

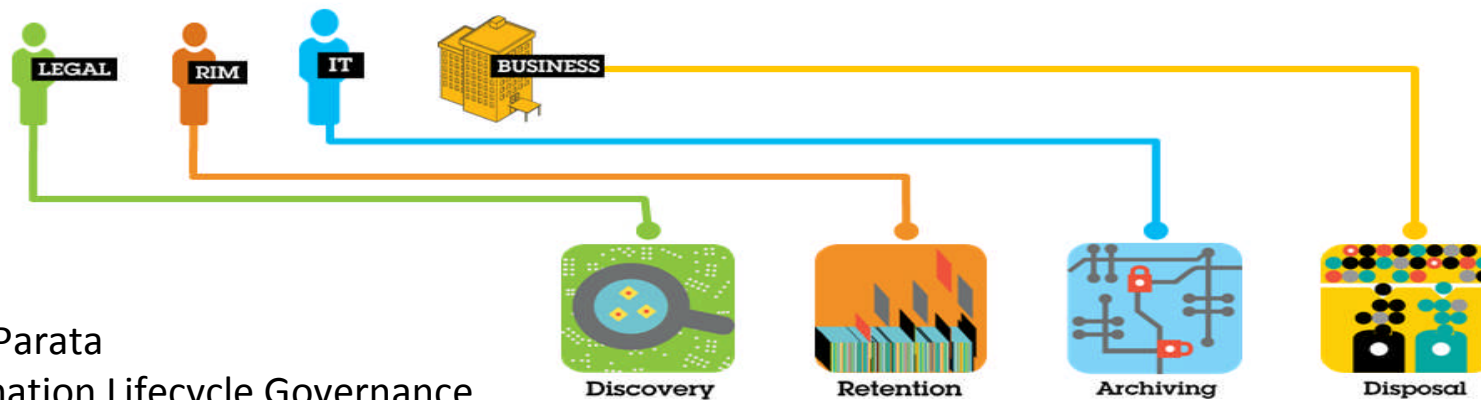


IBM Software

Information Management & Analytics Forum **2013**

Return on Information: The New ROI

Reduce Time, Cost & Complexity: A Smarter Approach to Archiving



Lloyd Parata
Information Lifecycle Governance
IBM Software Group
Singapore

Agenda

- ✓ Setting the scene
 - ✓ Storage growth in the world today, its more than just Archiving
 - ✓ India Records & Document Storage Laws
- ✓ What is Information Lifecycle Governance? (ILG)
- ✓ The information explosion - effect on storage and legal dept
- ✓ Case Study – Asia Bank, reviewing Archiving and Defensible Disposal
- ✓ How ILG can help your business Archive & reduce storage costs
- ✓ SAP and IBM Archiving
- ✓ Q & A

Why IBM ECM? A recognized worldwide industry leader

- ✓ Seven of the top eight **banks**
- ✓ 24 of the top 25 **insurers**
- ✓ 15 of the top 16 **telecos**
- ✓ All eight top **retailers**
- ✓ All 24 top U.S. **government agencies**

Marketshare growth

2011:

IBM:	19%	▲
Open Text:	6%	▶
EMC:	-4%	▼



Leader in major ECM categories

- ✓ **Enterprise Content Management**
– Gartner MQ Leader
- ✓ **Enterprise Content Management**
– Forrester Wave Leader
- ✓ **Enterprise Information Archiving**
– Gartner MQ Leader
- ✓ **Message Archiving**
– Forrester Wave Leader
- ✓ **Dynamic Case Management**
– Forrester Wave Leader

THE WORLD OF DATA

NUMBER OF EMAILS SENT EVERY SECOND

2.9 MILLION



DATA CONSUMED BY HOUSEHOLDS EACH DAY

375 MEGABYTES



VIDEO UPLOADED TO YOUTUBE EVERY MINUTE

20 HOURS



DATA PER DAY PROCESSED BY GOOGLE

24 PETABYTES



TWEETS PER DAY

50 MILLION



TOTAL MINUTES SPENT ON FACEBOOK EACH MONTH

700 BILLION



DATA SENT AND RECEIVED BY MOBILE INTERNET USERS

1.3 EXABYTES



PRODUCTS ORDERED ON AMAZON PER SECOND

72.9 ITEMS



SOURCES: Cisco; comScore; MapReduce; Radicati Group; Twitter; YouTube

IN THE 21ST CENTURY, we live a large part of our lives online. Almost everything we do is reduced to bits and sent through cables around the world at light speed. But just how much data are we generating? This is a look at just some of the massive amounts of information that human beings create every single day.

