Information Lifecycle Governance Solutions
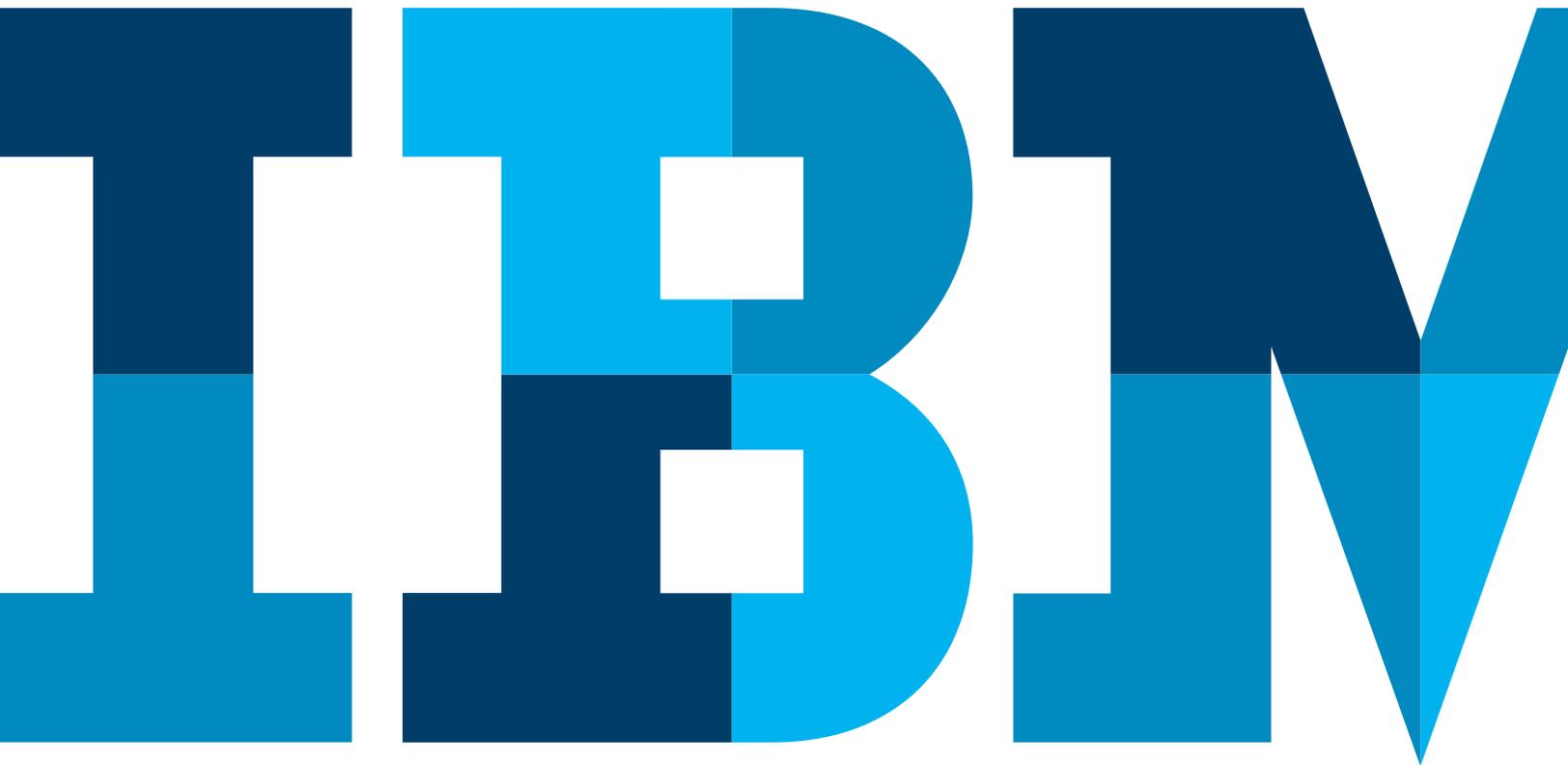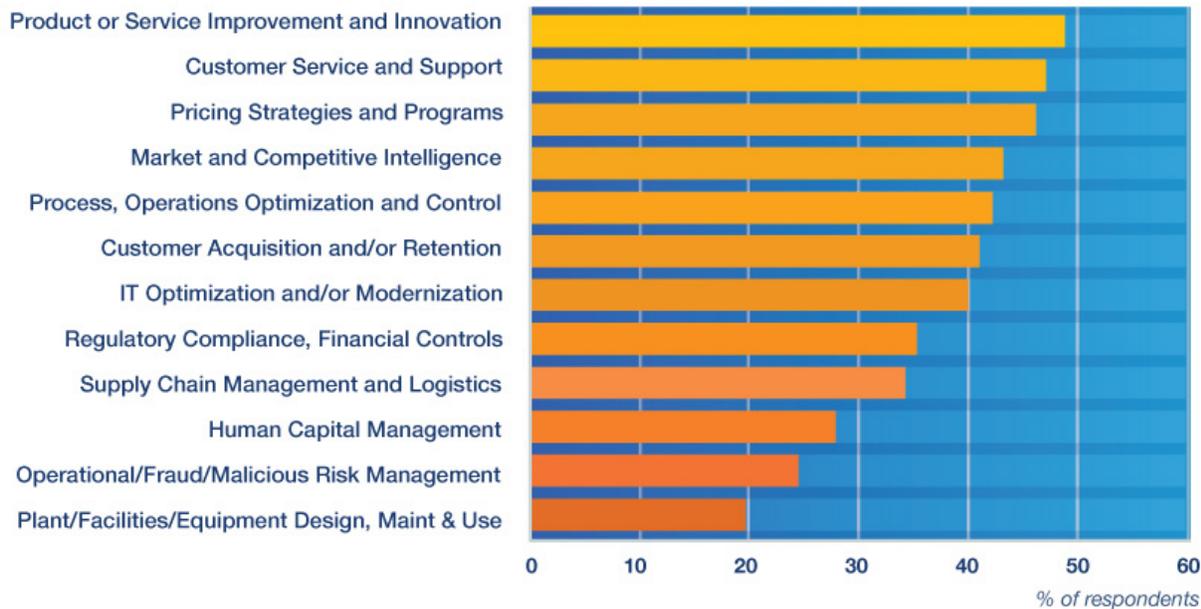
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Introduction: The Big Data Dilemma—A Problem Facing Enterprises Today

