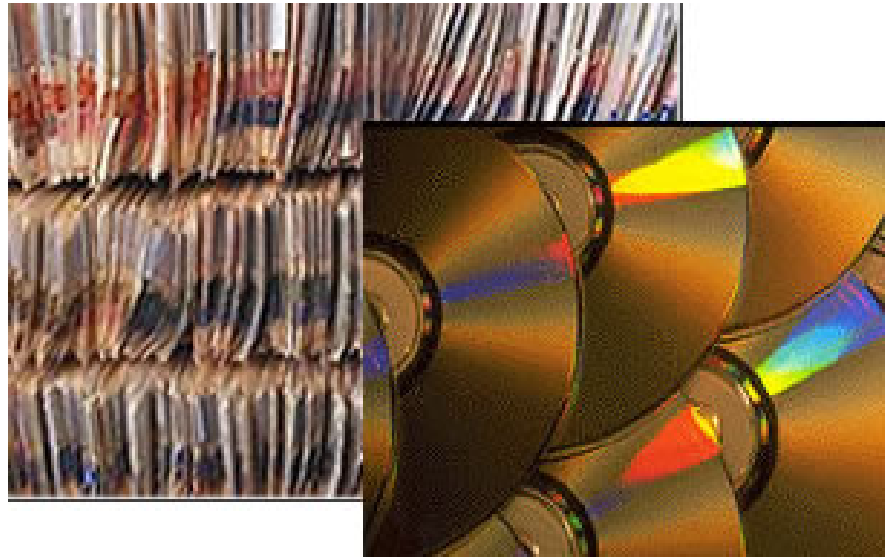
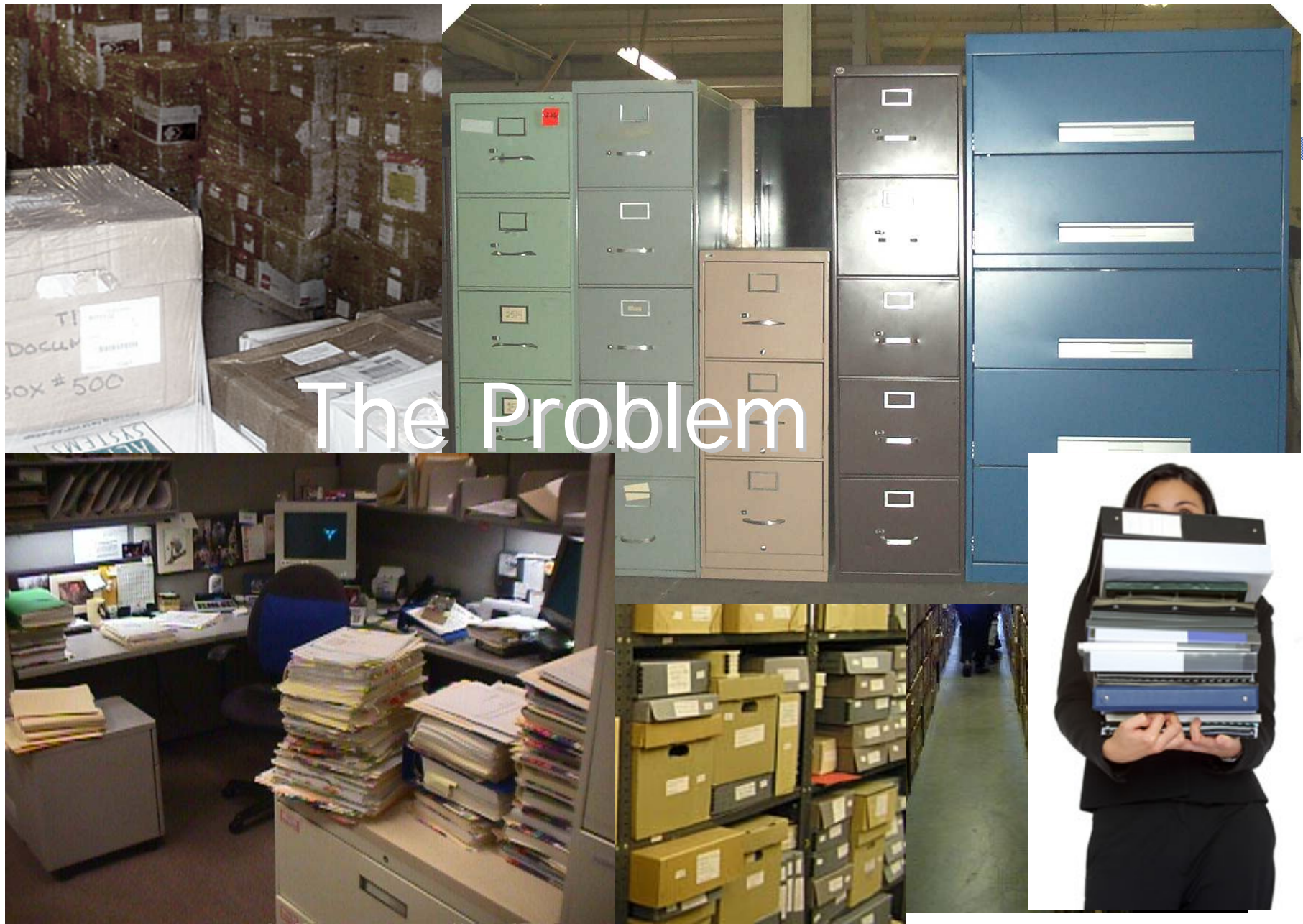

Information Management: What is it? Why do I need it? Why is it so difficult?

