



**Information Governance:
Where Our Profession Is
Headed**


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- Dear Manager (HR),
- Bob Smith, my assistant programmer, can always be found hard at work in his cubicle. Bob works independently, without wasting company time talking to colleagues. Bob never thinks twice about assisting fellow employees, and he always finishes given assignments on time. Often Bob takes extended measures to complete his work, sometimes skipping coffee breaks. Bob is a dedicated individual who has absolutely no vanity in spite of his high accomplishments and profound knowledge in his field. I firmly believe that Bob can be classed as a high-caliber employee, the type which cannot be dispensed with. Consequently, I duly recommend that Bob be promoted to executive management, and a proposal will be sent away as soon as possible.
- *Signed - Project Leader*



Learning Objectives




- Review the Evolution of Information Governance
- Present the Information Governance Imperative
- Discuss the Inter-relationships between:
 - Cloud
 - Collaboration/SharePoint
 - Social Media/Mobility
 - GARP®
- Discuss our (RIM Professionals) value proposition


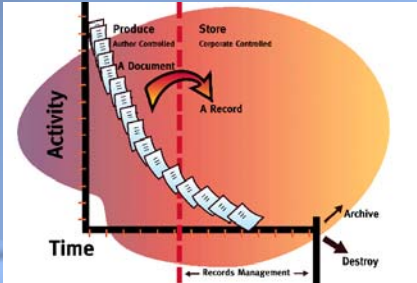


Evolution....
Why Information Governance?


- FOIA & Patriot Act – Availability
- Enron/Anderson – Transparency & Audit
- GLB - Privacy
- HIPAA – Security/Privacy of Data
- Zubulake v. UBS Warburg - Preservation
- FRCP Revision 12/1/2006 – ESI & eDisc
- Change in Administration in DC

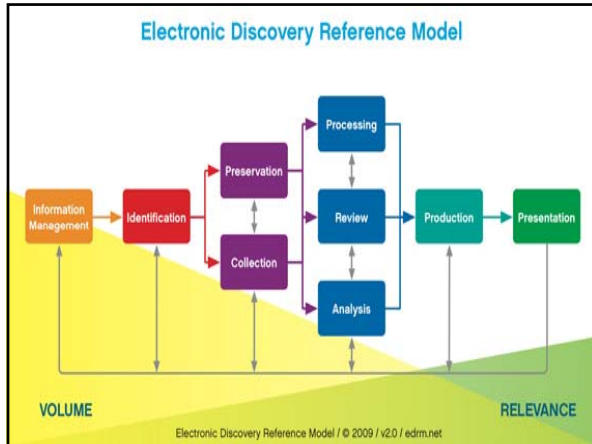


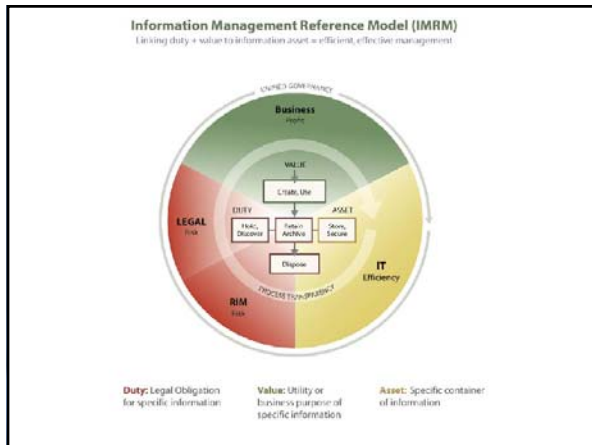
Document Life Cycle



Information Life Cycle









Information Governance

“... is the specification of decision rights and an accountability framework to encourage desirable behavior in the valuation, creation, storage, use, archival and deletion of information. It includes the processes, roles, standards, and metrics that ensure the effective and efficient use of information in enabling an organization to achieve its goals.”

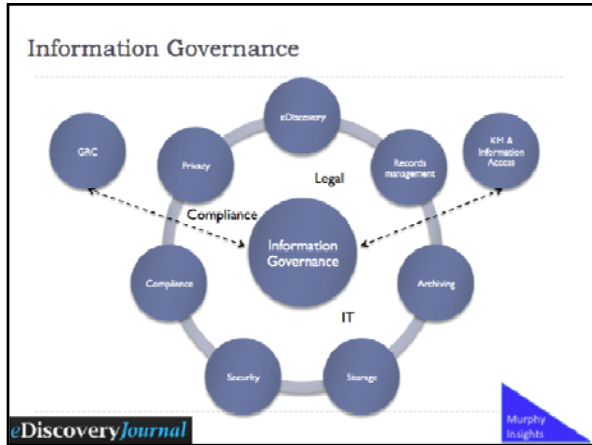
- Debra Logan, Gartner Research VP, January 2010

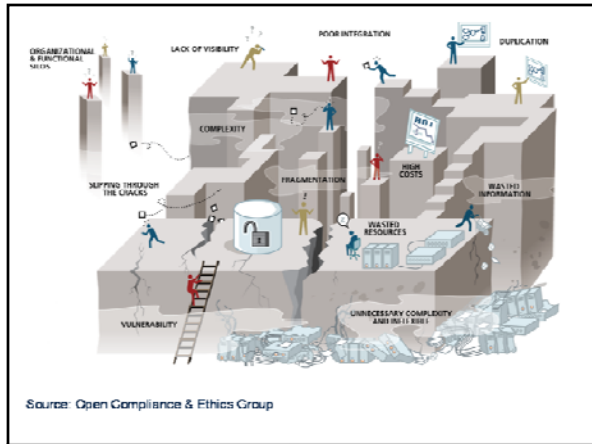
Information Governance

RIM + eDiscovery +
Compliance + Audit +
Security + Access +
Controls + Policy =
Information Governance

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The Information Governance Imperative


- Content Accessibility
- Content Control and Awareness
- Compliance, Oversight and Accountability



Orgs w/ Good IG Know...

