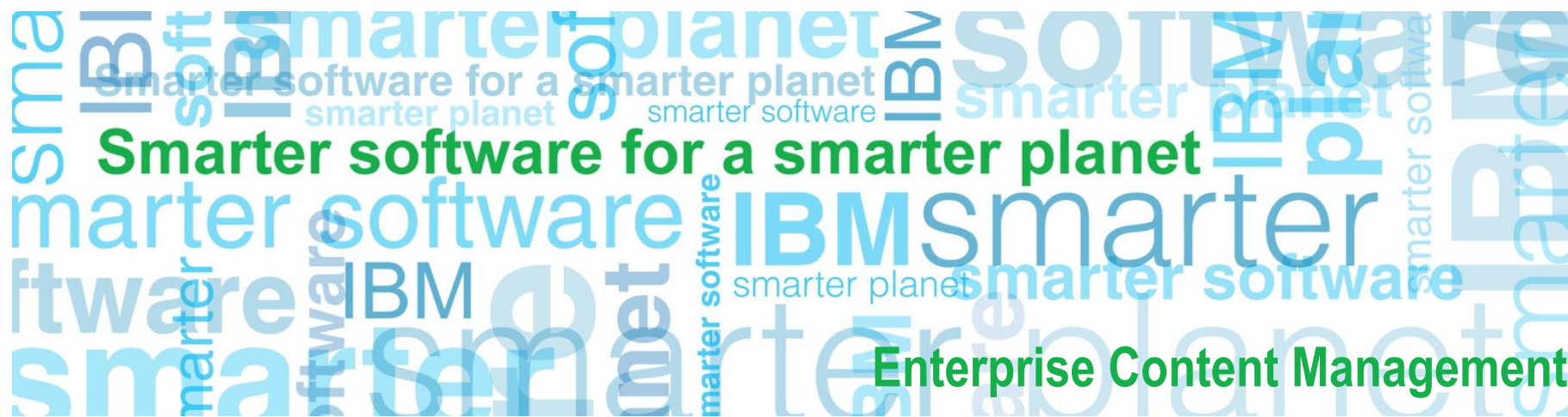


Mahesh S.

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ECM - Indian Software Labs
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Enterprise Content Management

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Agenda

- The need to archive information
- Integrated approach to manage and leverage information over its lifetime
- IBM's Approach: Smart Archive and Content Collection and Archiving
- IBM Content Collector and Information Lifecycle Governance
- Use Cases
- Q & A

Information Chaos

Increased Burden on Business Users Who Already "Opt Out"

Destroyed too soon ...
kept forever

Retention and Disposition Policies Not Enforced

Multiple silos

Un-indexed

Not complete, authentic or admissible

Un-locatable

Un-managed and disorganized

Information leakage

Loss of context

Increasing litigation risks and costs

Information Explosion and Silos

Volume - Formats - Locations

Email, documents, images ... paper too

Increasing Criticality of Producing Trustworthy Information

Un-locatable

Information not re-usable

Numerous copies

Un-traceable

Not trustworthy

No Control. High Operational Costs. High Information Risk. No Visibility.

It's No Longer Good Enough to Just Archive

Archive e-mail and content for storage space management

To reduce operational problems introduced by the growing size of e-mail and other content sources

IT
Storage / Mail

Manage e-mail and content for legal obligations

To comply with new eDiscovery requirements and produce authentic and trustworthy records when required

LOB
Legal / Records

Connect e-mail and disconnected content to other managed content

To control, protect and leverage e-mail and casually created content

IT
ECM

Manage e-mail and content as part of a business process

To optimize business processes involving e-mail and other content

LOB

The Reality of Today's Economy

- ROI / TCO
 - How to take costs out of current operations: improve performance, reduce storage costs, decommission applications
 - How to manage structured, unstructured, physical information with a unified approach
 - How to take advantage of green technology initiatives

- Risk Mitigation
 - How to proactively manage electronically stored information to mitigate legal risk

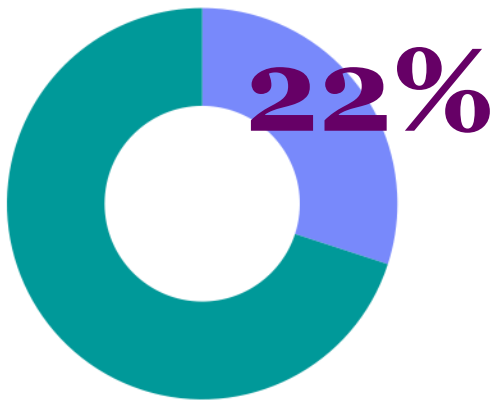
- Content Re-use
 - How to leverage investments across the enterprise and avoid putting information into a disconnected silo

Explosion of Information and Related Legal Obligations Make Legal Information Governance A Pressing Problem

Companies that cite defensible disposal as key result of governance programs

98%

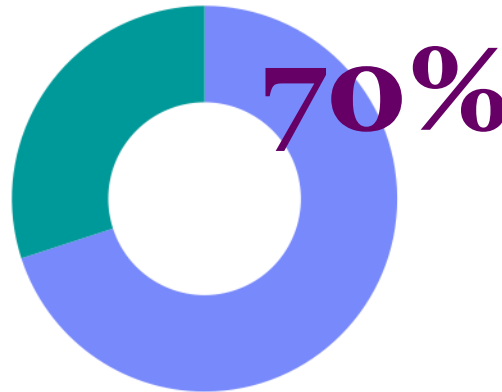
Companies that can defensibly dispose today



Average cost to collect, cull and review information per legal case¹

\$3M

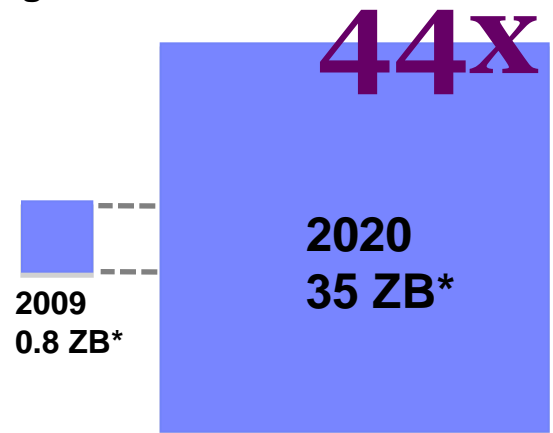
Portion of information unnecessarily retained²



Amount of IT budget spent on storage³

17%

Projected future information growth⁴



* Zettabyte = 1 trillion gigabytes

Sources:

1 [Litigation Cost Survey of Major Companies, 2010](#) (from [Conference on Civil Litigation, Duke Law School, May 2010](#))

2 Industry estimates

Sources:

3. Information Week Survey, December 2009

4. [IDC Digital Universe Study, May 2010](#)

Source: [CGOC Benchmark Report on Information Governance](#), October 2010

Consensus on Problem and Executive Urgency Today

57% of respondents' companies had governance committees

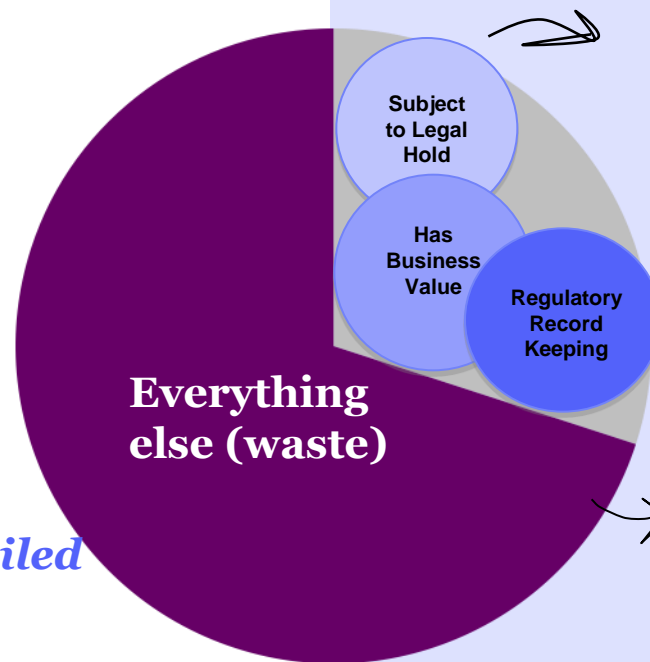
Only 17% said right stakeholders were at the table

Business as usual is no longer a rational option

The "Keep Everything Forever" model has failed

Recent CGOC Survey Confirms Key Governance Challenges and Needs:

85% Agree consistent collaboration and systematic linkage across legal, records and IT needed



75% agree Legal holds process and inventory of all legal holds are needed

77% agree Retention schedules that reflect both regulatory and business are needed

75% agree Defensible retention schedules and actual disposal are needed

Source: [CGOC Benchmark Report on Information Governance](#), October 2010

The Information / Litigation eDiscovery Tipping Point

Increasingly Punitive Litigation Compounded by Information Growth with No End in Sight



Litigation **Frequency** is Rising¹
 More legal disputes expected – estimates range between 75-86 new cases in large organizations