Bud Porter-Roth
Porter-Roth Associates

Agenda

- Part 1 – Introduction
- Part 2 – What is Information Management
- Part 3 – IM Overview
- Part 4 – IM Elements & Guidelines
- Part 5 – Conclusion





The Problem

What is Information?

- Information is content recorded on a tangible medium
 - Paper
 - Film
 - Electronic
 - Structured
 - Unstructured
 - Design notes on the bar napkin from last night
- Not all information may be a important, estimates are that only **5%** of all documents are actually business *records* that need to be retained
- A record is a category of information intentionally retained and managed as evidence of business activities

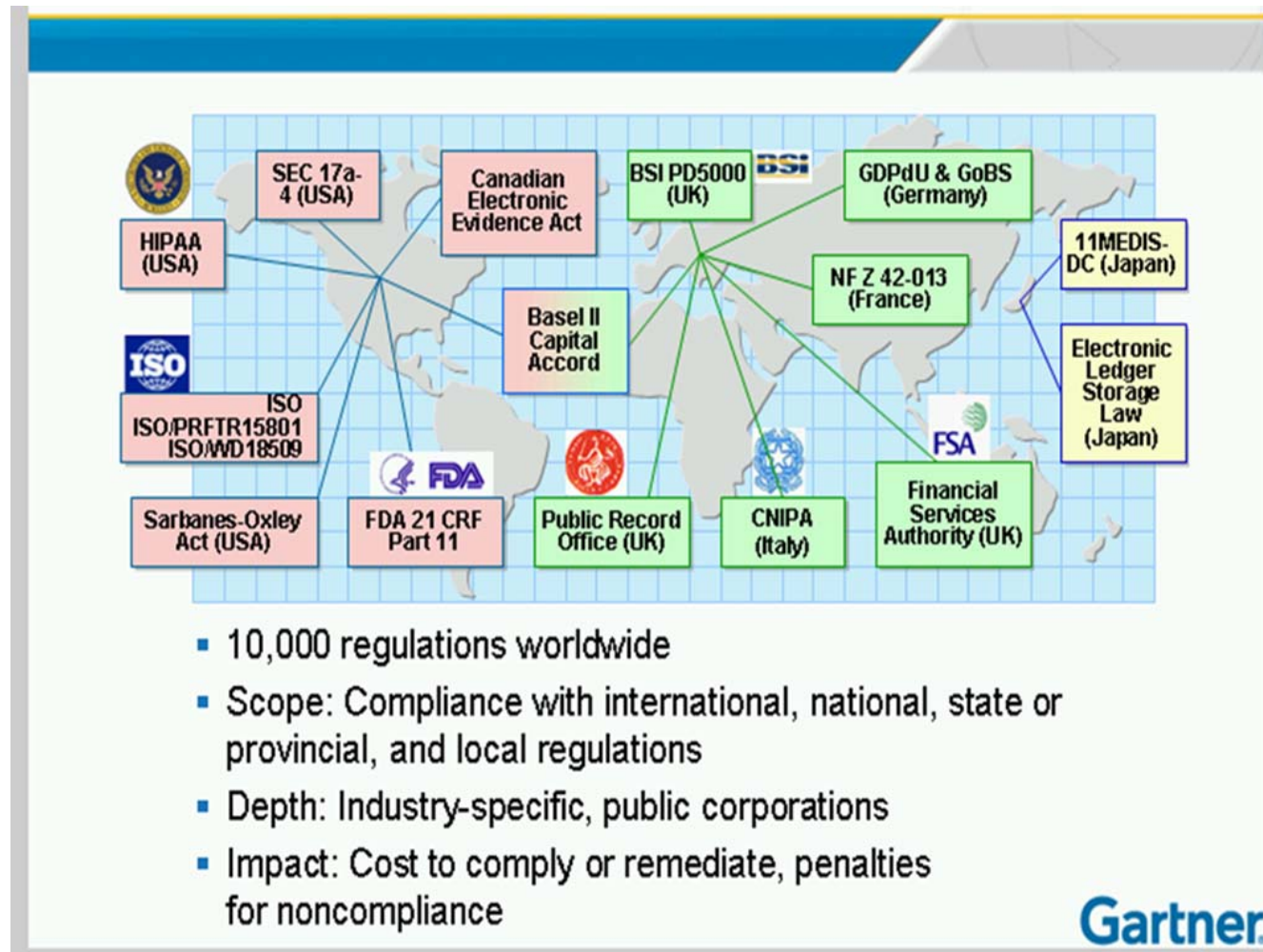
What is Information Management (IM)?