A COLLABORATION BETWEEN GOOD AND OLIVER MUNDAY

IN PARTNERSHIP WITH **IBM**

IBM Software
Information Management & Analytics Forum 2013
Return on Information: The New ROI

2011

1.8 ZB

2009

1 ZB

1 ZB=1T GB

2010
2020

35 ZB

1 ZB = 1B TB

1 ZB = 1T GB



Setting the scene: Electronically Stored Information

(ESI)

THE SECOND SCHEDULE : AMENDMENTS TO THE INDIAN EVIDENCE ACT, 1872

(See section 92) [1 OF 1872]

1. In section 17,

for the words "oral or documentary", the words "oral or documentary or contained **in electronic form**" shall be substituted.

2. After section 22,

the following section shall be inserted, namely :- relevant. Oral admissions as to the contents of electronic records are not relevant, **unless the genuineness of the electronic record produced is in question.**"



3. In section 34,

for the words "Entries in the books of account", the words "Entries in the books of account, including those maintained **in an electronic form**" shall be substituted.

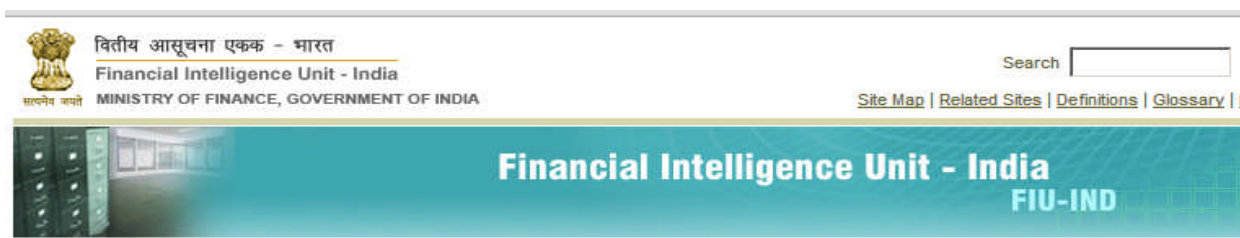
4. In section 35,

for the word "record" in both the places where it occurs, the words "**record or an electronic record**" shall be substituted.

Financial Intelligence Unit:

Notification No. 9/2009 - gives the “**rules for Record Keeping and Reporting**”.

{Rule 6. Retention of records - The records referred to in rule 3 **shall be maintained for a period of ten years** from the date of cessation of the transactions between the client and the banking company, financial institution or intermediary, as the case may be.”}



Under Federal Rules of Civil Procedure (FRCP) only electronic information that is “reasonably accessible due to undue burden of cost” is discoverable. A good Document Retention policy will put your company in control of what is available and discoverable under the Federal Rules.

- Identity of clients ▶
- Publications ▶
- Downloads ▶
- International ▶
- FAQs ▶
- Related Acts ▶

DOWNLOADS



- ▶ [Banking Company](#)
- ▶ [Financial Institution](#)
- ▶ [Intermediary](#)
- ▶ [Enforcement Agency](#)

RELATED LINKS

- ▶ [Maintenance of Records >> Obligations](#)
- ▶ [Maintenance of Records >> Records containing information](#)
- ▶ [Maintenance of Records >> Procedure and Manner](#)
- ▶ [Maintenance of Records >> Retention of Records](#)
- ▶ [Notifications >> Notification No. 9/2005 - Rules for Record Keeping and Reporting](#)
- ▶ [Notifications >> Rule 3 - Maintenance of records of transactions](#)
- ▶ [Notifications >> Rule 4 - Records containing information](#)
- ▶ [Notifications >> Rule 5 - Procedure and manner of maintaining information](#)
- ▶ [Notifications >> Rule 6 - Retention of Records](#)
- ▶ [Notifications >> Notification No. 15/2005 - Amendment to Rules](#)
- ▶ [PMLA >> Section 12 - Obligations under PMLA](#)

The “storage is cheap” myth is fading.....

Storage is often perceived as inexpensive: dealing with data is IT's job, and mostly because sorting and deleting information is more trouble than simply ignoring it, end users, who create and use the data, tend to ignore records management projects.

However, the war cry of many IT professionals that “**storage is cheap**” is starting to fall on deaf ears.

Organizations are realizing that the cost of storing information is just the tip of the iceberg when it comes to the litigation risk of having terabytes (and conceivably petabytes) of unstructured, uncategorized and unmanaged Electronically Stored Information (ESI).

This explosion of information will increasingly become an information liability for organizations that have never deleted a byte of information.

In 2012, more corporations will see the need to clean out their digital houses and will realize that such cleansing (where permitted) is a best practice moving forward.

The importance of a records retention policy and retention schedule cannot be overstated, given that they serve as an essential foundation to any records management initiative.

-Gartner RAS Core Research Note G00201565

The “keep everything forever” model.....Pfizer & Celebrex

From: Zwillich, Samuel H
Sent: Tuesday, May 23, 2000 6:59 PM
To: Wahba, Mona M
Subject: CBX-0082360_ RE: Good News on Celebrex

Mona:

Thanks **They swallowed our story, hook, line and sinker...**

Samuel H. Zwillich
Clinical Research / CRAII

-----Original Message-----

From: Wahba, Mona M
Sent: Tuesday, May 23, 2000 1:40 PM
To: Forster, Eliot R; Murphy, Patrice L; Meyers, Laraine I
Samuel H
Subject: FW: Good News on Celebrex

In case you did not see.