- Economic crisis
- Bankruptcy
- Class Actions
- Regulatory Actions

Litigation **Costs** are Rising²
 Largest uncontrolled cost in U.S. corporations

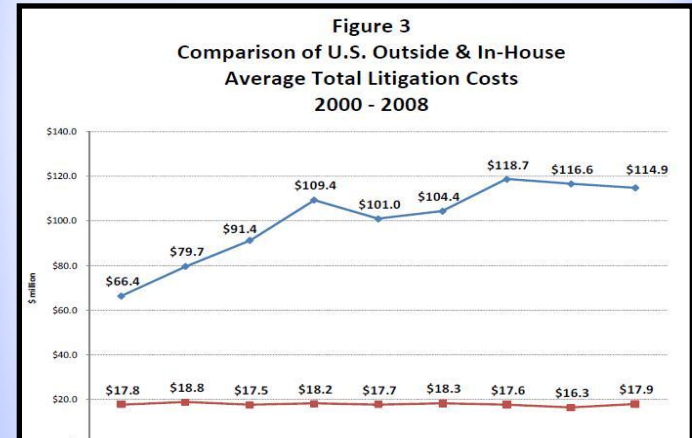
\$115M: Average litigation costs in 2008

- \$66 Million in 2000 (increase of 73%, 9% yearly)
- Hourly rates decreasing; case ESI increasing
- **\$3.5 Million USD²:** Average attorney time and vendor bills to search, retrieve, review, and producing ESI in medium-sized cases
- **1000/1²:** The ratio of pages discovered to pages entered as exhibits
- **70%:** Estimated amount of pages unnecessarily discovered past their retention dates

Litigation **Waste** is Rising
 Repeated reviews of expired, duplicated, irrelevant content

Litigation Cost Survey of Major Companies

2010 Conference on Civil Litigation, Duke Law School



eDiscovery Costs Per Case ¹	Amount
Average	\$621,880 to \$2,993,567
High End	\$2,354,868 to \$9,759,900

1. Fulbright's 6th Annual Litigation Trends Survey Report, 2009. FULBRIGHT and Jaworski (by permission)
 2. Litigation Cost Survey of Major Companies", 2010 Conference on Civil Litigation, Duke Law School, May 2010

Analysts Agree That Information Collection & Archiving Can Drive Significant Cost Savings



FORRESTER

(1)

“Organizations deploy message archiving software to kill multiple birds with one stone and achieve:

- **Storage cost savings.** Given the huge volume of email and instant message communications, many organizations find it easy to make the business case for message archiving on storage cost savings alone.
- **Lower-cost eDiscovery.”**

“The demand for content archiving continues to expand, as enterprises struggle to keep pace with the growth of unstructured content and strive to provide a more cost-effective way to manage it.”

Gartner ⁽²⁾



FORRESTER

(3)

“... a large enterprise facing challenges with an SAP instance recently calculated that it had achieved more than a 7 terabyte reduction in tier-one storage over the previous year, and that it had improved backup processes by 30% through implementing an SAP archiving solution.”

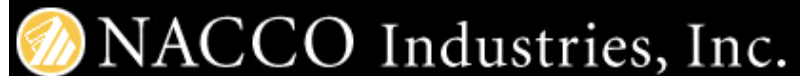
Customer Experiences

Watson, Farley & Williams

“In the 18 months since the client implemented the CommonStore for Lotus Domino solution, it has saved more than £110,000 in storage costs.”

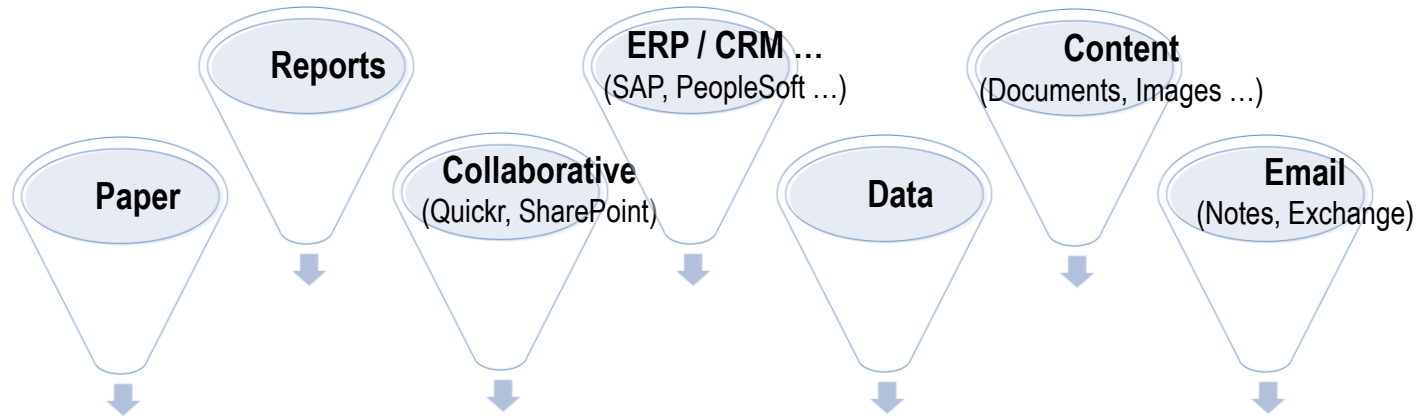


“Reduced SAP database space usage by 10 percent. Pipelife also expects its euro conversion will take less time.”



“The dissemination of Engineering change information to worldwide locations was cut from 15-30 days to 1 day”

IBM Smart Archive Strategy



Optimized and Unified Assessment, Collection and Classification

Value Added Services

- Optimization Services
- System Services
- Managed Services
- Reference Architecture
- Information Governance

Flexible and Secure Infrastructure with Unified Retention and Protection

On Premise
(Custom Config)



Appliance
(Pre-Config)



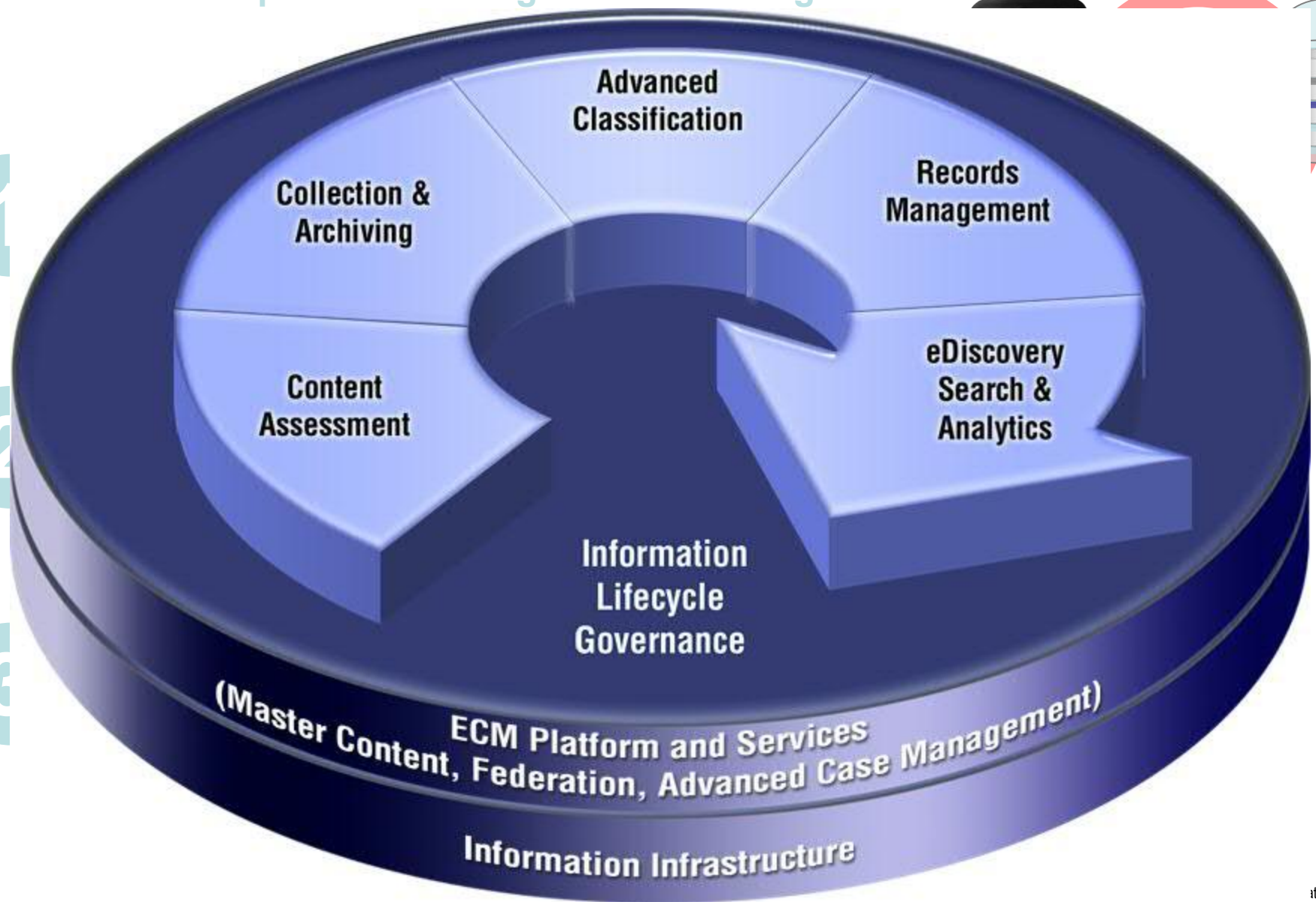
As A Service
(SaaS, Multiple Options)



Cloud Ready Archive Storage with Optional ECM

Integrated Compliance, Records Management, Analytics and eDiscovery

IBM's strategy has always been focused on broader business issues
"Stop Just Archiving and Start Using Your Information"



What is Content Collection and Archiving?

