The Cost of Keeping Too Much Information

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TRAVELERS

Two Schools of Thought

* Storage is cheap and data is valuable … so we should just keep everything

* Storage is cheap but information is growing too fast to keep everything

What steps do you need to consider in both scenarios?
What are the costs?

Where is Your Information?

* Paper
* Email
* File shares
* Cloud
* Social Media
* Database Systems
* Vendors
* Website
* CD/DVD/Floppy Disks
* Microfilm
* SharePoint
* Images

Information -- Where were we?

The Travelers Tribune, September 1986

Paper, we remember it well

Is paper obsolete? No, but Travelers' Data Processing experts are convinced that the "paperless office" is imminent.

Paper Storage

* Touch it once
* Know how to index it; decades of experience to file it correctly so we can find it again.

Costs:

* Measured in file cabinet and real estate costs
* Off-site storage for inactive records
* Search costs;
* Paper/print/mail/reproduction costs

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Going Paperless

Pros

* Easy to file
* Can share
* Portable
* Acceptable in court
* Searchable
* Can analyze trends

Cons

* Can be breached
* Can be taken with employee
* Difficult to clean up
* Search can bring back too much info

Information Growth

* Over the past 10 years the amount of information that we have created and consumed has more than doubled annually. (ICD Whitepaper 2012 ARMA)
* Gone from measuring megabytes to exabytes
  * Megabyte
  * Gigabyte
  * Terabyte
  * Petabyte
  * Exabyte
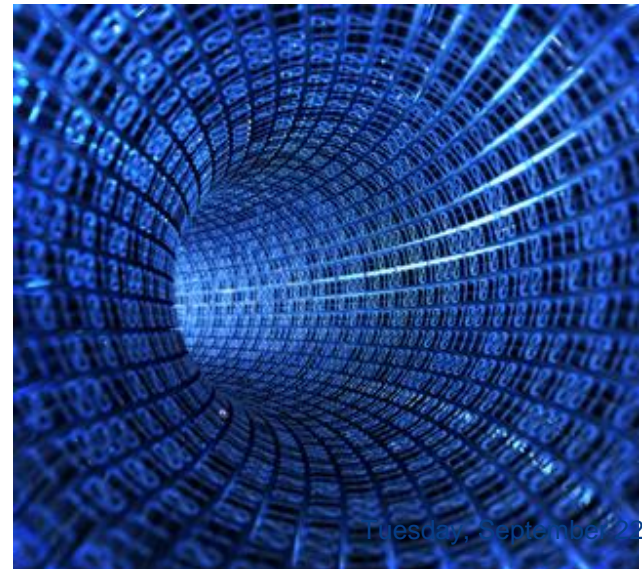
1 Petabyte =

20 million 4-drawer filing cabinets

What are the costs?

* Cost of storage has gone down
* Growth of information has risen

Example:
Storage is growing at 40% annually
Storage today is 5 TB and each TB costs $100,000 annually*
Storage costs expected to decrease by 75% in 5 years

19.2 TB
$480,200

Moving Day Story

The Experience of the Cor...

Labels Are Often Not Enough to Fin...

What Corporate Movers Teach Us About Information Economics IBM

Don't leave it up to the movers -

- Inventory what you care about

- Treat valuables as valuables

- Just because you can move it ...

- If you don't know what its for...

- Garage sales give perspective!

- Paying "by the pound" for shipping

Costs to Maintain Data

* IT staff to support the data
* Back up of data
* Upgrade of servers or technolo
* Electricity
* Clean up costs
* Migration to new formats

Search Costs

* According to a McKinsey report, employees spend 1.8 hours every day—9.3 hours per week, on average—searching and gathering information. Put another way, businesses hire 5 employees but only 4 show up to work; the fifth is off searching for answers, but not contributing any value.

What is the Value of Information ?

* Think about what you have
* Assign it a value
* Value drives retention
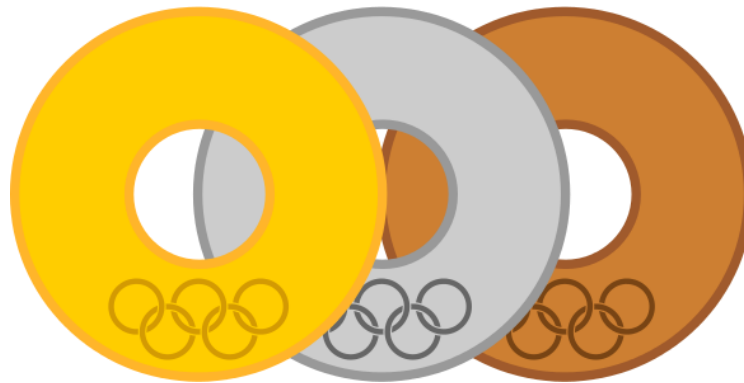
Gold Information

* Key information that you need to access on a regular basis or for a long time.
* What do you do? What information is important to that function?
* Is there data that if analyzed could help you improve your business today?

* Know exactly how long you need to keep
  * Regulatory
  * Litigation

Low Value Information

* Redundant, Obsolete, Trivial (or transitory)
* What do you have that you don't need at all?
* Can you set up a "drop-off" time?
   - ❑ 90 days
    - ❑ 1 year

In Between" Information

* "Silver" information or Work In Progress
* You don't yet know if it will be "gold" or transitory
* Can you set a time period for this information ?

Caution Work in progress

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Reference Material

* "As long as needed" for retention
* Balance "dumping ground" and "helpful information"
* Nice to have? Can you find it somewhere else?
* Is it shareable?