- Information is a corporate asset
 - Proper management of information is an integral part of a commitment to corporate accountability, transparency, and stewardship
- Information must be managed in accordance with its value and risk to a corporation
- Effective Information Management enables a corporation to:
 - Meet its operational business needs
 - Achieve competitive advantage
 - Operate in a legally compliant manner
 - Preserve and protect the company's global reputation

What is IM + Records Management (RM)

- All corporations must create, retain, and manage records
 - To support operational or business value
 - As required by statute or regulation
 - In a manner designed to support their management, protection, use, and retrieval, and in compliance with the internal retention schedule and business practices
- **IM RM helps a business to do three basic things:**
 - Identify records versus non-records
 - Keep records only as long as they are needed
 - Legally destroy non-records as soon as possible

IM Overview – Worldwide Regulations



IM Overview

- IM practices must also:
 - Protect information from unauthorized access, alteration, dissemination, and destruction (information protection or IP) (SP is great for this at the document & library level)
 - Preserve all information materials responsive to anticipated or pending litigation, audit, or investigation (SP Records Center is great for “locking records down”)
 - Establish IM governance practices and promote compliance through implementation of supporting programs
 - Establish compliance with the policies

IM Challenges

- Large number of disparate information management systems (Documentum, FileNet, Notes, SharePoint, etc)
- There may not be a clear strategic direction for the overall technology environment
- No clear strategic direction for the overall IM environment
- Limited resources (i.e., corporate support) for deploying, managing, or improving information systems
- Lack of definitions for information types and values
 - File Plan
 - Taxonomy
 - Retention Schedule
- However, each site collection or site owner may implement IM practices using OOTB SP features

Elements of Information Management

- IM helps us decide how we classify and store information
 - Find information via Search (metatags, taxonomy, key words)
 - Share information (individually permissioned libraries)
 - Retain & dispose information (records center, IM policies in library)

Expiration

Schedule content disposition by specifying its retention period and the action to take when it reaches its expiration date.

Enable Expiration

The retention period is:

A time period based on the item's properties:

Created ▾ + 3 years ▾

Set programmatically (for example, by a workflow)

When the item expires:

Perform this action:

Delete ▾

Start this workflow:

Collect Signatures ▾

Getting Started

- People
- Process
- Technology

No single system will be the be-all, end-all solution to IM. There will always be a people, process, technology component to IM.

People

- Must recognize the need to manage information properly
 - Best practices
 - IM training and awareness
 - Supporting personnel and groups (it takes a village to do IM, maybe even a city)
- Must know how to handle information
 - Recognize and designate information – i.e., record vs. a non-record
 - Destroy information when no longer needed (not surprisingly, destruction makes people nervous and they are hesitant to actively destroy documents plus, many of us are just lazy and don't want to do the extra work)
- Must realize value from all this “extra” work

Process

- How do you “process” multi-millions of documents?
 - File Plan
 - Metadata/Taxonomy
 - Retention schedules
 - Search structures
 - Business rules
- What processes are in place to do the initial work of converting shared drive files to SharePoint IM files?
- How do you ID files to be destroyed? (thousands/user or millions/department?) (2000 documents = 5 days @ 60s/doc (6.5hr workday)!!)
- What “evergreen” processes are there?

Technology

- SharePoint*

- Helps to automate the processes

- Sites
 - Sub-sites
 - Libraries (many)
 - Folders
 - Sub-folders
 - Documents

*Today, just as many jets could not be flown without computer assistance, IM has grown beyond file cabinets and folders with typed tabs.

- Records Center automates secure storage of records
- Metadata capabilities combined with SharePoint
- Programmatic ID and destruction of documents

Impact of Poor IM Practices

- Lost of competitive advantage
- Fines and sanctions
- Loss of reputation (information out of date)
- Unnecessary costs for duplicated information and efforts
- Legal exposure and risk – poor or no legal hold process
- Wasted time trying to find information and most up-to-date version

IM Benefits

- Classifying and organizing information
 - To provide easy access and context
 - Assigning retention categories
- Protecting information integrity
 - To ensure that important information has not changed
- Managing retention
 - Keeping important information for as long as it is needed to meet legal and business requirements
 - Routinely cleaning up low value information
- Ensuring information security

Conclusion = Take Aways

- IM can be time consuming and expensive at the enterprise level but can be implemented (quite well) individually or on a departmental level using SharePoint
- Strategic decision to implement IM can be
 - All or nothing
 - Roll-forward only
- Converting existing information is a huge logistical and technical problem – proceed with care but can be done
- Deleting existing information is a huge logistical and technical problem – proceed with ultra-care but can be done
- **People get cranky when they can't do their work!**