1st Generation E-mail Archiving

The process of archiving e-mail content to improve storage / mail server efficiencies

▪ Limited business value:

Reduce operational problems introduced by the growing volume/size of e-mail and other content stores

▪ Value limitations due to:

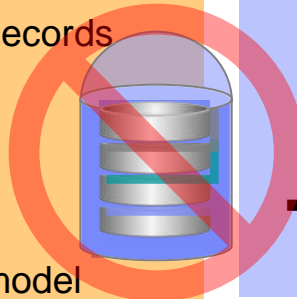
- Difficult to expand/integrate closed system
- Different repositories for mailbox mgt and journal archiving
- Creates information silos

▪ Limited Integrated Tools

- No ability to sync eDiscovery, Records Mgt and Archiving
- No ability to federate with other repositories

▪ Only one delivery model

- Different functionality on each model



Content Collection and Archiving

The process of collecting, enhancing and managing virtually all types of content, regardless of creation type and storage mechanism

▪ Expanded business value:

Enable organizations to take back control and unlock business value of content, while enforcing compliance and operational policies, all with lowest total cost

▪ Limitations removed with:

- Open API's
- Single repository for all content types
- No information silos

▪ Reduced total cost of ownership

- Advanced integrated functionality for eDiscovery, Records Mgt, Classification
- Federation with other repositories

▪ Multiple delivery models

- On-premise, hosted cloud or hybrid

IBM Content Collection and Archiving Solutions

A family of Content Collection and Archiving offerings and partner solutions based on a modular, extensible architecture that enables organizations to gain control of information growth to better manage, trust and leverage information

- Reduce storage costs
- Improve production system and backup performance
- Reduce litigation costs and risks

IBM Content Collector for Email

IBM Content Collector for File Systems

IBM Content Collector for Microsoft SharePoint

IBM Content Collector for SAP

More than email

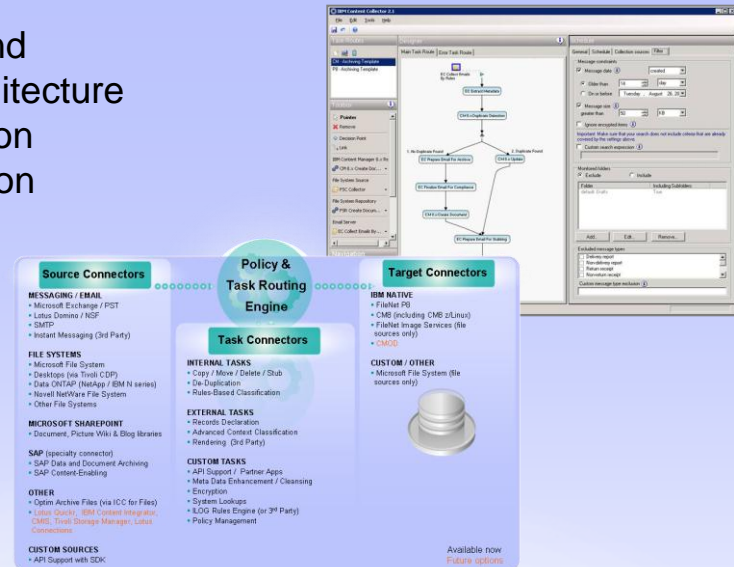
Assess, monitor, identify, and **collect** virtually all content types from all locations including “content in the wild” and existing silo systems

More than archiving

Enhance by tasking, filtering, transforming, extracting meta data, customizing and more, including multiple classification options

More than an isolated solution

Manage content as part of ECM platform (not a silo) to activate content, establish trust and unlock value



Flexible Data and Content Archiving options with Optim Data Growth and ECM Specialty Connectors that Go Beyond SAP Archiving and Document Enabling

IBM Information Archive for Email, Files, and eDiscovery – end-to-end, simplified solution

IBM Content Collector Overview : Modular and Extensible ... Powered by Unique Task Routing

Sources: Unmanaged content

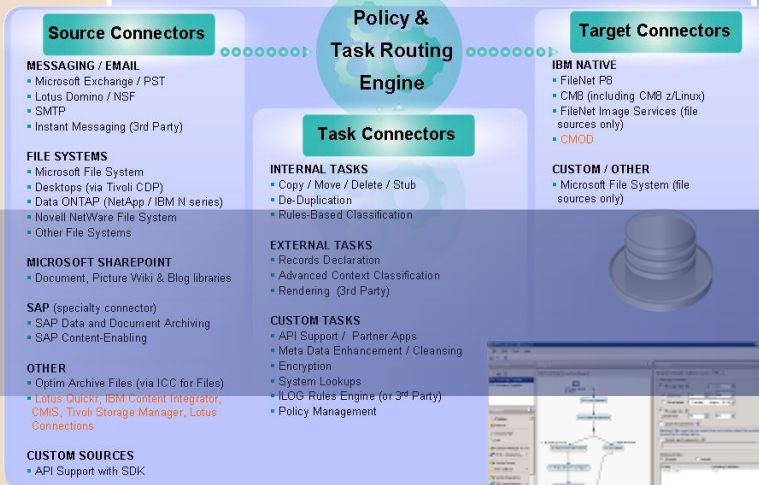
- Email
- Files
- SharePoint
- Other
- API for extensibility
- SAP via specialized connector

Policy Management UI

- Manage Policies / Rules for Sources, Tasks and Targets

Targets: Managed environment

- IBM CM8
- IBM FileNet P8
- Other



Tasks

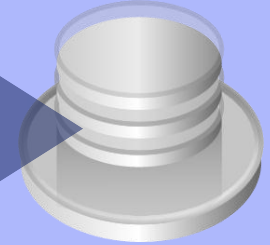
- Built-in tasks for copy / move / delete / stub; de-duplication; rules-based classification
- Integration for Advanced Classification and Records Management
- API for extensibility

Value Added Function

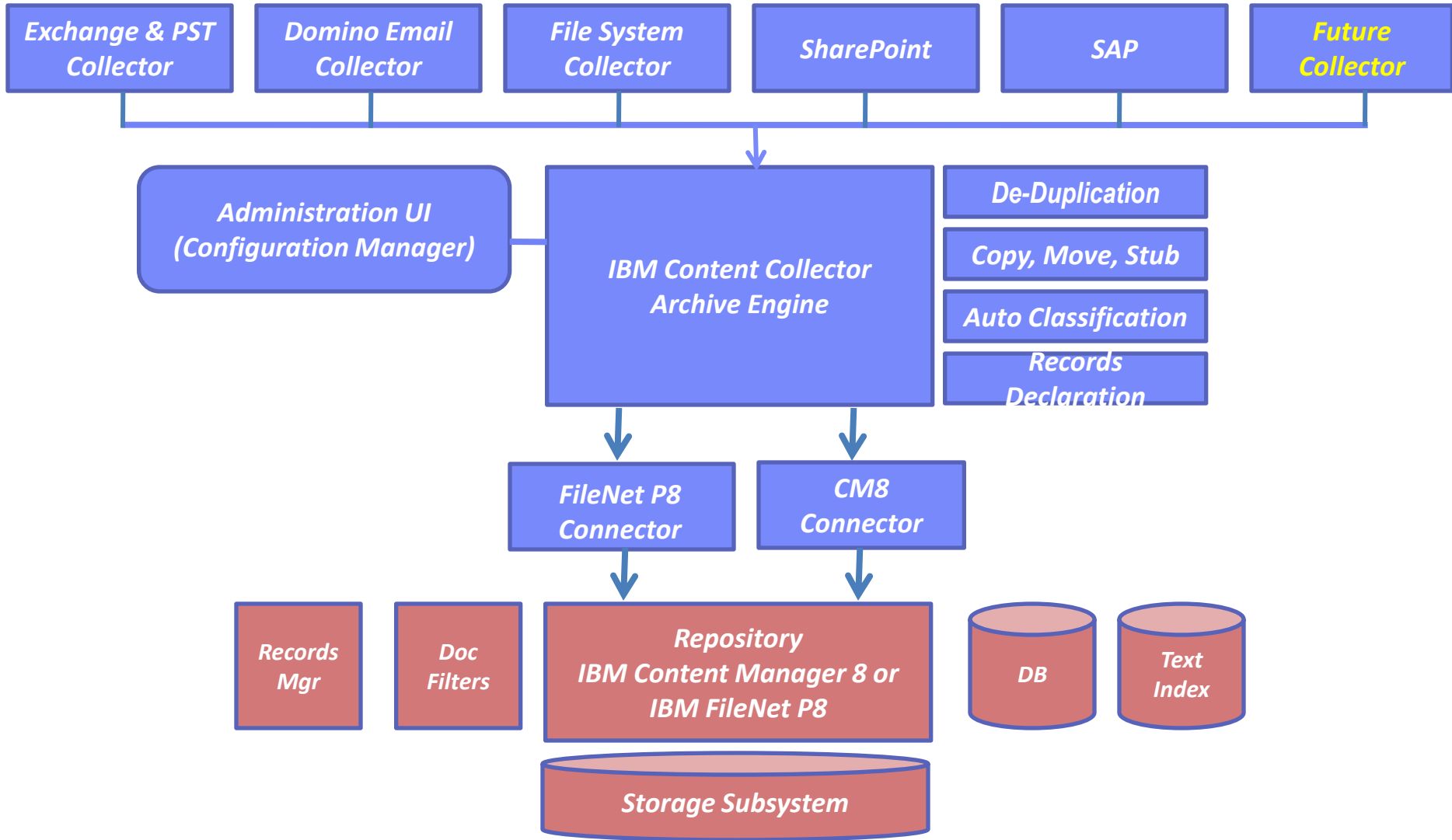
- Hierarchical Storage Management
- eDiscovery
- Records Management
- Content Analytics
- Advanced Classification
- Business Process Management / Advanced Case Management