HOME PAGE TODAY'S PAPER VIDEO MOST POPULAR U.S. Edition

The New York Times

Health

In Documents on Pain Drug, Signs of Doubt and Deception

By KATIE THOMAS
Published: June 24, 2012 | 181 Comments

A research director for Pfizer was positively buoyant after reading that an important medical conference had just featured a study claiming that the new arthritis drug [Celebrex](#) was safer on the stomach than more established drugs.

A Drug Trial's Revelations

“They swallowed our story, hook, line and sinker,” he wrote in an e-mail to a colleague.

- FACEBOOK
- TWITTER
- GOOGLE+
- E-MAIL
- SHARE
- PRINT
- SINGLE PAGE

What is Information Lifecycle Governance? (ILG)

business sponsored initiative focused on improving data storage costs and aligning information management with information value:

- ✓ Reclaim over-allocated/unused storage.
- ✓ Extend and automate retention management
- ✓ Implement value-based archiving & defensible disposal
- ✓ Automate the Legal Holds and eDiscovery process

The End Result

1. Substantial cost reduction and avoidance
2. Reduced business, litigation, and records retention risk

Smart Archive for IT

- Archive Office and Collaboration Content
- Archive SAP and Structured Data



eDiscovery Management for Legal

- eDiscovery Process Management
- Case Assessment & Analytics



Records & Retention Management for RIM

- Retention Policy & Schedule Management
- Enterprise Records Management



Disposal & Governance Management for the CIO

- Disposal Enablement
- Governance & Risk Management



IBM ILG provides a comprehensive, unified solution



Legal

- Reduce high eDiscovery risks and high litigation costs with:
 - eDiscovery process management
 - eDiscovery case assessment and analytics



Records

- Improve compliance and enable global retention and disposition with:
 - Global policy and schedule management
 - Enterprise records management



IT

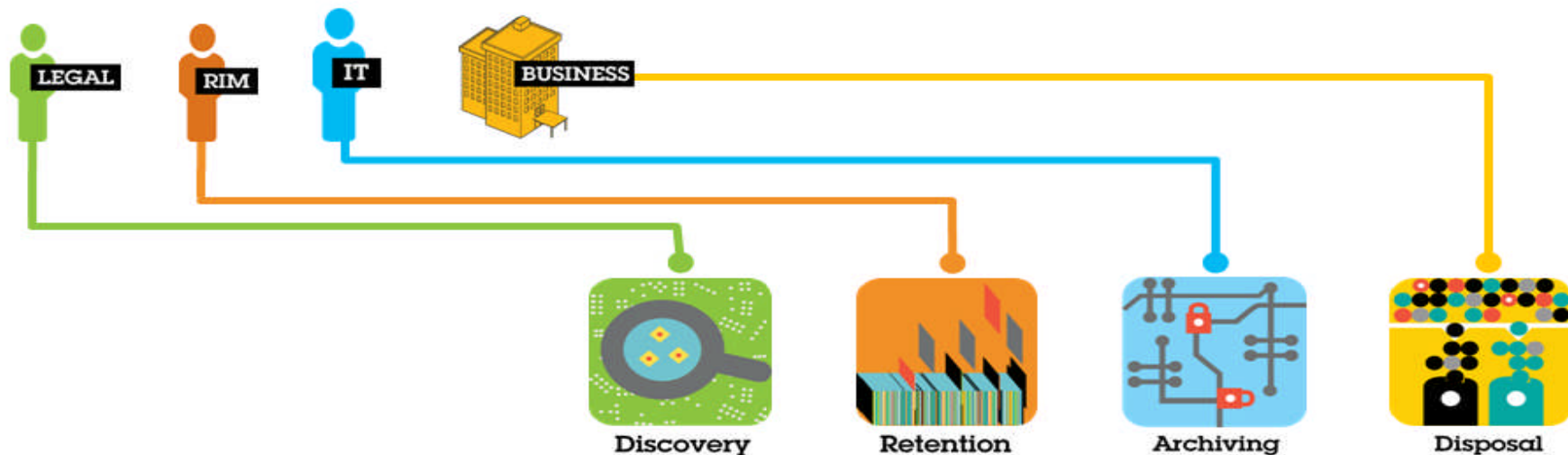
- Reduce IT costs and control data growth to invest more strategically with:
 - Disposal and governance management
 - A smarter approach to archiving and storage

← Cross-Enterprise Coordination Lowers Risk and Cost Systemically →

ILG available as modular on-ramps. Deploy one, some or all

- ILG on-ramps can be deployed quickly and deliver immediate value
 - Content assessment
 - Collection and archiving
 - Advanced classification
 - Records management
- SAP Archiving
- eDiscovery search and analytics
- Start with one, some, or all on-ramps – in any order or any combination
- Add other on-ramps in flexible yet modular fashion

