Managing Content Growth

Ser Yean Tan
Regional Technical Manager
Information Management
IBM Software Group ASEAN

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Agenda

Growing volume and variety of Content

- Archiving vs. Content Collection (and Archiving)

- Content Collection and Archiving with an ECM Platform

- IBM's Smart Archive

- Summary

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Information Explosion

Regulations
70% say Regulations drive up storage demands, businesses realizing they **must** classify, manage, delete data - not just keep adding storage
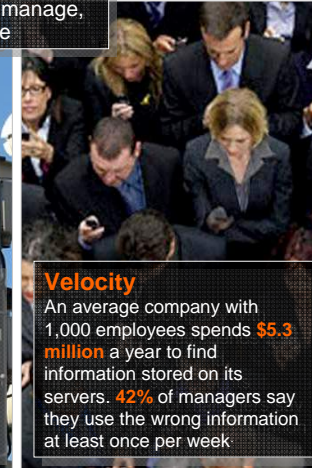
Volume
Every day, **15 petabytes** of new information are being generated. By 2010, the amount of digital information will grow to 988 exabytes

Variety
80% of new data growth is unstructured content, generated largely by email, with increasing contribution by documents, images, and video and audio.
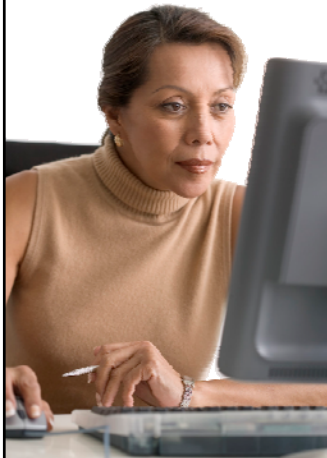
Velocity
An average company with 1,000 employees spends **$5.3 million** a year to find information stored on its servers. **42%** of managers say they use the wrong information at least once per week

Information Week, "State Of Enterprise Storage Changing Priorities, Changing Practices", Jan 2009. Delahunty, Steve IDC: Expanding Digital Universe, 2007IDC: "The Hidden Costs of Information Work" April 25, 2006 Accenture: Managers Say the Majority of Information Obtained for Their Work is useless 2007 http://newsroom.accenture.com/article_display.cfm?article_id=4484

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We all deal with volume and variety of data and content

Paper is still an important source of documentation. *Can you easily access the right files?*

Electronic content must be controlled. *Can you find the right version?*

Business processes are built around unstructured information. *Do you have the right information in context?*

Decisions are not made in a void. *Can you effectively work with colleagues both inside and outside the business?*

Regulatory and legal requirements are increasing. *Are you consistently enforcing corporate policies without over burdening the worker?*

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Information Chaos Creates Many Challenges

Valued information is buried beneath too much unnecessary information

The 'keep everything forever' model has failed

| Runaway costs for storage and infrastructure | Inability to produce critical information in punitive scenarios | No visibility to accurate, trusted information |

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Information Has a Lifespan Requi

A Standard Model for Paper, Data and Content

Frequency of Access and Use

Expiration
Roughly 95% has a retention policy … very little should be kept forever

Born Digital
Over 90% of information is born digital … and the rest should become digital

∞

Time

3

It D__'t Take Magic To Reduce Costs

Identify & Decommission

Over-Retained Irrelevant Duplicated

Optimize Both Layers

NOT Necessary To Keep

Storage De-Duplication is Part of the Answer

Information Layer
- Content Assessment Analytics
- Data Discovery
- Classification
- De-Duplication
- Records and Retention

Storage Layer
- Compressed
- De-Duplication
- Retention

Necessary to Keep

Active Storage

Tiered Storage

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Stop just archiving.
Start using your information.