The massive explosion of data being created each and every day threatens to overwhelm enterprises to the point of ineffectiveness. Data volumes are doubling every 18–24 months,[1] and 90% of the world's information was created in the last two years alone![2] These terabytes of data include highly classified information, personal information, and information subject to legal review. Businesses face a number of challenges as they try to manage their data throughout its lifecycle, which are:

Which of the following areas have been identified as significant drivers of your organization's big data and analytics initiatives over the next 12 to 24 months?

Product or Service Improvement and Innovation	
Customer Service and Support	
Pricing Strategies and Programs	
Market and Competitive Intelligence	
Process, Operations Optimization and Control	
Customer Acquisition and/or Retention	
IT Optimization and/or Modernization	
Regulatory Compliance, Financial Controls	
Supply Chain Management and Logistics	
Human Capital Management	
Operational/Fraud/Malicious Risk Management	
Plant/Facilities/Equipment Design, Maint & Use	

% of respondents

IDC Big Data and Analytics Maturity Survey, July 2013   © 2015 IBM Corporation

- Protecting data—finding and securing sensitive personal data, credit card data, and any personally identifiable information on their systems and doing their best to prevent or respond to data breaches is a top concern for the enterprise.

- Meeting compliance mandates—regulatory compliance, country-specific mandates about data, retention rules set forth by governments, and jurisdictional mandates force the need for strong governance practices.

- Preparing data for litigation response—understanding what data needs to be included in a matter, where it resides, notifying the custodians, issuing the legal hold, and seeing the matter through to completion is an extremely complex process that demands an elegant solution.
- Reducing the inherent cost of storing and managing data—"Storage is cheap" is not always the answer. Pushing your data to the cloud is not the answer either. Governance is required across any and all storage options. There is also risk implied with maintaining data past the time that you are required to.
- Driving and discovering value from data—driving innovative projects, customer insights, and analytics from the data that you collect and store is increasingly required. The old adage "you get out what you put in" applies here though—companies need to be able to trust the relevant set of data they are working with is the best data and that it will steer them in the right directions.