- Seamless user retrieval in native environment
- Offline user support



ICC Architecture – Capture/Archival



Task Routes

- CM - Archiving Template
- P8 - Archiving Template

Toolbox

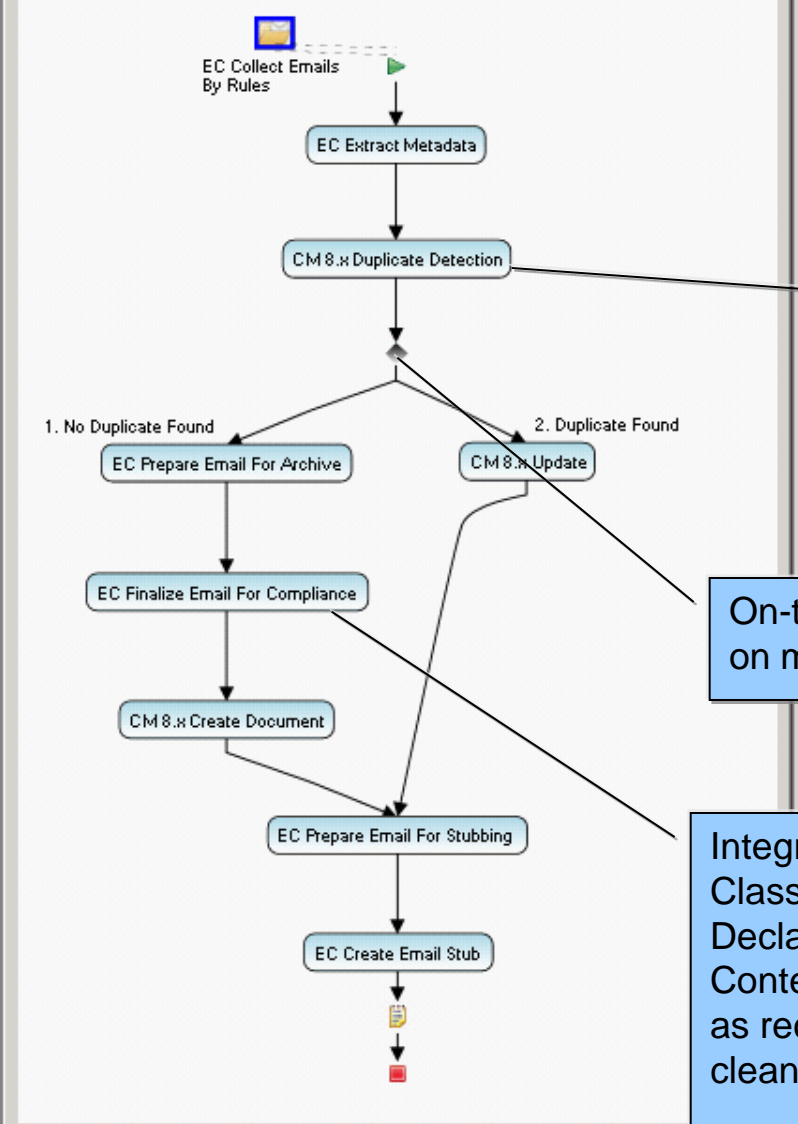
- Pointer
- Remove
- Decision Point
- Link
- IBM Content Manager 8.x Re
- CM 8.x Create Doc...
- File System Source
- FSC Collector
- File System Repository
- FSR Create Docum...
- Email Server
- EC Collect Emails By...

Navigation

- Data Stores
- Connectors
- Metadata and Lists
- Email Services
- Task Routes

Designer

Main Task Route Error Task Route



Schedule

General Schedule Collection sources Filter

Message constraints

- Message date *i* created
- Older than 14 day
- On or before Tuesday, August 26, 20
- Message size *i* greater than 50 KB

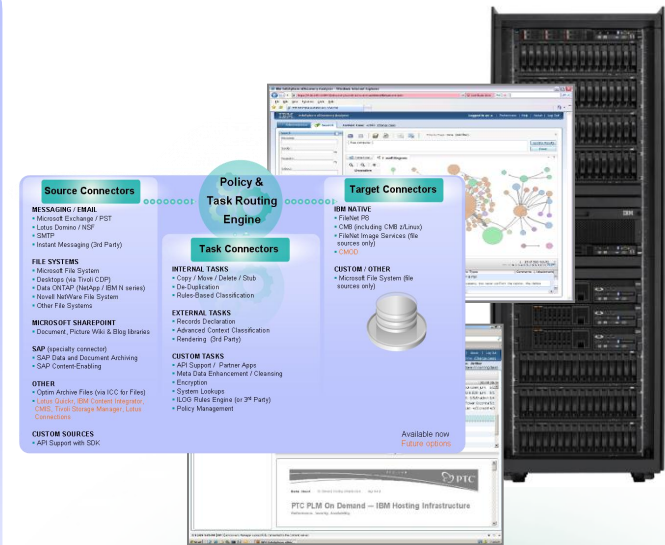
Consistent Rules and Policies with Task Routing. Simply drag and drop tasks into a task route to apply to all collected content

On-the-fly decision making based on metadata

Integrate other capabilities. Classification Module and Records Declaration are examples of Tasks. Content can be classified, declared as records and even have meta data cleansed prior to becoming archived

IBM Information Archive for Email, Files

- **Superior Archiving Experience**
 - Start archiving in days, not weeks
- **Superior Archiving Software**
 - Control runaway storage costs and reduce operational costs caused by growing volumes of e-mail and file system content
 - Archive and retain content for compliance, and reduce litigation costs and risks
 - Start today, and expand tomorrow
- **Superior Archiving Infrastructure**
 - Reduce costs and optimize investment with a single, secure storage infrastructure that scales, is secure, protects and retains information



As part of its Smart Archive strategy, IBM delivers an end-to-end, simplified archiving and eDiscovery solution to ensure the success of information archiving projects.

<http://www.ibm.com/press/us/en/pressrelease/32547.wss>

Content Collector for SharePoint

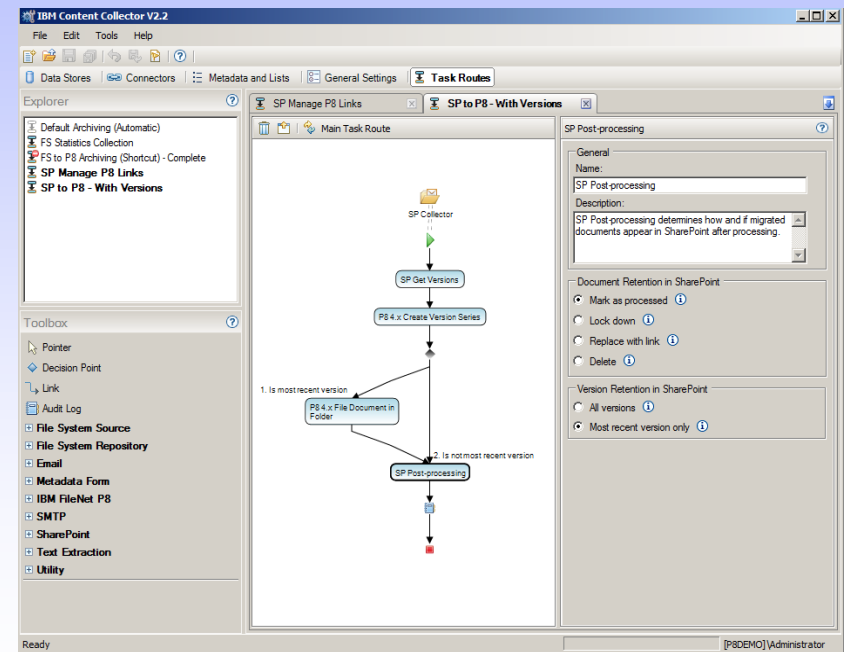
SharePoint Document archiving

New and improved capabilities in the SharePoint Connector

- **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



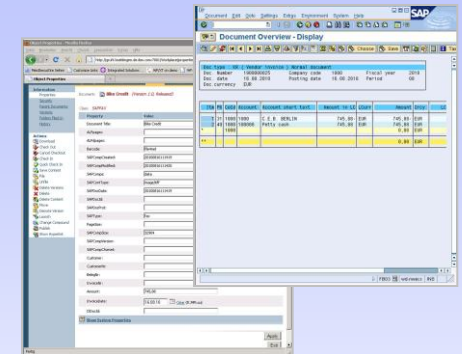
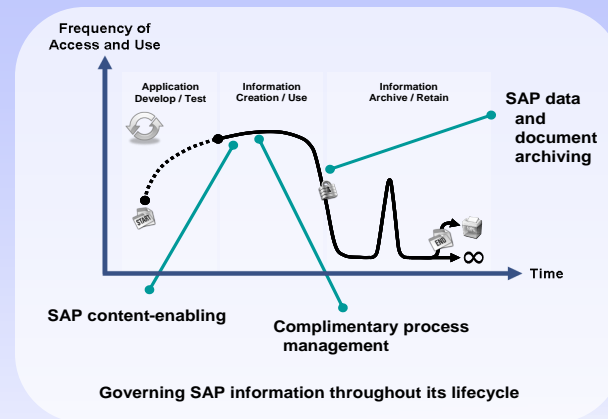
IBM Content Collector for SAP Applications: Go Beyond SAP Archiving

Go beyond SAP archiving with Smart Archive and industry-leading ECM in a single, unified product for SAP to reduce operational costs, reduce risk, and increase efficiency of SAP users and processes.