1 More than e-mail
Monitor, identify, and **collect** virtually all content types from all locations including casually created content and existing "archive" silo systems

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

3 More than an isolated solution
Manage content as part of ECM platform (not a silo) and information infrastructure to unlock value while leveraging existing investments

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Information Management

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The ROI of a Common Platform Approach

Cumulative costs

Archive Silo one

Archive Silo two

Archive Silo three

Custom Integration for ECM, RM, BPM, etc

Pre-Integrated ECM, RM, BPM, etc

Increasing users, volume, content types over time

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Different Stakeholders Making Siloed Decisions Today …

CEO

| CFO Finance (High ROI) | CIO IT (Support Biz Growth) | COO Operations (Support LOB Strategy) | | CLO Legal (Protect Enterprise) |

VP Finance (COSO / Risk)0

VP IT (CobiT … Add Value)

VP LOB (LOB Business Results)

VP LOB (LOB Business)

General Counsel (Litigation Strategy & Support)

Director (SOX, Basel II, etc)

Director IT (Storage)

Director IT (Support)

Director LOB (Support Processes)

Litigation Support (eDiscovery & Contracts)

Director (ERP)

Director IT (Messaging)

Director LOB (Support Processes)

Director LOB (Support Processes)

Records Mgt (Holds, Retention, Physical)

Director IT (ECM Services)