The need for a powerful, automated, and scalable approach to managing this explosion of data, referred to as information lifecycle management, is critical. The demand and expectation are that companies will build smarter, act smarter, and be smarter by being empowered by the data that they possess. To meet these challenges and keep up with them, companies need smarter content now.

Smarter Content—Addressing Unstructured Data

Smarter content means analyzing not only the structured data that companies store in hierarchical databases, but also the unstructured data that exists in almost every facet of the enterprise—communications, email, business collaboration sites, and social and mobile aspects. Today, unstructured data makes up 90% of an organization's business data and is projected to grow at a compounded annual rate of 60% 3. A grave and costly mistake the enterprise may fall victim to is convincing itself that the enterprise fully understands the data it possesses. It can represent a massive untapped resource for your enterprise that could be driving insights and real business value. Conversely, it can represent a pool of data that can leave you open to risk, litigation, and is subject to regulatory compliance.

Data Cleanup

Reducing information cost and waste

$3.4M
Annual cost to store 1 PB of data

69%
Typical amount of unstructured data that has no business value

2x
Information under management doubles every two years
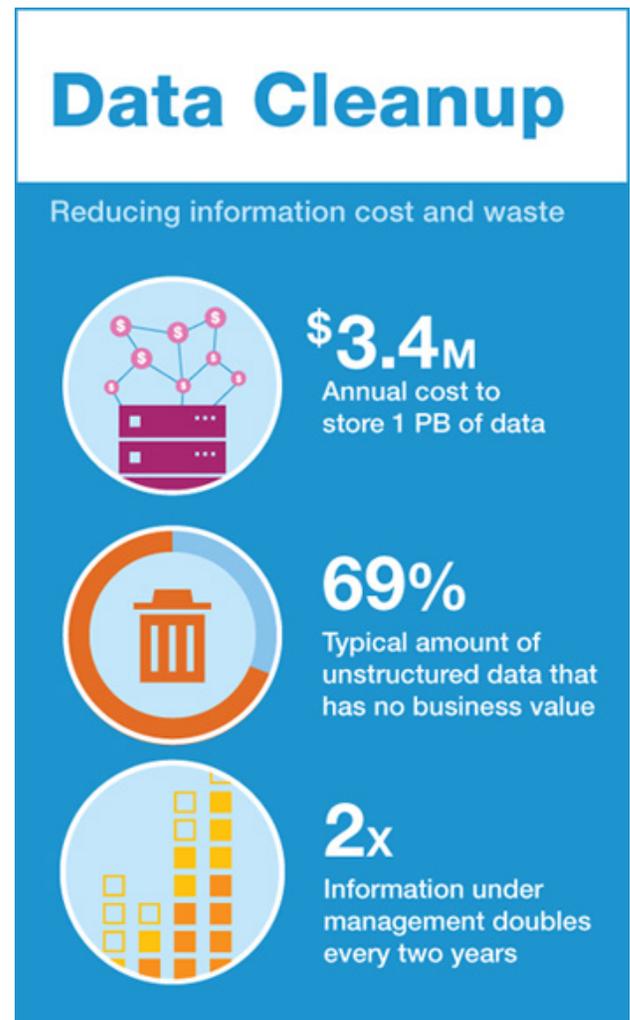
Unstructured data takes on different forms and lives in many different places. Hundreds of formats include documents, emails, wikis, chat rooms, social media, LinkedIn, Facebook, and instant messaging, just to name a few. This data can reside in dozens of locations—content management systems, collaborative sites, file shares, desktops, mobile phones and tablets—both on-premises and in the cloud. And more often

than not, no one has a view into what is worth keeping, what is redundant, obsolete, or trivial, or what data is exposing the company to risk, fines, or litigation. How do you turn the volume and onslaught of information into relevant business content that brings value?