- SAP data and document archiving
- SAP content-enabling
- Complimentary process management

Widest choice of archive targets on the market:

- CM8, FileNet P8, CMOD, FileNet Image Services
- Direct to IBM and non-IBM storage via IBM Tivoli Storage Manager. Built-in HSM support



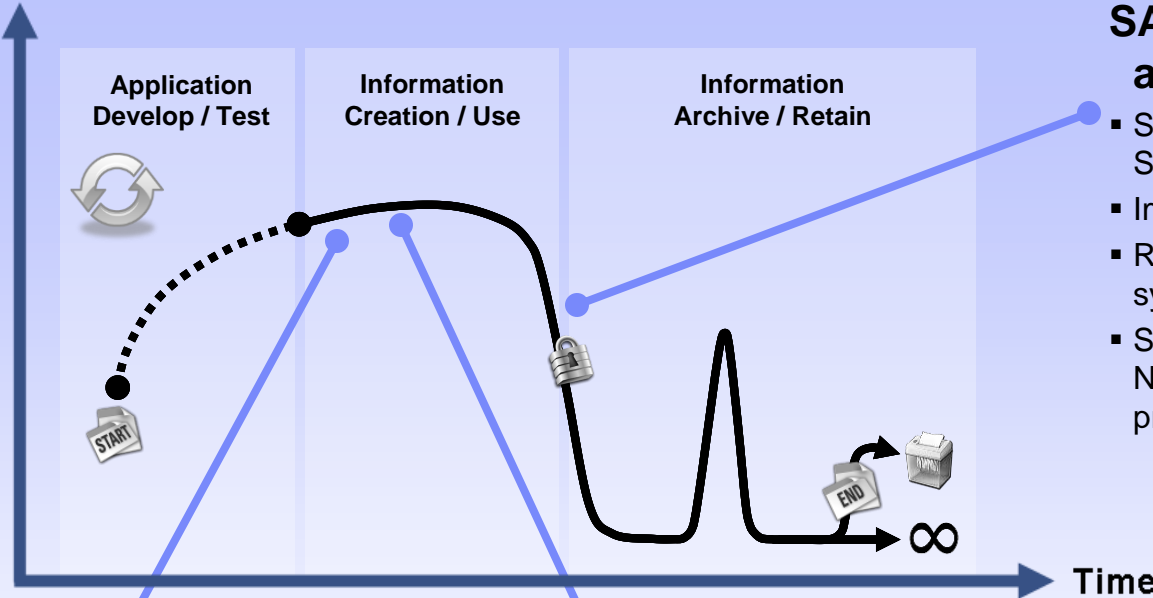
Expand with other IBM Smart Archive solutions

Leverages industry-leading ECM for SAP

From SAP's 2010 Global Technology Partner of the Year

Further....

Frequency of Access and Use



SAP data and document archiving

- Safely offloads data from bloated SAP production systems
- Improves SAP user productivity
- Reduces storage cost, improves system performance
- SAP ArchiveLink and SAP NetWeaver ILM certification in progress

SAP content-enabling

- Improves business efficiency by linking relevant content to SAP
- Enables Information Lifecycle Governance of this content

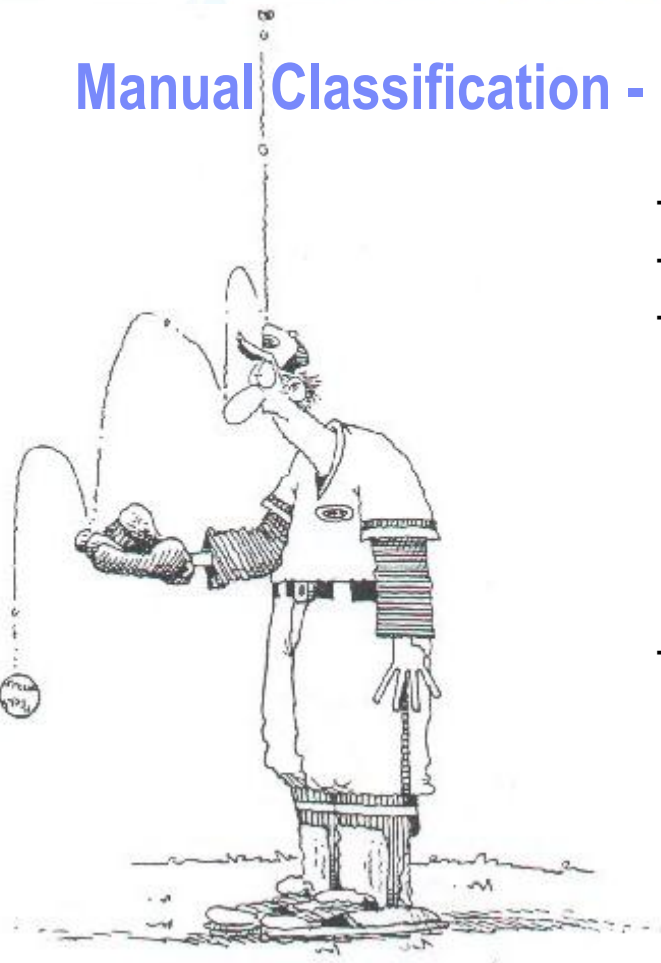
Complimentary process management

- Augment SAP workflows with content-centric business processes
- Example: fully automated end-to-end invoice processing reducing invoice cycle times, reducing late payment fees, and improving compliance

Governing SAP information throughout its lifecycle

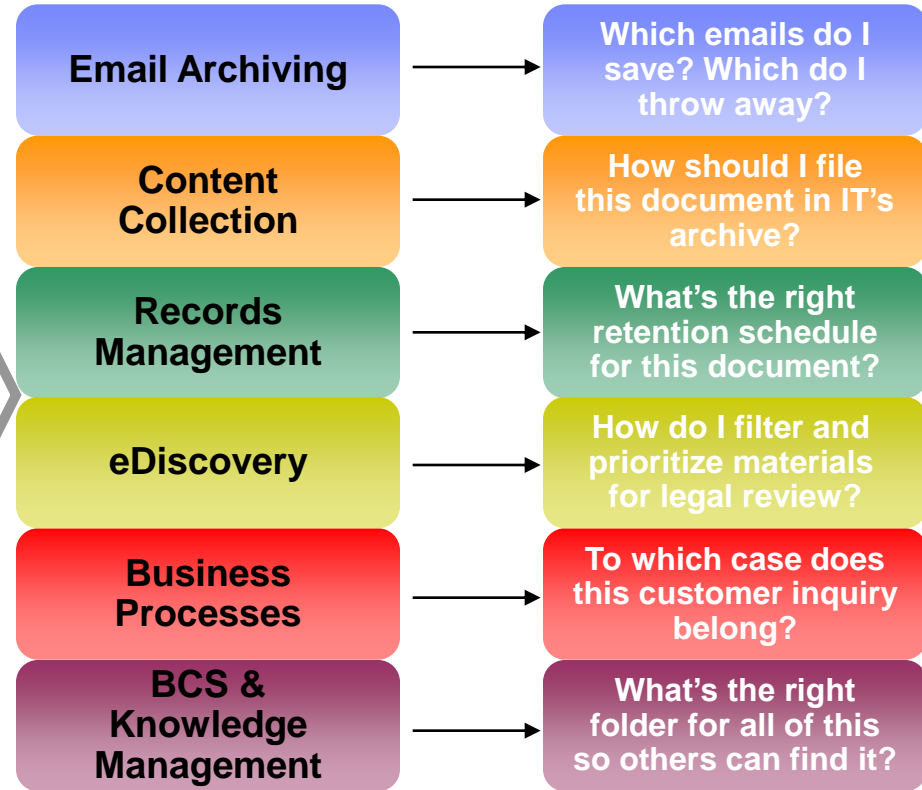
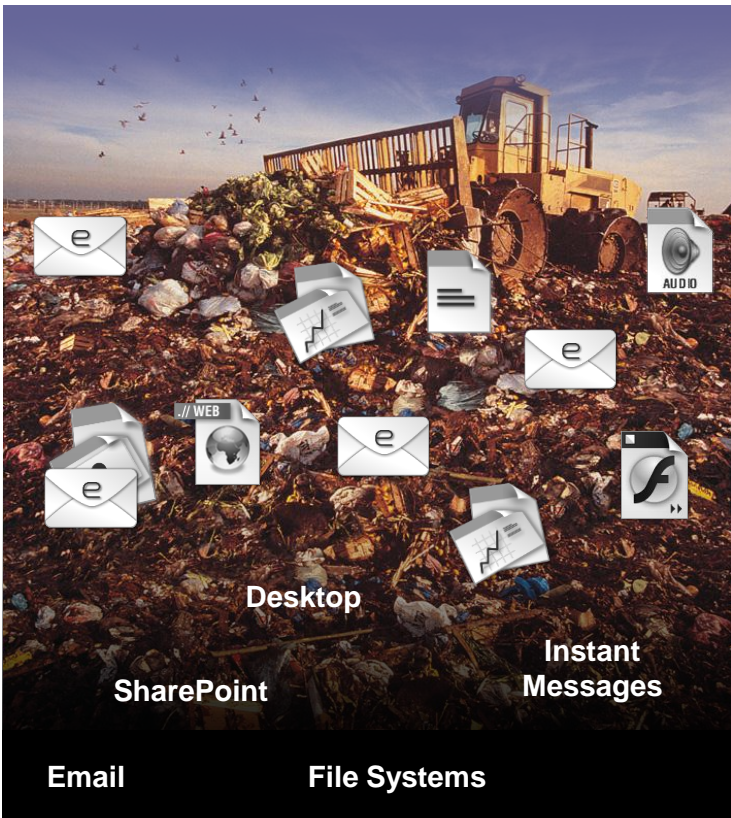
Planned to be shipped in 4Q2010
SAP certification planned for 1Q2011