Should Be A Strategic Decision

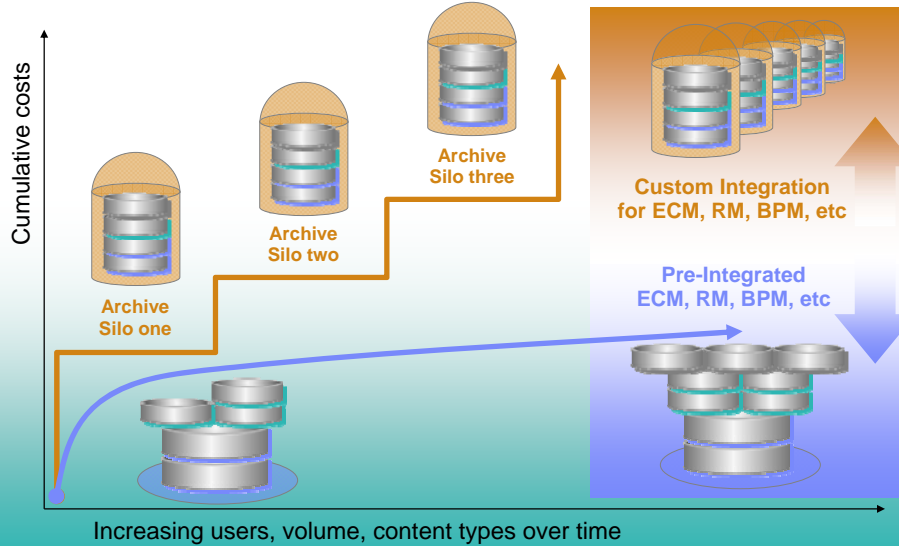IT Storage / Mail | LOB Legal / Records | IT ECM | LOB
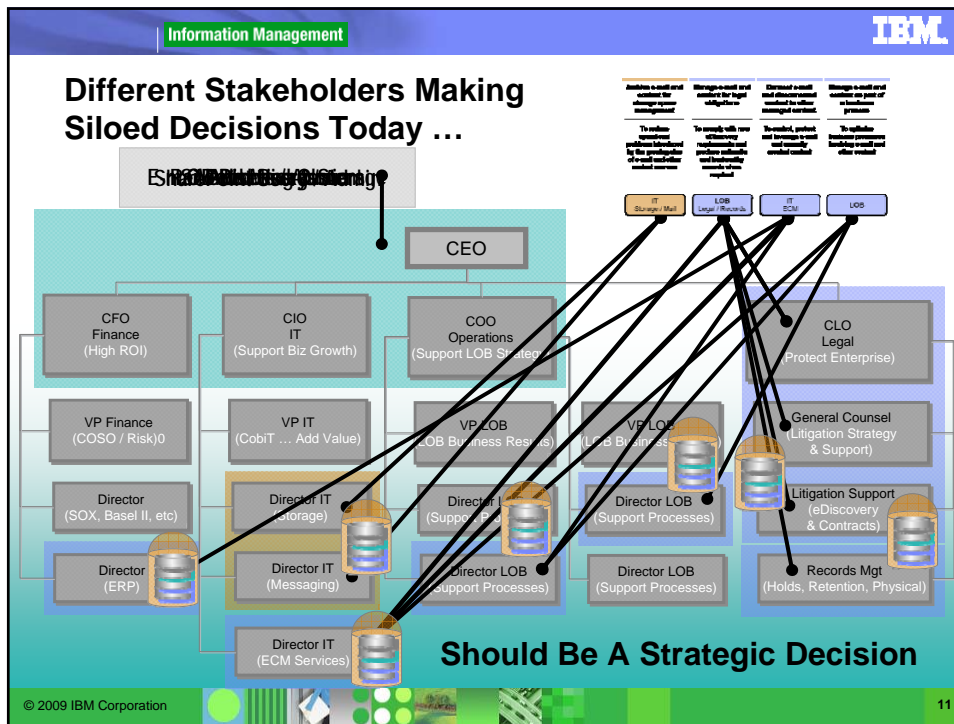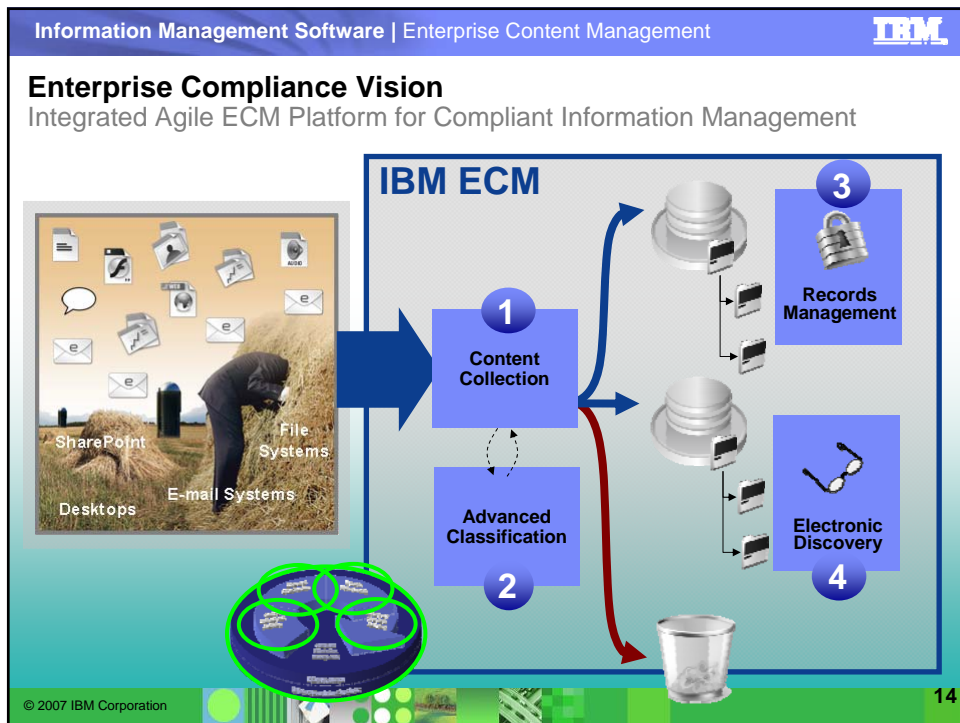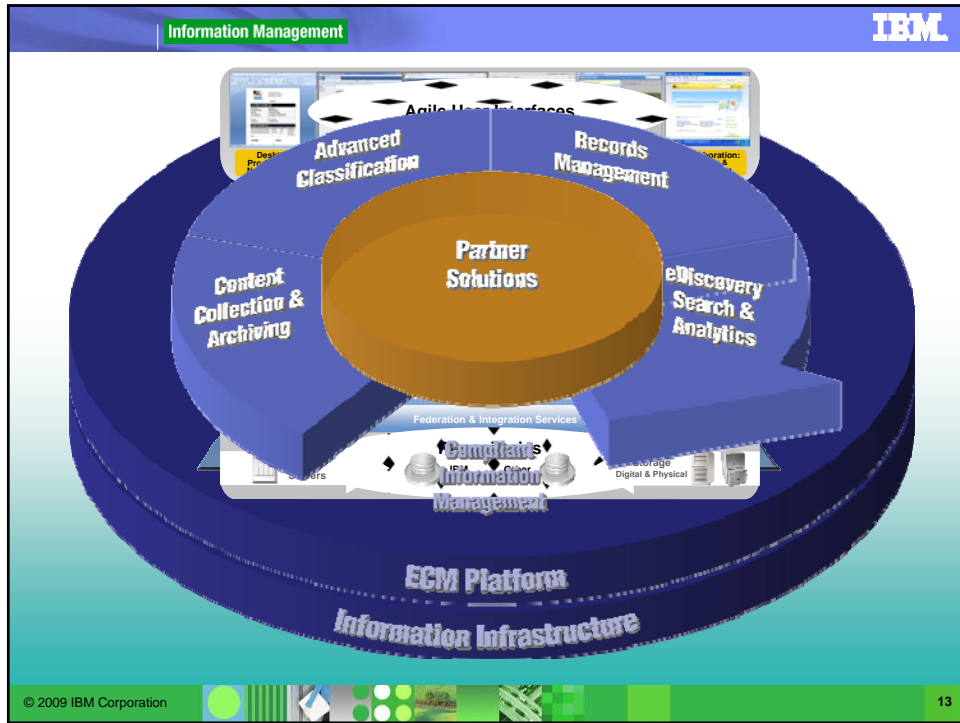
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Agile User Interfaces