The IBM Information Lifecycle Governance Solution

The first part of the solution is to understand, analyze, and manage your actionable data using a thoughtful, well-executed information governance strategy. The IBM Information Lifecycle Governance (ILG) solutions offer such a strategy. These solutions (as part of a comprehensive solution or as individual onramps that can eventually scale and work together), are agile, intelligent, and capable of handling data throughout the complete lifecycle. The ILG solutions include these five key areas:

- Data assessment and cleanup
- Legal
- Records and retention
- Archiving
- Curation

IBM's scalable, open platform ILG solutions provide a one-stop shop for all of your governance needs. You can buy what you need today (a legal, records, or data assessment solution, for example) and then add more as you address additional needs over time. Essentially, IBM's ILG solutions provide approachable entry points and solutions to solve governance problems within an integrated portfolio that works together as a complete platform solution.

IBM's comprehensive, integrated Information Lifecycle Governance solutions help you:

- Quantify business benefits by defining the objectives of your Information Lifecycle Governance (ILG) program.
- Support legal, records, business and IT needs using a detailed roadmap of ILG tools and processes.
- Eliminate unnecessary data and foster the transparency that aids in defensible disposal of information.
- Gain optimal value from information assets, maintain tighter cost controls and help significantly reduce business risk.

For more information visit: http://www.ibm.com/information-lifecycle-governance

Data assessment and cleanup

Curation

Legal

IBM StoredIQ

Manage information on one platform

Archiving

Records and retention

Why Choose IBM?

Partnering with IBM, a company known for its reliability and stability, yields numerous benefits. IBM:

- Offers customers industry-leading service and support with deep expertise and best practices for hybrid use cases.
- Is a trusted, best-in-class vendor and was named Leading Visionary in the Gartner Magic Quadrant.
- Has a Global 200 install base including seven of the Fortune 10 companies.
- Possesses a significant patent portfolio.

- Has supported the largest litigation case in the world by identifying, collecting analyzing and classifying 132 TB of data to produce 200GB of relevant data.

IBM's Information Lifecycle Governance solutions are built to tackle five information management (or information governance) problems facing businesses today.

Data Assessment and Cleanup

Many companies don't understand the size and location of their data footprint. As a result, it is difficult to identify high-value data and dispose of old and redundant information, which can lead to higher storage and collection costs and risk of data breaches.

Find, classify, and remediate redundant, obsolete, and trivial data
The IBM Data Assessment and Cleanup solution improves information economics through the cleanup of redundant, obsolete, and trivial (ROT) data. It can remediate regulated data according to personally identifiable information (PII), payment card industry (PCI), Health Insurance Portability and Accountability Act (HIPAA), and human resources policies and improve the security of data with high business-value.

The Data Assessment and Cleanup solution helps organizations increase the value derived from data while reducing the costs and risks associated with managing it.

Product editions:
StoredIQ Suite: Helps organizations understand and analyze data in-place, identify relevant subsets and apply appropriate corporate policies.

StoredIQ Policy: Helps enforce information governance policies across unstructured data sources.

Content Collector for Email: Provides policy-driven collection and archiving of email for storage management and improved compliance.

For more information about data retention and cleanup: http://www-03.ibm.com/software/products/en/legacy-data-cleanup

Video: https://www.youtube.com/watch?v=X6CsmUv55Rg&feature=youtube

Demo: Stored IQ Repository Cleanup and Compliance https://www.youtube.com/watch?v=FGo-mgbeCA4&rel=0

Legal

The complexity of the legal process and proliferation of point solution products used today make the eDiscovery environment overly complex. Mixing and matching different vendor solutions along with homegrown IT efforts leads to missed steps in the process, uninformed decisions, manual errors, and a general mistrust of the data produced for a legal matter. An overly inclusive approach to litigation response

can create high downstream costs for attorney review and production. Over-collection and duplication are challenges in identification and collection of electronic information. For example, many corporate cases are settled prior to the collection process. If no insight is available into the data associated with a case, then a settlement could be made with little to no information regarding the actual merits of the case. When a case does go through the collection process, most corporate legal departments must wait until after collection to identify relevant data and understand the magnitude of this data.

Streamline eDiscovery and target data

IBM's ILG solutions are simple and comprehensive, allowing legal teams to streamline the eDiscovery process. By identifying and targeting only the information that is most relevant to a particular case through better insight into enterprise data earlier in the process, these teams can reduce the cost and efforts involved in eDiscovery response, and decrease the volume of unstructured data. StoredIQ for Legal helps you identify the data that matters and only that data— bringing the volume of data down to a relevant and manageable set.