Storage cost & growth reduction



Why Archive? (aka Data Retention)

Document Retention Policy becomes more complicated, but extremely important in order to protect against cases of future litigation

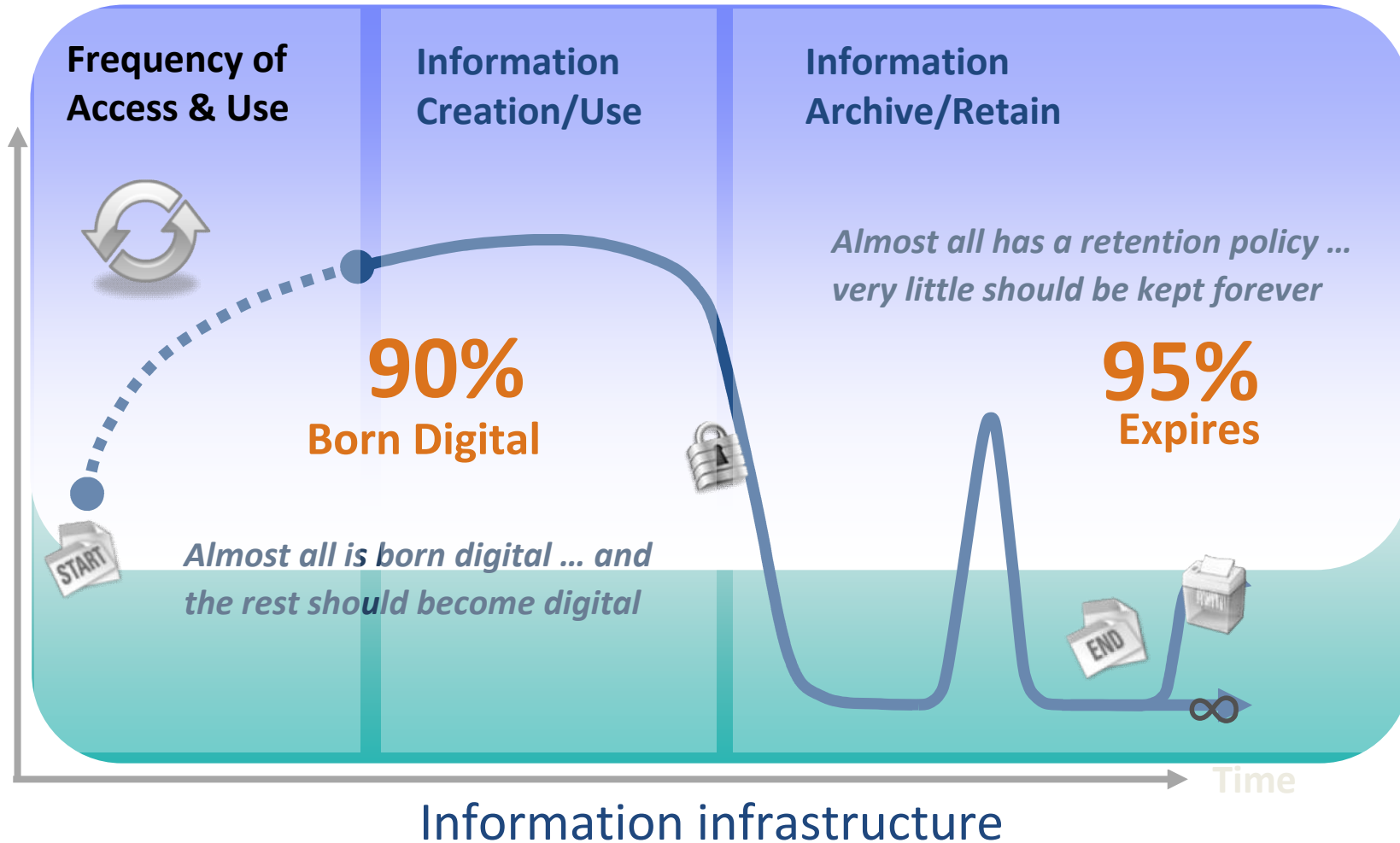
Document retention policy provides for the systematic review, retention and destruction of documents received or created in the course of business.

Document retention policy will identify documents that must be maintained and contain guidelines for how long documents should be kept and how they should be destroyed.