Advanced Classification

Records Management

Content Collection & Archiving

Partner Solutions

eDiscovery Search & Analytics

Federation & Integration Services

Compliant Information Management

Servers

IBM Other

Storage Digital & Physical

ECM Platform

Information Infrastructure

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Enterprise Compliance Vision
Integrated Agile ECM Platform for Compliant Information Management

IBM ECM

SharePoint
File Systems
E-mail Systems
Desktops

1 Content Collection

2 Advanced Classification

3 Records Management

4 Electronic Discovery
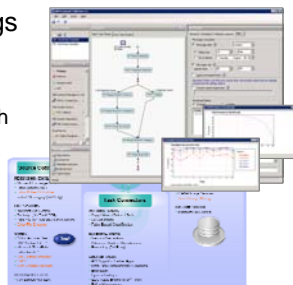
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InfoSphere Content Collection and Archiving Solutions

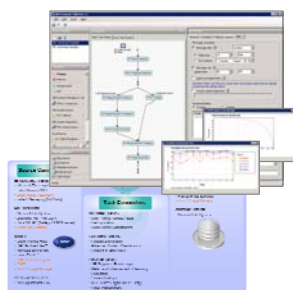Family of Content Collection and Archiving offerings and partner solutions

- Based on a modular, extensible architecture
- Enables organizations to gain control of information growth
- Better manage, trust and leverage information
- Reduce storage costs
- Improve production system and backup performance
- Reduce litigation costs and risks

- IBM InfoSphere Content Collector for Email

- IBM InfoSphere Content Collector for File Systems
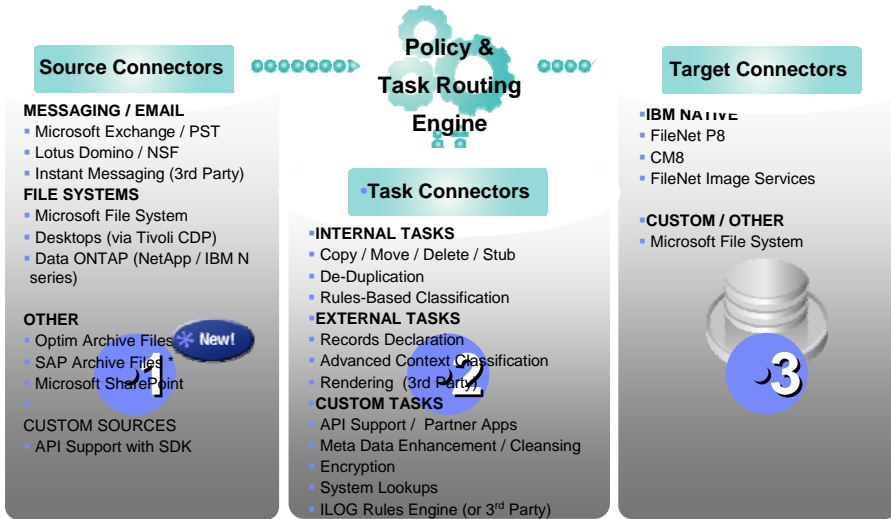
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InfoSphere Content Collection and Archiving Solutions