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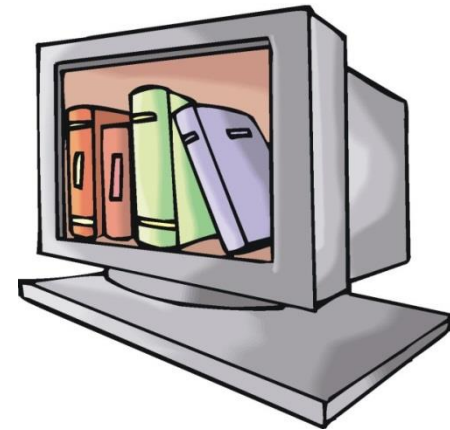
Privacy Issues

* If you are keeping; is it safe?
* Do you need to keep all of the data?

Steps to determine value and costs

* Determine fully load storage costs
* Calculate Growth rate
* Inventory your Information
* Establish Information Governance team
* Address Change management
* Schedule time for annual cleanup

Inventory

* What do you have and where?
* Ask the individuals? Small group meetings?

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Information Governance Team

* Who is going to make the decisions?
* Where does information go?
* What are the requirements?
* How do we communicate?

"Where Does Information Go?"

Value	Zone 1			Zone 2 Zone 2 has no legal or regulatory requirements but does contain critical business information!						Zone 3		
Retention	90 days			2 year time limit						Per Records Retention Schedule (RRS)		
Access	Individual Access			Individual Access			Shared Access			Shared Access by Authorized Employees		
Best Places to Store Today	Exchange			(Exchange 2010: Email Archive)* Home Dir/File Share**			SharePoint 2013* Fileshare**			FileNet & LOBs Repositories		
Solutions near Term and Long Term	Near Term	Exchange	6-12 Months	Near Term	Exchange * File share **	6-12 Months	Near Term	SharePoint* & File share**	6-12 Months	Near Term	FileNet* & LOBs Repositories	6-12 Months
	Long Term	Exchange 2013	12 Months	Long Term	Exchange 2013	12-24 Months	Long Term	SharePoint 2013*	12 - 24 Months	Long Term	FileNet* & SharePoint 2013 RM*	2-3 years
Examples of Information	Transitory information			WIP/Projects	Administrative	Reference	WIP/Projects	Administrative	Reference	Projects	Corporate	LOB Key Records
RIM Requirements	Automated disposition			Employees will be able to edit and delete. For options other than Exchange, the repository employees will be required to clean up annually and observe retention rules manually. Only the individual employee will be able to access the item. All items will be searchable by Legal and monitored by RIM. Employees will be asked produce items if subject to preservation hold. System will be easy to use, and easy to find items. Employee must observe Privacy standards.			Disposition will be automated; employees will be able to extend retention for reference material still useful on an individual item basis. Disposition will be suspended when a legal or tax preservation hold is applicable. Employees will be able to edit and delete items. All authorized employees part of the designated work group will be able to access the item. All items will be searchable by Legal and monitored by RIM. System will be easy to use, and easy to find items. Meets Privacy requirements.			System will automate disposition, based on retention periods as defined by the retention schedule, suspending disposition when a legal or tax preservation hold is applicable. System will prevent edit or deletion of the content to maintain the integrity of the record. System will ensure access to the record over the full life cycle, including a plan for media and system migration. All items will be searchable by Legal and monitored by RIM. System will be easy to use, and easy to find items. Meets Privacy requirements.		

Resistance to Change

* Always resistance; natural part of change
* Benefits vs. hammer
* Communication and involvement help reduce resistance

Cleanup Time

* Give people the time to clean up their files
* Make it fun
* Can you provide any assistance?
* No contests

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Email

* What is the purpose of email?
* Do you have limits on how much an employee can keep?

New York's contract with Microsoft, which developed Office 365, allows each employee to have 50 gigabits of email storage. According to the advocacy group Reinvent Albany, the storage is enough to handle 30 years' worth of messages.

File Shares

* Name It, Date It, Store It, Manage It
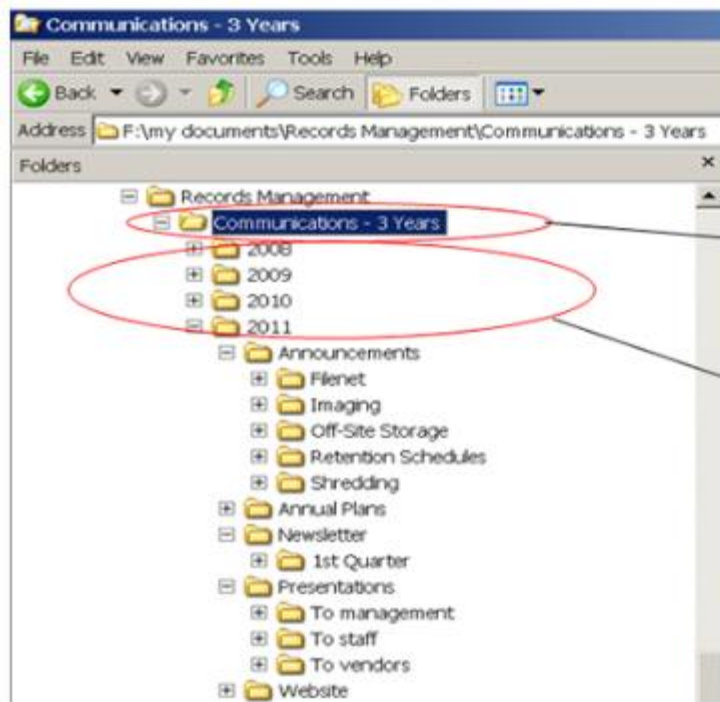
Applications

* Very rare to see ability to delete built into a system
* Contracts should cover how long the vendor can keep the data and how do you get it back?
* Sunset process is needed

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You should keep what is valuable
You should understand the cost of keeping too much