- What information is retained?
- Where is it stored?
- How long is it retained?
- Who has access to it?
- How that data is protected?
- How policies, standards, and regulations are enforced?

- Barry Murphy, eDiscovery Journal, 3/22/2010



Goals of Information Governance

- Risk mitigation and cost containment
- Enable consistent management and **CONTROL** of all content via a centralized **POLICY** authority
- Ready access to content dispersed across the organization in managed and unmanaged sources
- Automation of manual processes and workflows to increase transparency, accountability and defensibility
- Proactively evaluate content where risk, cost or inefficiency outweighs its value
- Retention rules specify the **point at which** content should be re-evaluated or destroyed
- Eliminate content based on approved retention schedules to improve efficiencies and remove risk

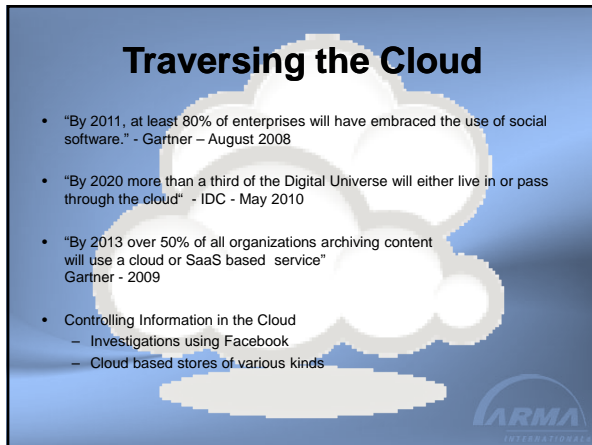




Drivers Continue

- Drive for process efficiency
- FOIA, Investigations and eDiscovery
 - Comprehensive requests – include all information
 - Early assessment and deeper analysis
 - Correspondence and request tracking / processing
- Regulatory compliance
- Technology advancements provide opportunities and challenges
 - VOIP
 - IPAD and mobile devices
 - Social Networking
 - SharePoint explosion
 - Cloud

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Traversing the Cloud

- "By 2011, at least 80% of enterprises will have embraced the use of social software." - Gartner – August 2008
- "By 2020 more than a third of the Digital Universe will either live in or pass through the cloud" - IDC - May 2010
- "By 2013 over 50% of all organizations archiving content will use a cloud or SaaS based service" Gartner - 2009
- Controlling Information in the Cloud
 - Investigations using Facebook
 - Cloud based stores of various kinds

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Additional Considerations

- New era of user
 - Decision makers of the future
- Policy to incorporate new technologies
 - IT strategy and use policies (embrace vs. block)
 - Governance strategy to incorporate and minimize risk
 - When does productivity begin and end?
- Introduction of social pollution
 - Retention/Preservation requirements
 - Risks, productivity etc.
- Information Governance in the Cloud
 - Outsourcing considerations
 - Obligations still remain

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Generally Accepted Recordkeeping Principles®

Information management and governance of record creation, organization, security, maintenance and other activities used to effectively support recordkeeping of an organization.






Generally Accepted Recordkeeping Principles®

- Principle of Accountability
- Principle of Transparency
- Principle of Integrity
- Principle of Protection
- Principle of Compliance
- Principle of Availability
- Principle of Retention
- Principle of Disposition

<http://www.arma.org/garp/garp.pdf>






Generally Accepted Recordkeeping Principles®

GARP® Maturity Level	Color Status
1 Sub-standard	RED
2 In Development	ORANGE
3 Essential	AMBER
4 Proactive	BLUE
5 Transformational	GREEN

GARP® Maturity Model


- Rating less than 5 may be acceptable because of:
 - Organization risk tolerance
 - Comparable with industry peers or competitors
- Previous level not a prerequisite for next

<http://www.arma.org/garp/Garp%20maturity%20Model.pdf>



Value Proposition

- Align yourself with organizations value statement
- Approach to information (governance) as a critical element of organizational success
- Understand the value you bring – not just the services you provide
- RIM services are being standardized and commoditized



Free Your Mind

"This is your last chance. After this, there is no turning back.

You take the blue pill, the story ends. You wake up and believe...whatever you want to believe.

You take the red pill, you stay in wonderland and I show you just how deep the rabbit hole goes."

Morpheus, The Matrix

Summary

- Multiple pressures driving our need to gain more control over our information
- Information Governance:
 - Elevates information management strategies past the mechanics of IT and the limitations of content silos
 - Maximizes existing technology investments to accommodate environmental change and strategic evolution
 - Proactively reduces 'stale' content, reduces risk, increases adoption, and helps organizations remain agile
 - Lowers the total cost of processing and producing all information for requests, inquiries and discovery