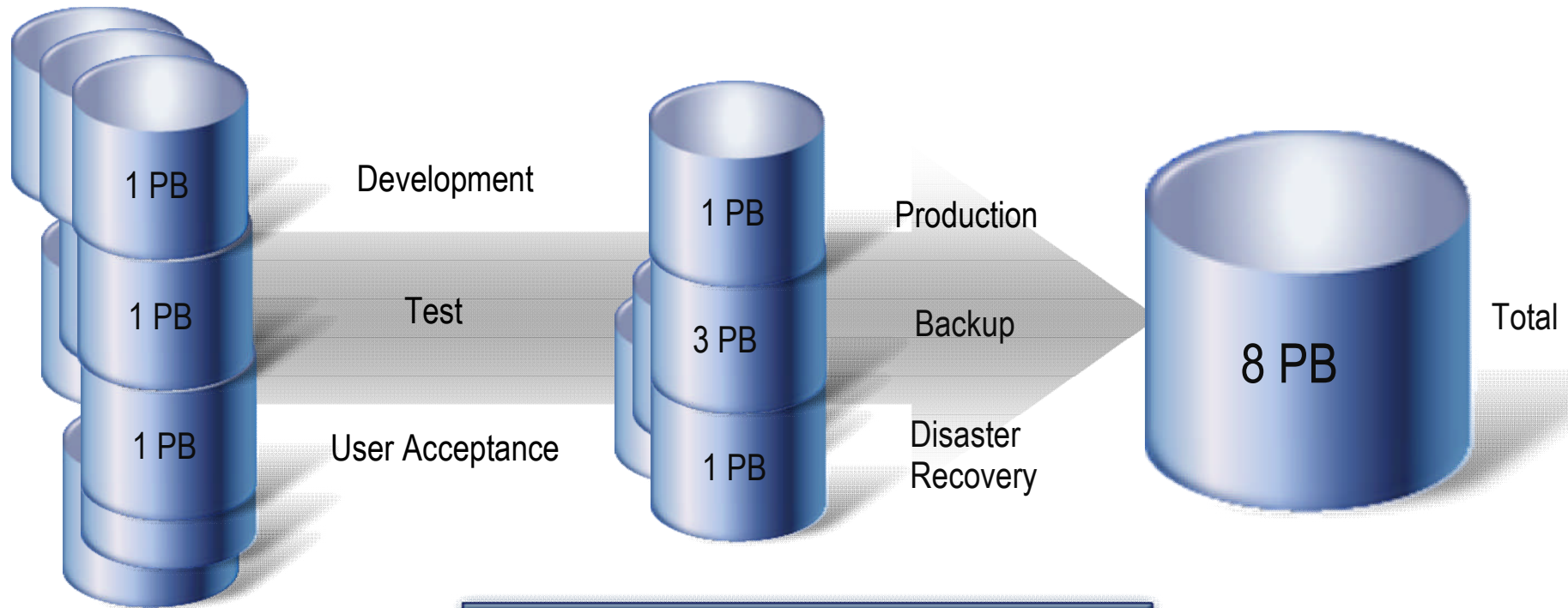
Six important reasons why you should implement a Document Retention policy:

- 1) To comply with legal duties and requirements, either statutory or regulatory;
- 2) To avoid liability through “spoliation,” the improper destruction or alteration of documents in a litigation situation;
- 3) To support or oppose a position in an investigation or litigation;
- 4) To protect from unnecessary expense and time during discovery;
- 5) To maintain control over discovery and e-discovery, and
- 6) To keep documents confidential and avoid leakage to attackers or competitors.

Information has an important lifespan



Data Multiplier Effect



Total Storage for 1 PB in Production
is really 8 PB

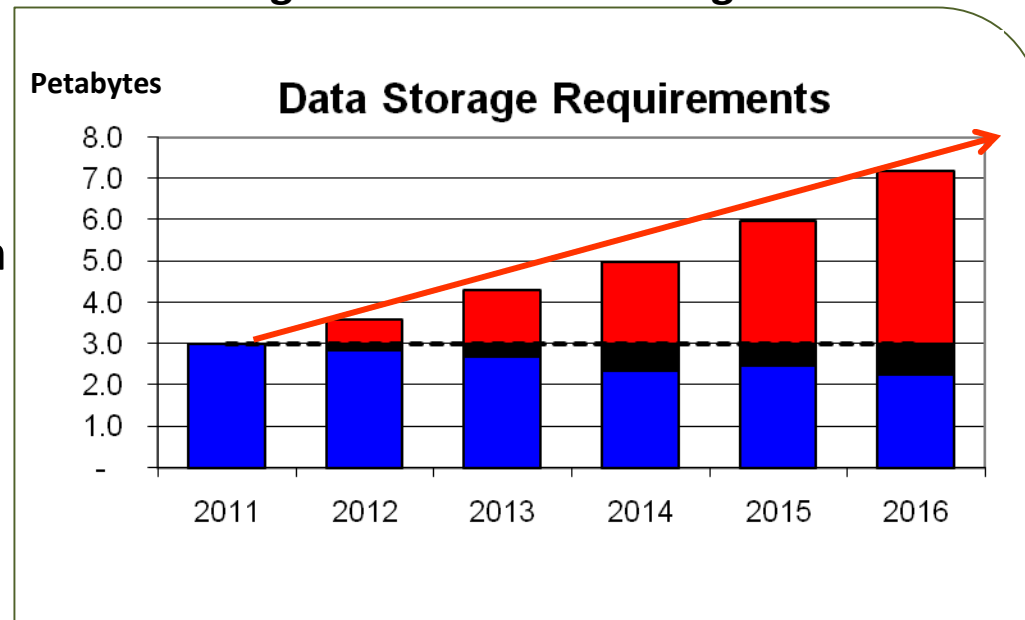
Grim situation*

- ✓ 42% of CEOs demanded that the strategic contribution from IT rise to meet the demands of a transforming industry
 - ✓ Frustrated by the inability of IT to align to business goals
 - ✓ 5 year tenure exacerbates problem, intensifies performance pressure
- ✓ Forces that drive IT budget often outside of IT and there is significant pressure to align IT budget to revenue growth which is a difficult dynamic