- Family of Content Collection and Archiving offerings and partner solutions
- More than email
  - Assess, monitor, identify, **collect** virtually all content types
  - From all locations
- More than archiving
  - **Enhance** by tasking, filtering, transforming, extracting meta data, customizing and more, including multiple classification options
- More than an isolated solution
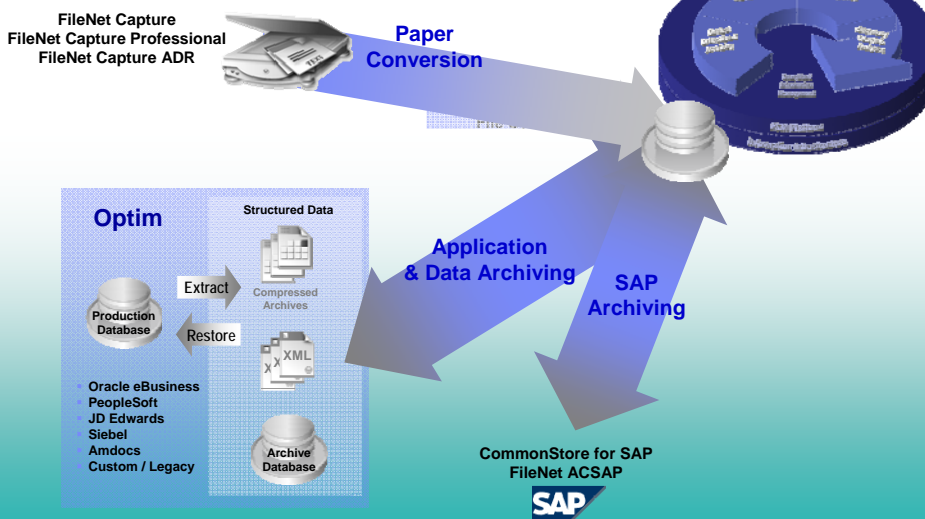 - **Manage** content as part of ECM platform (not a silo) to activate content, establish trust, unlock value

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Content Collector Overview
Modular and Extensible - Powered by Unique Task Routing

Policy & Task Routing Engine

Source Connectors

MESSAGING / EMAIL
- Microsoft Exchange / PST
- Lotus Domino / NSF
- Instant Messaging (3rd Party)

FILE SYSTEMS
- Microsoft File System
- Desktops (via Tivoli CDP)
- Data ONTAP (NetApp / IBM N series)

OTHER
- Optim Archive Files *
- SAP Archive Files *
- Microsoft SharePoint

New!

CUSTOM SOURCES
- API Support with SDK

Task Connectors

INTERNAL TASKS
- Copy / Move / Delete / Stub
- De-Duplication
- Rules-Based Classification

EXTERNAL TASKS
- Records Declaration
- Advanced Context Classification
- Rendering (3rd Party)

CUSTOM TASKS
- API Support / Partner Apps
- Meta Data Enhancement / Cleansing
- Encryption
- System Lookups
- ILOG Rules Engine (or 3rd Party)
- Policy Management

Target Connectors

IBM NATIVE
- FileNet P8
- CM8
- FileNet Image Services

CUSTOM / OTHER
- Microsoft File System

1   2   3

Content Collection is Extended with Paper Capture, Data and Application Archiving

FileNet Capture
FileNet Capture Professional
FileNet Capture ADR

Paper Conversion

Optim

Structured Data

Extract → **Compressed Archives**

Production Database

Restore ← XML

- Oracle eBusiness
- PeopleSoft
- JD Edwards
- Siebel
- Amdocs
- Custom / Legacy

Archive Database

Application & Data Archiving

SAP Archiving

CommonStore for SAP
FileNet ACSAP

SAP

Comparing Solution Approaches

Competitive "Archiving" Only Approaches

- Simplistic solution with fixed archive storage
- Closed system with no ability to easily extract information
- Well suited for archiving only