Manual Classification - Issues



- Cost
- Volume and Variety of data
- Accuracy
 - Time pressure
 - Fatigue
 - Distraction
 - Poor motivation and hence Poor participation
- Consistency
 - Each user thinks differently
 - Results in Inconsistent Decision Making

Adoption Barriers Arise as New Burdens are created for Users and Organizations



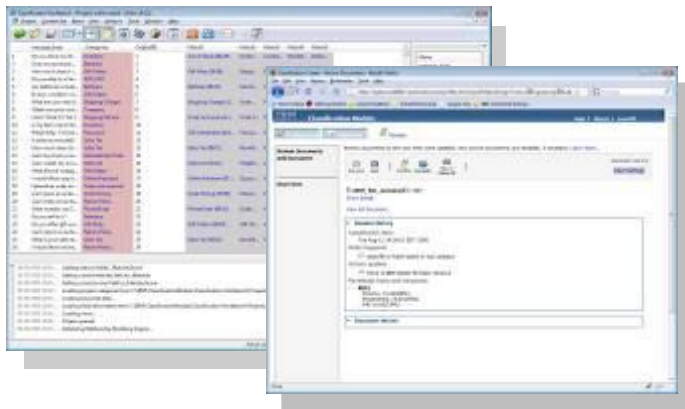
Answering these questions requires content classification – putting a substantial burden on users and enterprises to get it right

Advanced Classification

Blast away barriers to adoption, accelerate deployment, and manage information consistently and proactively for compliance by replacing manual decisions with automated classification and eliminating rules setup and maintenance

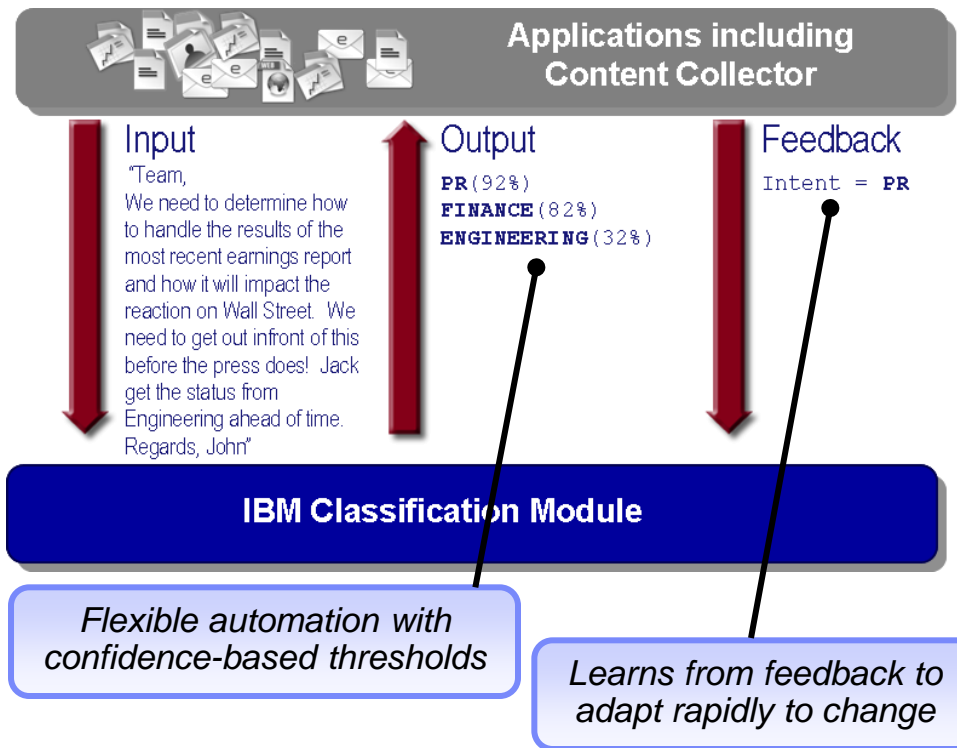


Leverages **ZeroClick** technology to reduce compliance risk with consistent, automated retention / classification and drives down costs by as much as 17x while ensuring 100% user participation and increased accuracy



IBM Classification Module

- Sophisticated context-based classification
- Adapts automatically to learn your organization's policies and proposes new taxonomies
- Integrated with Content Collector, Records Manager and FileNet P8
- Provides suggestions for semi-automated "assisted classification"



The Classification Process

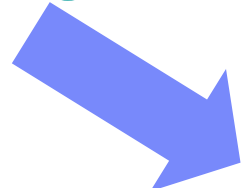
Analyze

Collect information & context needed to inform a decision



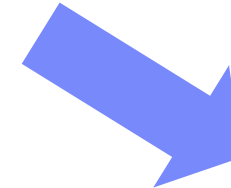
Decide

Assess the collected information and select a category, accurately & repeatably



Take Action

Use the selected category to determine & initiate an appropriate response



Enforce

Ensure actions are taken consistently & correctly, creating defensible process

Definition of a Record

- Recorded information
- Made or received by an organization
- Regarding legal obligations or transactions
- Evidence of operations
- Has value requiring retention for a specific period of time
- Regardless of recording format, medium or characteristics
- Electronic and Physical records Declaration

Record Life Cycle

- Creation
- Use
- Distribution/ Sharing
- Storage
- Disposition
- Records management encompasses all phases of records lifecycle

Importance of Records Management


Legal requirements: Federal and state laws require company to retain certain records. Failure to do so can expose company to penalties. There are also legal risks associated with unnecessarily retaining some non required records.

Business requirements: Information has no value if it cannot be retrieved. Company has valuable information such as research records and development, and design records that might be needed for future projects.

Productivity: Properly storing records reduces clutter in your work area and computer systems and makes it easier to find documents.

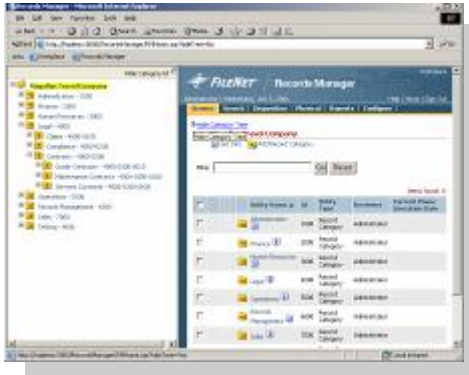
Expense: Company has thousands of hardcopy and electronic records in storage. Following company's policies of retaining only those records that must be retained for legal or business requirements and discarding those that are unnecessary will result in cost savings.

Records Management & Federation



New federation and advanced classification capabilities take records and retention management to the next level

*Leverage **ZeroClick** and process driven lifecycle management to deliver significant ROI and records process optimization ... cornerstone component of the No Paper Weight initiative*



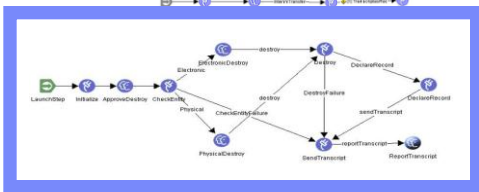
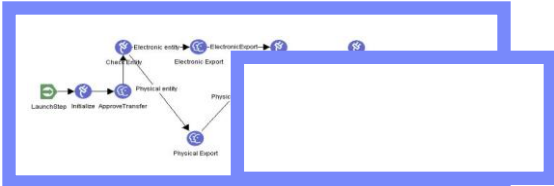
IBM FileNet Records Manager

- Simplified records administration interface to manage all aspects of the electronic and physical records lifecycle
 - ▲ Advanced file plan, classification and metadata management
 - ▲ Complex lifecycle event and records process management including intelligent retention and disposition management
 - ▲ Patent-pending dynamic legal hold capability
 - ▲ Best practice process templates pre-integrated with RM lifecycle
 - ▲ Physical records support with real-time records process tracking
- DoD 5015.2 v3 certified offering



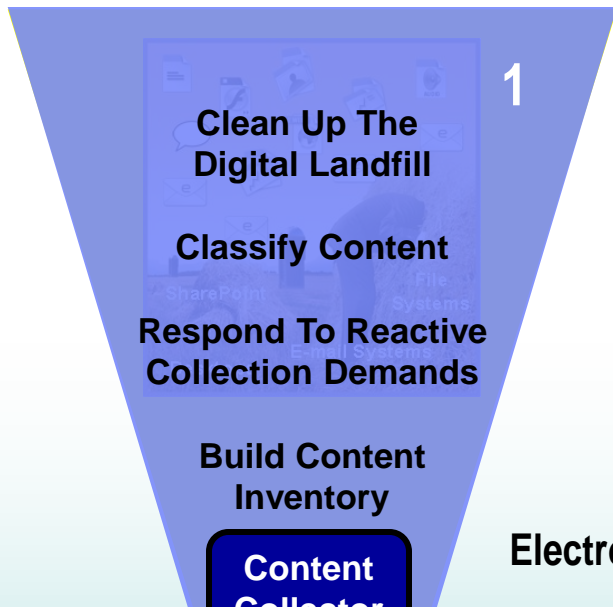
Records Federation Services

- Support for all IBM ECM repositories
- Support for non-IBM repositories
- DOMEA and MoReq certification in process via partners