This capability helps litigators make more informed decisions about whether to settle or litigate. StoredIQ for Legal also informs the collection process if a case proceeds to that point: it helps teams determine which data needs to be collected, and then attempts to collect the smallest legally defensible set of data. With StoredIQ for Legal, legal and IT teams are organizationally aligned to explore what data is relevant to a legal matter, enhance large data sets to gain a deeper understanding and then act on the data appropriately— providing teams with the power to mitigate legal risks and reduce eDiscovery costs.

Product editions:

Atlas eDiscovery Cost Forecasting and Management: Provides more control over discovery costs to avoid expense deviations and improve legal outcomes.

Atlas eDiscovery Process Management: Automates legal holds, collection and audit processes.

Atlas IT eDiscovery Process Management: Communicates discovery information automatically between IT and legal staff.

eDiscovery Analyzer: Provides case review, search and analysis capabilities to dramatically reduce electronic discovery costs.

eDiscovery Manager: Provides functionality to support complex cases throughout the enterprise

StoredIQ for Legal: eDiscovery solutions from IBM streamline the eDiscovery process for legal stakeholders and aligns them with IT, providing faster insight into data and ensuring only the right information is collected.

For more information about Legal:
Web page: https://ibm.biz/StoredIQ_Legal

Video: https://www.youtube.com/watch?v=OwB4ZBqgKds

Records and Retention

The rapid proliferation of digital information requires a transformation of records management. To accommodate rapidly growing volumes of information, comply with regulations and avoid litigation, organizations today need a highly extensible, security-rich records management solution. It must be able to capture, declare, classify, store, and dispose of electronic and physical records.

Automatic, cost-effective, consistent retention and records management
IBM Enterprise Records software can help you define and track enterprise policies to help meet regulatory obligations and business needs for data retention, classify data in its native location and take appropriate actions, and lock down records. IBM Enterprise Records is a comprehensive solution that combines automation, reliability, and compliance for better records management. This solution addresses the full range of business content, including paper and electronic records, and structured and unstructured data.

Product editions:
Enterprise Records: Provides automatic, cost-effective and consistent retention and records management.

Global Retention Policy and Schedule Management: Delivers a single retention management system with integrated workflows and analytics.

StoredIQ Policy: Helps enforce information governance policies across unstructured data sources.

Records Manager: Provides a records management engine that enables business applications to support electronic records.

For more information about records and retention:
Web page: http://www-03.ibm.com/software/products/en/recorete

Video: https://www.youtube.com/watch?v=166oJ9OVN-w)

Archiving
One of the biggest reasons why companies archive content is for eDiscovery response and regulatory compliance purposes. IT departments are struggling with exponential data growth from every corner of the enterprise, which makes it difficult to find, preserve, and organize data, much less respond to requests for content quickly and comply with ever-changing regulations in the global market. Even though a huge portion of the data that enterprises hold onto—an estimated 70 percent—is no longer of any business value, unanswered questions such as who owns it, what's actually in it, what legally needs to stay and what absolutely needs to go, are preventing positive steps forward.

Store data according to defined policies
The IBM Value-Based Archiving solutions align the cost of archiving large volumes of data with the value associated with that data. These products can identify, classify, archive, manage, and dispose of content according to policies that you define. IBM Value-Based Archiving products help eliminate archiving unnecessary data to reduce storage, infrastructure and eDiscovery costs, and lower business risk.

Product editions:
CA Email Control for the Enterprise: Email control for improved email monitoring and compliance.

Content Classification: Automatically categorizes and organizes content by combining multiple methods of context-sensitive analysis.

For advanced, automated content categorization and organization:
Content Collector for Email: Provides policy-driven collection and archiving of email for storage management and improved compliance.

Content Collector for File Systems: Collects and archives files from Windows, Novell and other file systems for improved compliance and IT projects such as storage management and server consolidation.

Content Collector for Microsoft SharePoint: Extends Microsoft SharePoint with the ability to archive SharePoint list and library types for better compliance, improved long-term retention and optimized SharePoint performance.