Targets for change:

- 1) Innovation and Growth
- 2) Cost and Value Optimization
- 3) Risk Management
- 4) Governance

Cost of Storage devours the IT budget



*CGOC Survey Results

■ Total Data Storage – Defensible Disposal
■ Data Storage Increase Avoided

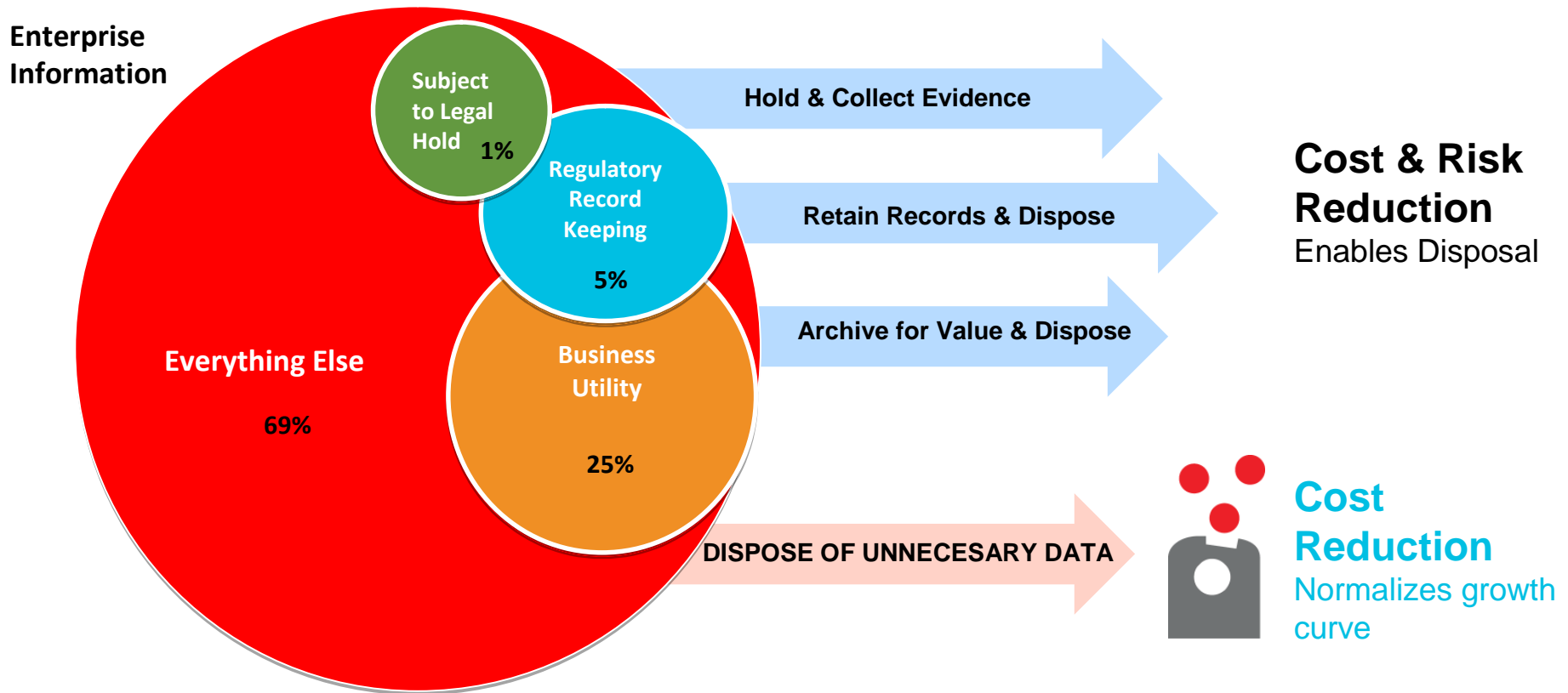
■ Data Storage Reduction from 2010 Baseline
- - - Data Storage Baseline

What are your organisations risks today?

1. Are you concerned about your slow legal search (e-Discovery) process today?
2. Can you identify what needs to be kept, archived or can be deleted?
3. How do you make archive management and infrastructure choices?
4. Can you backup and recover your servers fast and reliably enough?
5. Have you evaluated the level of compliance required throughout?
6. Is your infrastructure optimized based on your retention?
7. How are you addressing these requirements today?
8. Is your information secure when shared or at rest?