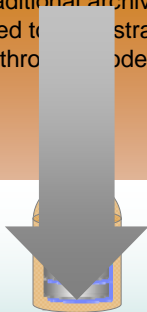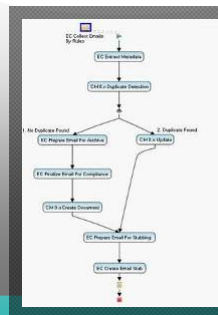## IBM "Content Collection and Archiving" Offerings

- Modular and flexible system with choice of ECM repository
- Open ECM environment enables use of information
- Suited for multiple content collection and archiving applications

+ CM8

P8

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Task Routing Engine Supports More Than Archiving

Traditional archiving limited to a straight-through model

Content Collector Task Routing Architecture enables flexible routing and configuration for processing of internal and external instructions (or tasks)

Task Connectors

Task Routing

INTERNAL TASKS
- **Copy / Move / Delete / Stub**
- **De-Duplication**
- **Rules-Based Classification**

EXTERNAL TASKS
- **Records Declaration**
- **Advanced Classification**
- **Rendering (3rd party)**

CUSTOM TASKS
- **API Support / Partner Apps**
- **Encryption**
- **System Lookups**
- **3rd Party Rules / Policy Mgt**

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IBM Content Collector Family
How it Works

Archive for Storage or Mailbox Mgt
Collect for eDiscovery
Capture / Declare as Records
Reconnect Disconnected Content
Manage as Part of Business Process

Policy Management UI
- Manage Policies / Rules for Sources, Tasks and Targets (including basic classification)
- Configure Task Routing including 3rd Party Applications

Choice of Repository

CM8 Repository & HSM
- Repository & Integrated TSM
- Search & Retrieval
- eDiscovery Search & Analytics
- Records Management