Content Collector for SAP Applications: Provides document and data archiving for SAP applications.

eDiscovery Manager: Enables authorized IT and legal staff to search, cull, hold and export case-relevant content for more cost-effective discovery processes.

For more information about Archiving:
Web page: http://www-03.ibm.com/software/products/en/value-based-archiving

Curation

We're counting on big data to uncover trends, create new insights, grow revenue, gain competitive advantage, manage risks, and predict what lies ahead. However, the outcome of any big data analytics project is only as good as the quality of the data being used. Striking the balance between disposing or preserving data—between minimizing clutter and optimizing the potential for insight—requires a deep understanding of enterprise information.

Manage Information by Business Value
The IBM Curation solution enables you to discover, classify, and manage information according to its business value. It also allows you to extract data that is relevant, current and trustworthy, and separate out data that is out of date, risky, obsolete, and holds little value. Data that's useful and current is curated into a manageable framework that is auditable, and positions big data analytics projects for success.

With IBM's Curation solution, you can quickly identify and collect relevant, trustworthy content to work collaboratively and iteratively to refine your data collections; You can also retain a record of what data was used in each analysis performed, thereby providing you with an additional level of governance and powerful solution to understanding an analyzing your data. This capability helps you determine whether your content requires redaction or scrubbing for personally identifiable information (PII) or information deemed confidential.

The IBM Curation solution enables your organization to maximize the value of unstructured information while ensuring that the information you leverage is complete, relevant, and reliable. It also improves information economics through automatic and continuous disposal of huge volumes of unnecessary information. Now, you can develop a fact-based system for measuring, modeling and improving information economics to reduce the cost of information storage, optimize the value of information and improve alignment among business, legal and IT stakeholders.

Product editions:
Disposal and Governance Management for IT: Helps defensibly dispose of data, link legal obligations to information assets and reduce the cost and burden of eDiscovery.

Global Retention Policy and Schedule Management: Delivers a single retention management system with integrated workflows and analytics.

StoredIQ Suite: Helps organizations understand and analyze data in-place, identify relevant subsets and apply appropriate corporate policies.

For more information about curation:
Video: https://www.youtube.com/watch?v=ah OQF2v04M&feature=youtu.be

Case study: https://www.youtube.com/watch?feature=player_ embedded&v=dCCq00ScykU

Demo: https://www.youtube.com/watch?v=- 3MrvAK1TWo&rel=0

Conclusion

The data explosion certainly isn't slowing down, and the need to manage this burgeoning amount of data effectively is absolutely critical. In order to uncover trends, create new insights, grow revenue, gain competitive advantage, manage risks, and plan for the future while still complying with mandates, keeping data protected, and lowering information costs, companies must have an effective data governance plan.

IBM Information Lifecycle Governance solutions empower organizations to conquer challenges in the crucial information management areas of data assessment, legal and regulatory compliance, records and retention, archiving, and curation. The IBM Data Assessment and Cleanup solution improves information economics through the cleanup of redundant, obsolete, and trivial (ROT) data. IBM's solutions for Legal are simple yet comprehensive, allowing legal teams to streamline the eDiscovery process, better respond to litigation, adhere to regulatory mandates, and remain compliant even with a mobile workforce. IBM Enterprise Records and Retention solutions allow you to define and track enterprise policies to help meet regulatory obligations and business needs for data retention, classify data in its native location and take appropriate actions, and lock down records. The IBM Value-Based Archiving solutions align the cost of archiving large volumes of data with the value associated with that data in order to reduce storage, infrastructure and eDiscovery costs, and lower business risk. The IBM Curation solution enables you to discover, classify, and manage information according to its business value in order to optimize the value of information and discover new insights with analytics.

Rather than letting data overwhelm you, engage with IBM and explore the holistic Information Lifecycle Governance solutions that will help you tame the data explosion and provide benefits to all corporate stakeholders including IT, legal, records and the overall business.

Contact IBM to start your Information Lifecycle Governance journey today.

1   (IDC iView, Extracting Value from Chaos, Doc #1142,
     June 2011)

2   2013 Science Daily http://www.sciencedaily.com
     releases/2013/05/130522085217.htm

3   (IDC research)