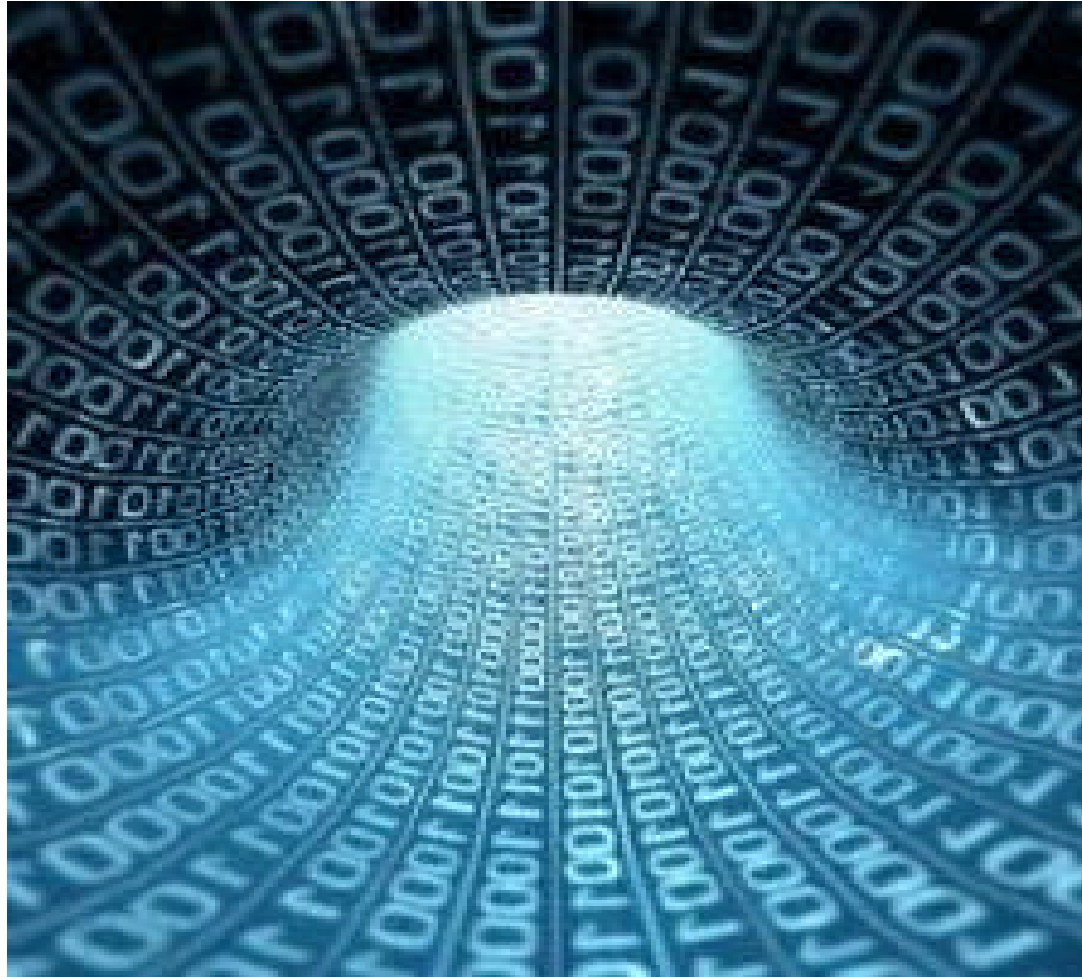


IBM Information Lifecycle Governance (ILG) is based on a very Simple Savings Proposition: **Dispose of Unnecessary Data**



%s based on CGOC Summit 2012 Survey

“The best way to reduce the amount of data — delete it.”



Sheila Childs, Research Vice President, Gartner

IBM Software

Information Management & Analytics Forum 2013

Return on Information: The New ROI

Customers Struggle with Information

Volume, Value and Risk

How do I meet legal obligations more efficiently and reduce legal risk?



How do we find information of value and use it to make better decisions?



How do I deal with doubling data and shrinking budgets?



How do I go from physical to digital records management?



... and typically address as unrelated challenges.

Dependent, **Disconnected Silos** Are The Challenge

Mutually dependent stakeholders, low awareness of root cause issues



Knows duties for information.
How do I meet legal obligations more efficiently and reduce legal risk?



Knows value of information.
How do we find information of value and use it to make better decisions?



Knows duties for information.
How do I go from physical to digital records management?



Has the information, but no idea what duties and value it has.
How do I deal with doubling data and shrinking budgets?

Antiquated or disconnected processes; stand-alone tools/markets for each stakeholder which treat symptoms

Places legal holds by name of individual employee involved. Stand-alone tracking.
Fears improper disposal, struggling with legal cost but doesn't care about IT cost.