Monitor Identify & COLLECT

Classify Task & ENHANCE

MANAGE within ECM Platform

ACTIVATE CONTENT

Trigger Processes

IBM Classification Module
- Leverage Task Routing for Advanced Classification

Coexistence with Archive Silos
Control Unsecure Content Locations

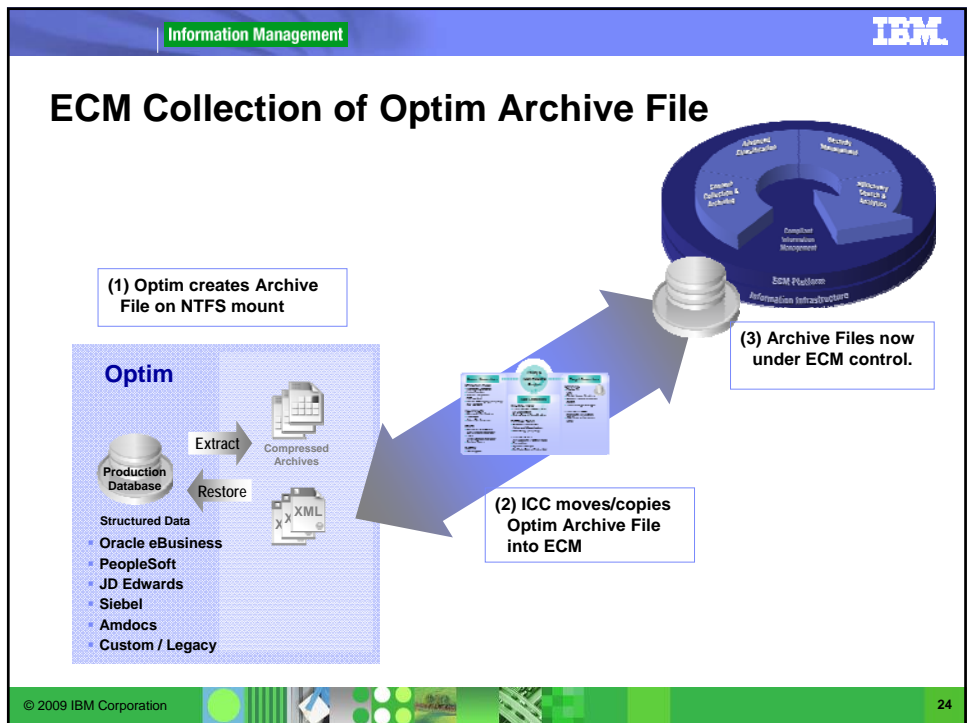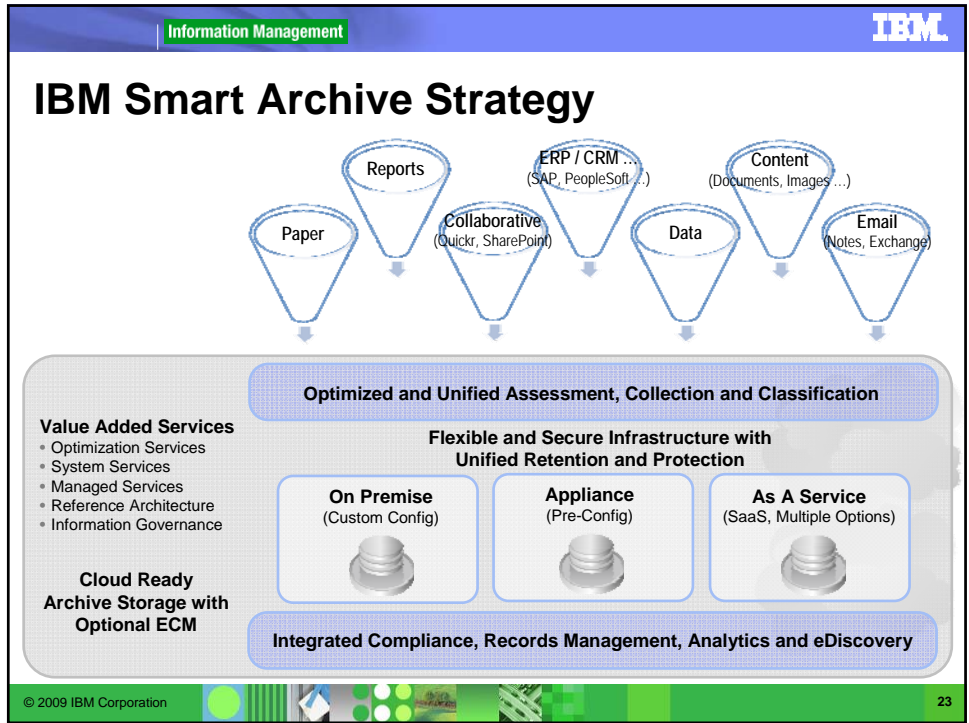© 2009 IBM Corporation
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Introducing IBM Information Archive
Next Generation Information Retention Solution

New!

A universal, scalable, and secure storage repository for structured and unstructured information

A fully integrated archive appliance

Addressing the complete information retention needs of mid-size and enterprise clients

Application support including IBM ECM and Optim with policy harmony

Availability
Pricing and Availability
Details Forthcoming

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Coming Soon: IBM Managed Information Archive Service
Fast and Easy to Deploy and Use

An information archive-as-a-service managed by IBM Global Technology Services

- Supports Lotus Notes and Microsoft Exchange
- Plans to support file, SharePoint and database archiving
- Operated by IBM Business Continuity & Resiliency Services

Benefits

New!

- Reduce upfront capital expense and ongoing operational costs.
- Store critical data such as email in a security-rich offsite facility based on your specific retention policies.
- Lower storage costs and improve operational efficiency.
- Improve response time to legal and regulatory compliance inquiries.

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Start using your information.

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IBM Smart Archive Strategy

Reports

ERP / CRM …
(SAP, PeopleSoft …)

Content
(Documents, Images …)

Paper

Collaborative
(Quickr, SharePoint)

Data

Email
(Notes, Exchange)

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

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