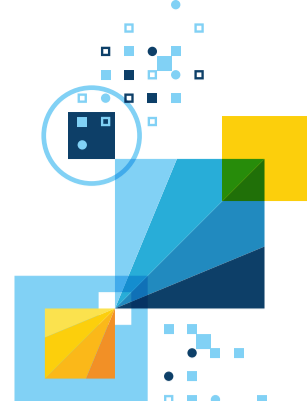
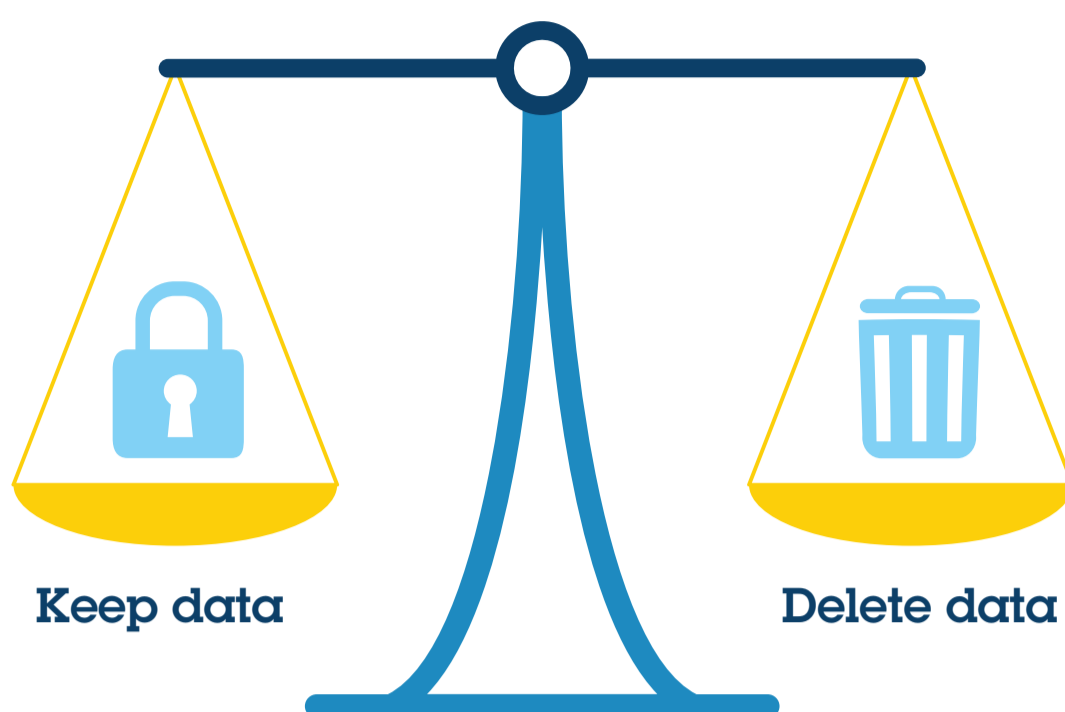


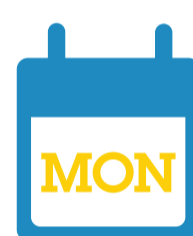
# Striking the Big Data vs. Good Data Balance:



Aligning the "keep everything" needs of Big Data with the "defensible disposal" mandates of Information Governance



1 Understand your information and its lifecycle



2 Define and enforce an overall retention schedule



3 Throw out the trash



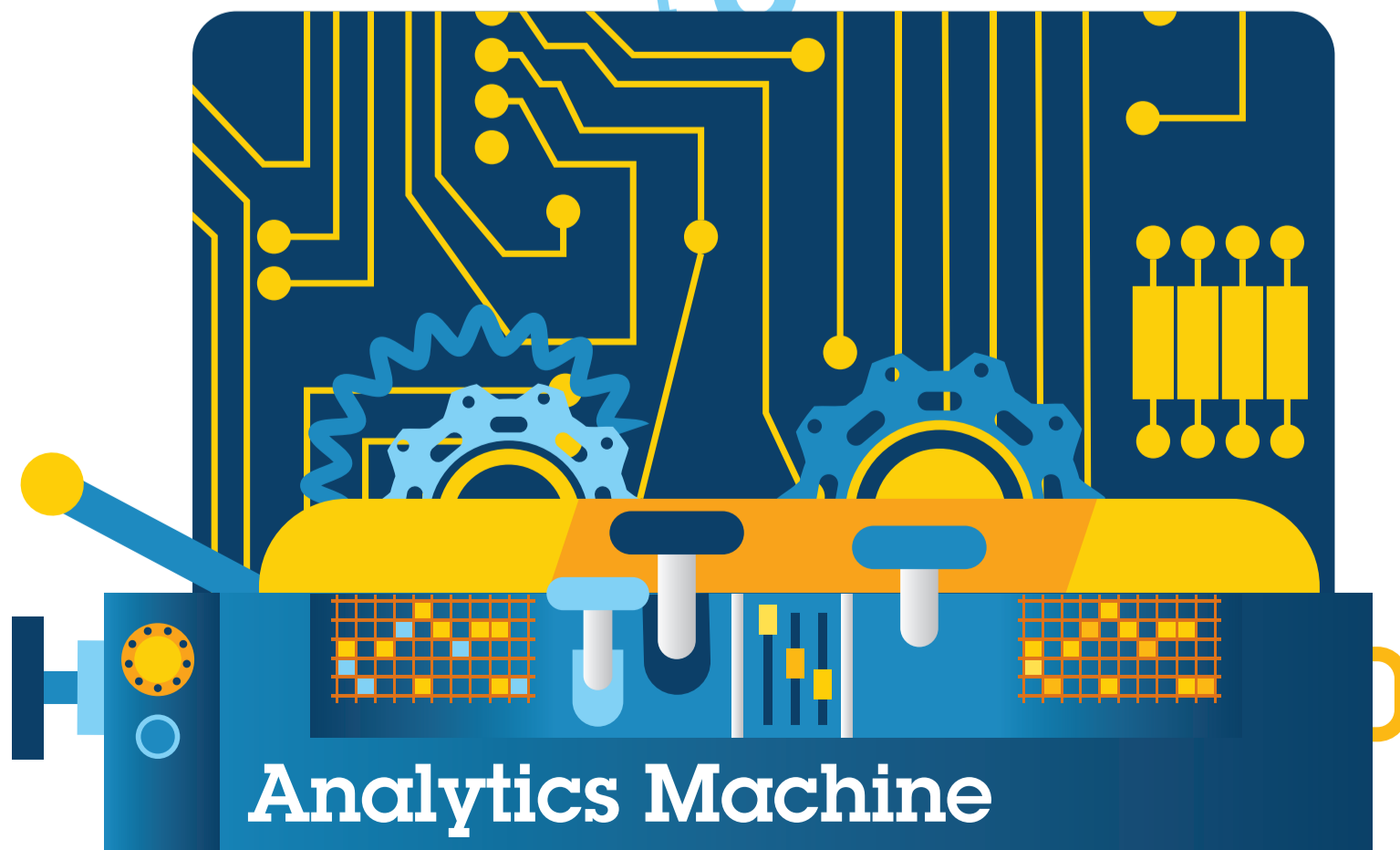
4 Extract analyzable data



5 Sanitize before you analyze



6 Deduplication of source information



**Analytics Machine**