IBM Records Manager (engine) available for zOS, CM8 or embedded applications

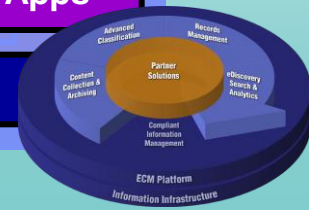
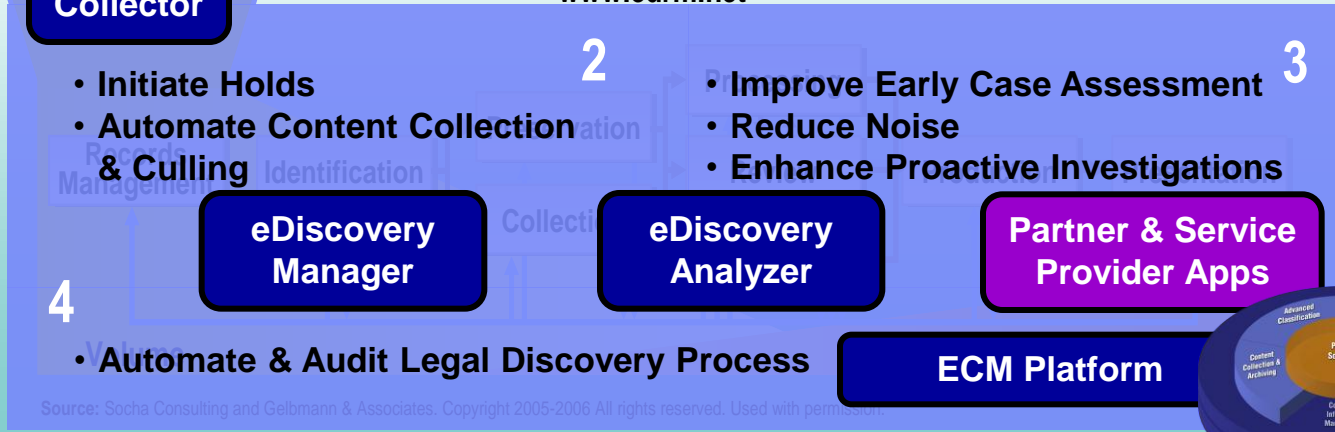
A Proactive Approach to eDiscovery



E-mail archive silos, poorly indexed content, multiple copies of everything, unmanaged file systems and SharePoint have all combined to create **Digital Haystacks**

IBM is delivering the platform, tools and partner solutions needed to properly manage the 4 phases of electronic discovery

Electronic Discovery Reference Model www.edrm.net



Source: Socha Consulting and Gelbmann & Associates. Copyright 2005-2006 All rights reserved. Used with permission.

eDiscovery Search & Analytics

Efficient Litigation Response Enabled by Proactive Management

Efficient Litigation Response Enabled by Proactive Information Management

Increase agility, improve defensibility and lower cost of eDiscovery response with targeted integrated tools to collect, hold, manage, assess and intelligently cull collected electronic information regardless of originating source



IBM eDiscovery Manager

- Tool for authorized IT users to help respond to discovery requests from legal
- Create and manage cases; search, assign, hold, preview, and export collected content
- Built on and integrated with ECM platform with full auditability for chain-of-custody



IBM eDiscovery Analyzer

- Early case assessment and smart culling for legal professionals and litigation support specialists
- Smart refinement of case collections to help dramatically reduce eDiscovery costs
- Advanced conceptual search and content analytics for rapid case insight

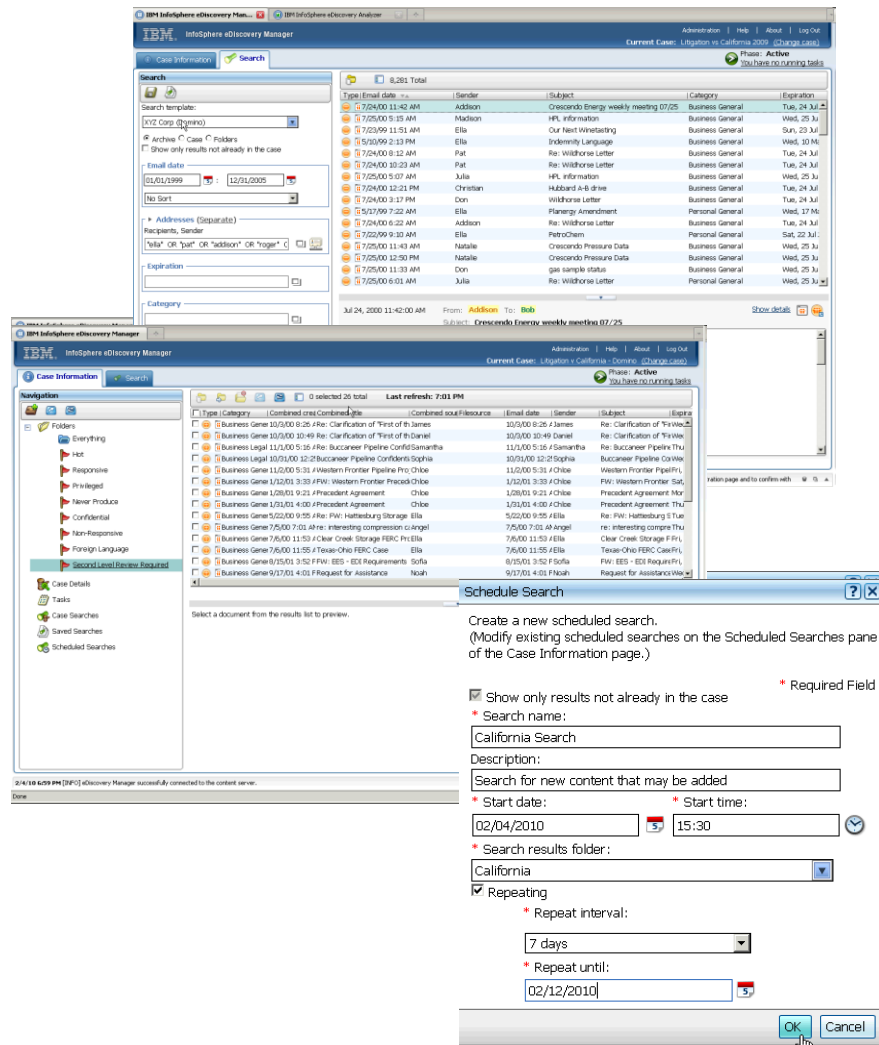
IBM eDiscovery Manager

Comprehensive, Defensible eDiscovery Search and Preservation

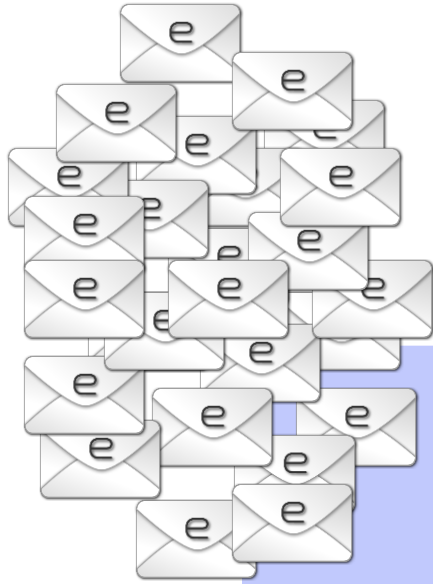


Provides key functions for IT response to eDiscovery:

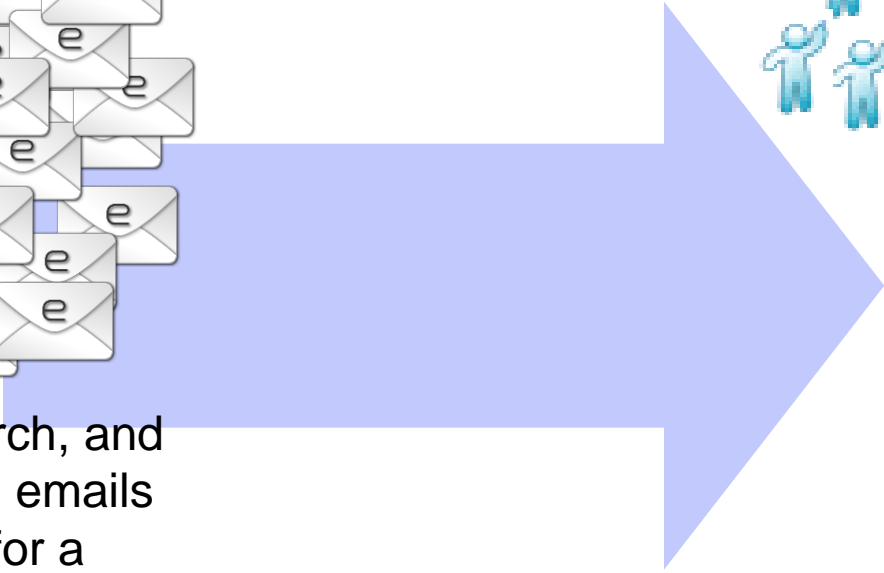
- security role types is made granular based on roles and cross-repository support to streamline case management
- Create cases, assign users to cases
- Manage ESI in place for multiple cases
- Search and cull case relevant ESI
- Hold and lock down the result set
- Preview for relevancy
- Schedule recurring searches for handling ongoing matters
- Keep change audit tracking, report authenticity and chain of custody
- Export result set in native or EDRM XML format for detailed attorney / investigator / auditor review



