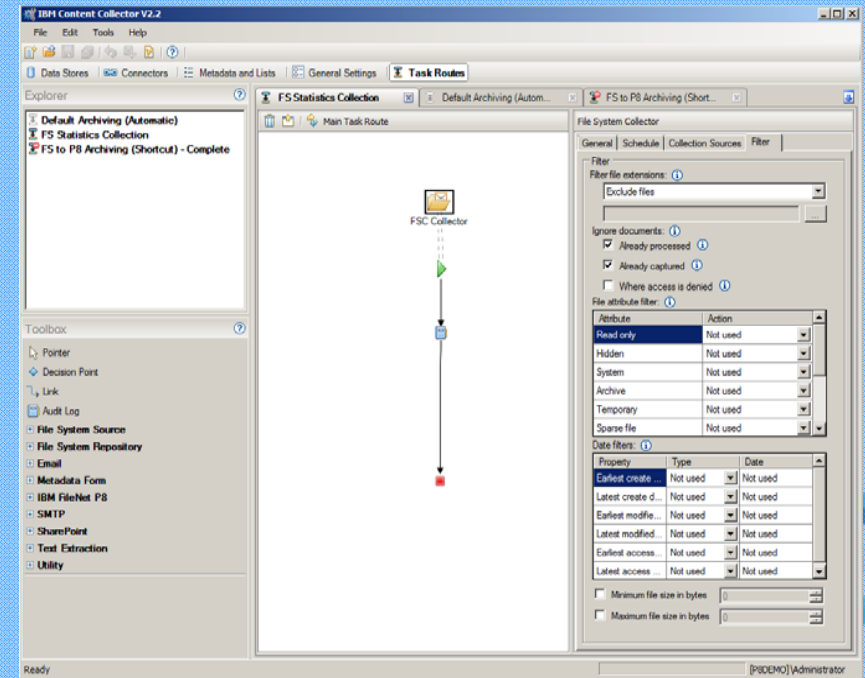
# What's new in Content Collector for Files V2.2 ?

## New and improved capabilities in file collecting

- **Stubbing enhancements**
  - “Modified Date” and “Created Date” are maintained on stubs to facilitate end user searches
  - File type icons maintained
  
- **Security**
  - File system security settings can be captured and assigned to documents being ingested into FileNet P8
  
- **Post-collection processing**
  - Any file system that can be mapped to a Windows NTFS file share can leverage all Content Collector post processing capabilities
  - Enhanced Filtering (such as filter by dates, files size, attributes) reduces need for complex task routes.

## Benefits:

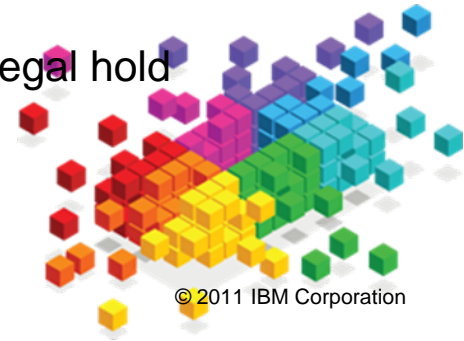
- Enhanced end user experience
- Metadata capture for efficient post collection searching
- Greater control over content with Post collection processing





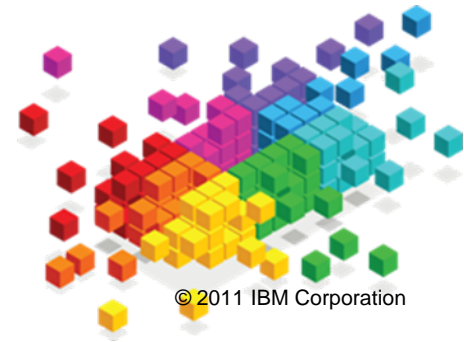
## P8 5.1 and Content Collector 2.2.0.2

1. Reduced storage costs
    - Searchable XML documents are generated on the fly reducing overall storage costs
  2. Reduced load on the FileNet P8 Content Engine servers
    - Early performance tests have shown savings of up to 1/3
    - Should enable higher email storage throughput on current hardware
  3. Improved indexing throughput
    - Early performance tests have shown improvements in the range of 1.25-1.5x
  4. Increased functionality
    - International processing is always enabled on the CSS indexes
  5. Improved monitoring
    - Closer monitoring of items that have or have not been indexed improves awareness of system status
- 
- Currently testing delete performance for expiration management and legal hold performance with IBM eDiscovery Manager



## Content Collector 2.2.0.2 – 4Q 2011

- Fixpack release on top of existing 2.2 product
- Key Feature: Support for P8 5.1 and P8 Content Search Services (CSS)
  - A slightly modified and improved email data storage model
- Searchable XML documents will be generated “on-the-fly” during archiving leveraging new capabilities in P8 5.Next
  - The XML document will no longer be an object stored in the Content Engine
  - These improvements are aimed at reducing storage on the object store database and reducing load on the database server



# Questions