eDiscovery Analyzer improves efficiency



View, search, and browse all emails gathered for a case



Identify key facts:
people, timelines,
threads, and phrases

Filter out non-responsive content quickly



Export an organized email set for further review

Growing Client Base

- **Leading Chemical Company** – choose ICC & Smart Archive strategy for Open API's and created connector to archive Novell file servers and archive SAP content (Germany)
- **Large Consumer Products Company** – using ICC & Smart Archive to improve mail server stability and to “get IT out of the Legal Discovery” business (USA)
- **State Government** – selected ICC & Smart Archive to directly ingest images from scanners into centralized repository for more efficient management of content and workflow (USA)
- **Insurance Company** – selected ICC & Smart Archive strategy to manage eMail, Files and SharePoint with common rules and policies (London)
- **Savings & Investment Company** – developed Smart Archive strategy to abstract application layer from functional and enablement layers (Scotland)
- **IBM Legal** – using ICC & Smart Archive strategy to gain visibility into cases and better manage case load (USA)
- **Bank**– strategy to manage data growth for in-house Informix-based banking application and manage the size of SAP system by off-loading old data from the underlying IBM DB2 database (Romania)
- **Government Lab** - (USA) – comprehensive strategy for archiving multiple content types in order to centralize management and governance as well as improve Legal Discovery response time

Large Healthcare Provider

Challenge

- Quickly adapt to industry and government regulations
- Reduce cost and risk of responding to legal discovery requests for email and files
- Reduce, consolidate and share information to produce better customer outcomes
- Flexibility to quickly scale and expand to meet future business needs

Solution

- IBM Content Collector to ingest and dedup Microsoft Exchange and File System content
- IBM eDiscovery Manager to search, cull, and export case-relevant content for eDiscovery
- Future growth options for seamless integration of IBM Classification Module to determine which content has business value and Records Manager for proper retention/disposition of corporate records
- IBM ECM platform for consolidating, sharing and activating information

Business Benefits

- Automated workflows aligned to business needs
- Archived content is accessible from other applications resulting in better business outcomes and eliminating silo'd information
- Improved control over content prior to it being archived
- Consistent rules and policies across multiple content types
- Over 400,000 daily e-mails and attachments are archived and indexed for rapid search and retrieval

“IBM’s approach is simple and straight forward. We now have a solution model that meets our immediate business needs for archiving, retention and compliance and provides a lower cost, lower risk method to expand and integrate key capabilities to meet our future plans.”

ECM and Collaboration Lead Architect

Government Sector

Challenge

- Government Accountability Office (GAO) Report: Survey of 4 federal agencies revealed non-compliance with NARA regulations, specifically with respect to email
- “Factors contributing to noncompliance included insufficient training and oversight as well as the difficulties of managing large volumes of e-mail.”*
- Training 1.2 million of users:
 - Logistical impossibility, given the scale of the organization
 - Poorly aligned to users’ skills and inefficient use of their time

Solution

- Utilize IBM Classification Module in IBM’s email archiving and records management solution to automate record categorization without burdening users

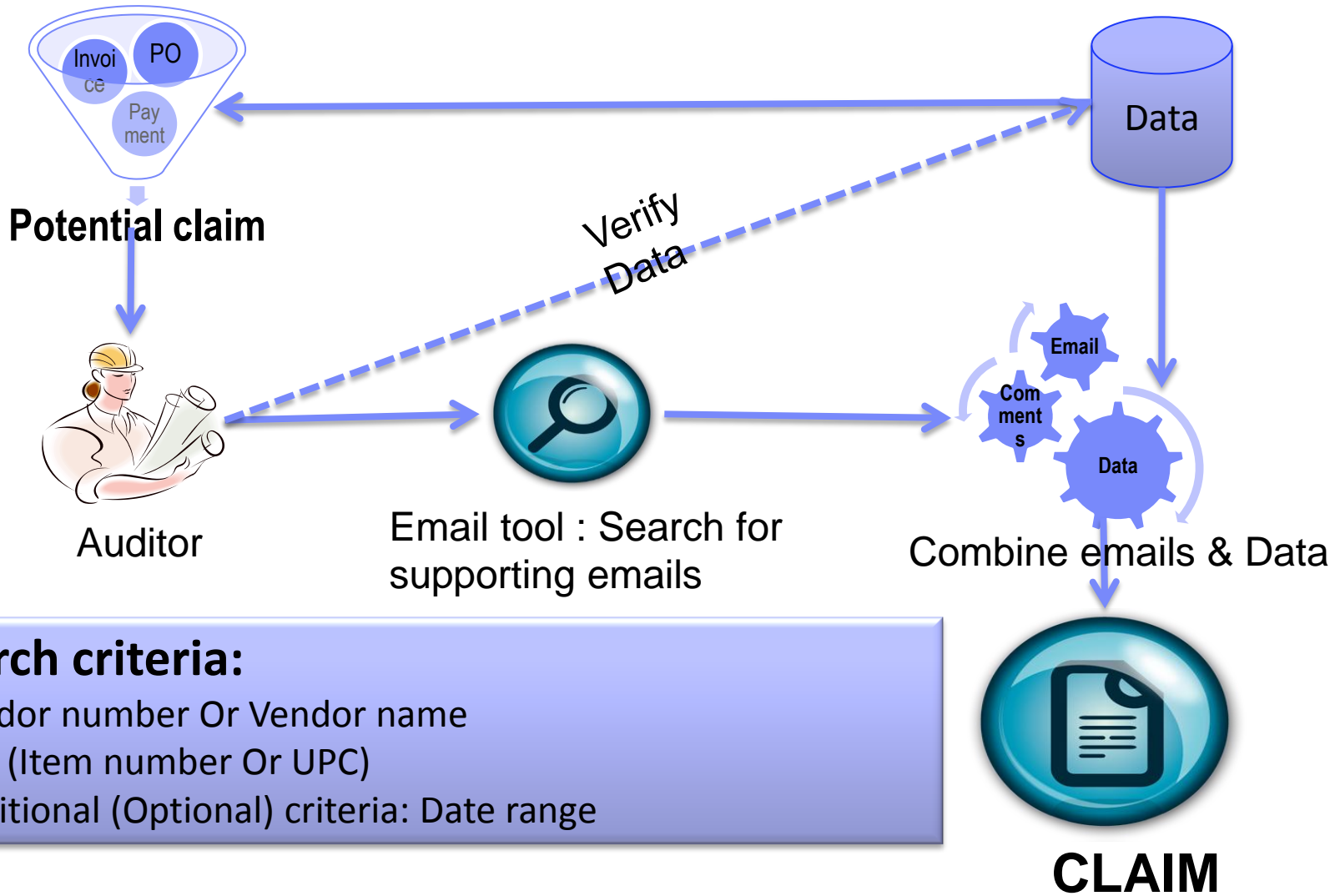
Business Benefits

- 85% automation after Phase 1
- 99% automation after Phase 2
- Each phase tested on approximately 600,000 email messages (different corpus each phase)
- ROI Projections:
 - 900 TB of disk savings, annually
 - \$1.8 M in hardware savings alone, independent of human costs and consistency of classification
- Very high satisfaction with each pass when reviewed manually by a Records Manager for accuracy

“As a records manager with a 25-year background in federal and civilian records management, I believe the automatic categorization of information is the next logical evolution in managing the records of an organization.”

-- Records Manager involved in pilot

Retail Management Use Case



Search criteria:

- Vendor number Or Vendor name
- SKU (Item number Or UPC)
- Additional (Optional) criteria: Date range

Service Sector

- Retrieval timeline within few hours, provided the data is online!
- Compliance compliant!
- 24-hour audit-ready!
- Help get ISO certification -
 - Implementation of statutory and regulatory requirements related to product/services.
- Email attributes such as To, CC, From, Body, attachment can be searched.
- Archival policies, System Management and Security will be extensions to the current framework.

Number of User Mailboxes	12000+
Percent growth in average size of emails	10 %
Growth in No of emails	30%
Number of emails per user per day	25
Average size of message	200 KB
Average size of attachments	500 KB
Average number of attachments	2
Percentage of emails with attachments	20%
Total Number of email messages per day	300,000

Call to Action

- Archiving is Now a Mandate. Look into [IBM Smart Archive](#) solutions to eliminate point solution limitations and costs.

- Consider a Business Value Assessment to understand the ROI Smart Archive opportunities in your organization

- Look into the IBM Information Lifecycle Governance maturity model to advance your organization's maturity level

- Pick the entry point that fits you best
 - Most organizations start with data growth control, [content collection and archiving](#) for email, file shares, SharePoint, desktops - typically the biggest litigation risk

- Contact your IBM ECM Account Team for more information

Reference

- IBM Resources : Architects, Product Developers
- ECM – ILG Presentations
- Information Center

<http://publib.boulder.ibm.com/infocenter/email/v2r2m0/index.jsp>

Q & A