Uses it while needed, then forgets it. Asking for search and analytics and mobile.
Frustrated by high chargeback reports. Wonders why IT can't go faster to get business apps on iPad and innovate for customers.

Defines retention by record "codes" in 150 page PDF schedule; wants repository for records (5%).
Doesn't incorporate business need into schedule. Considers job done when schedule hits intranet.

Organizes data by system mnemonic.
Guessing what legal wants, inventing retention policies, no way to tie 500 lawsuits and 6000 laws and business value to 8000 systems and servers.

Most organizations struggle to align supply to demand: Information value declines over time, but cost and risk do not



BUSINESS

- Information volume doubles every 18-24 months in most organizations
- 90% of the world's information was created in the last 2 years¹



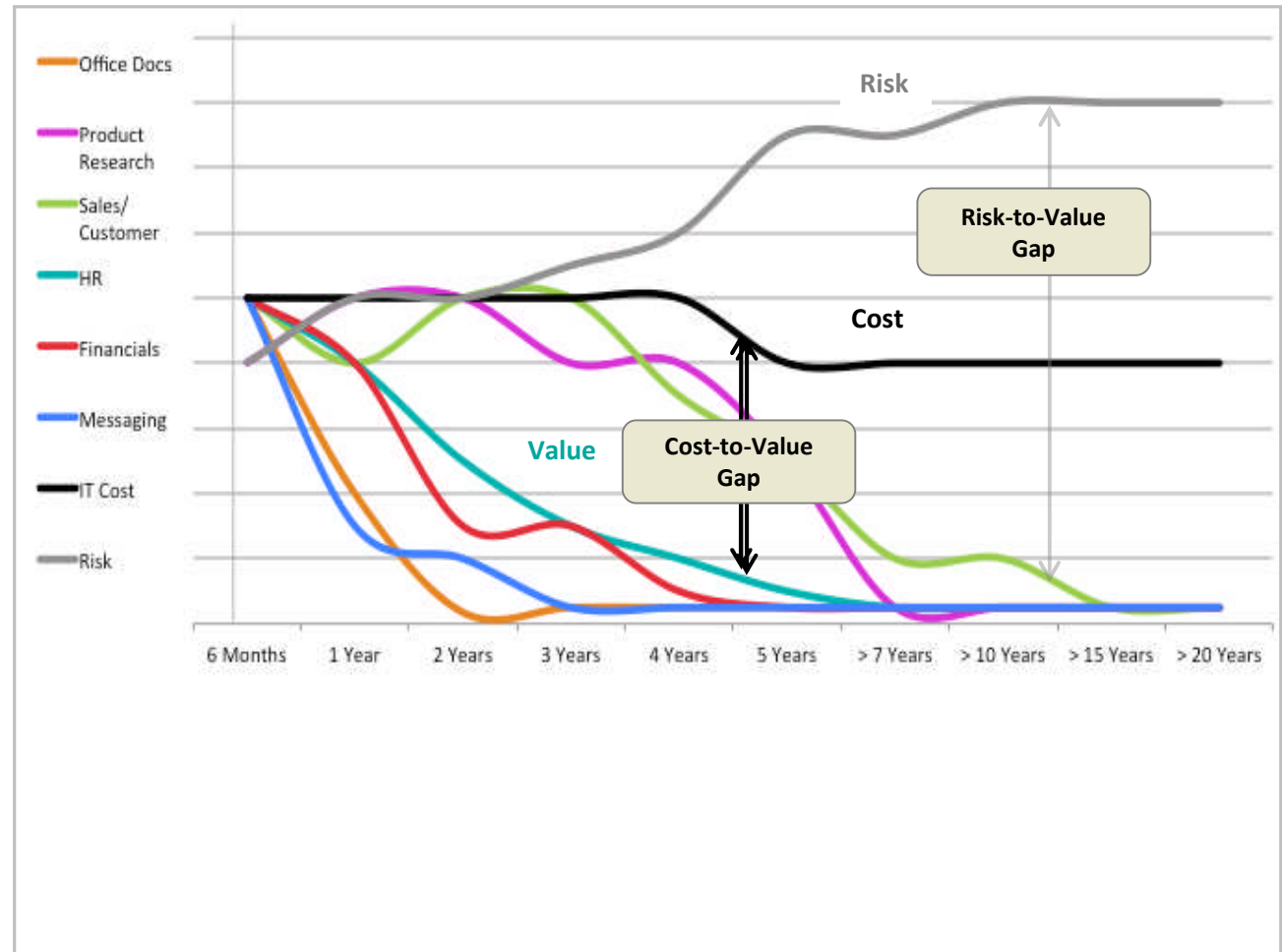
LEGAL

- It costs \$18,000 to do e-discovery on 1 gigabyte²
- e-discovery consumes as much as half of litigation budget



IT

- \$4M to store 1PB and app cost materially adds to run rate
- Data storage consumes growing share of budget; sunsetting too slow



¹ Source: Big data: The next frontier for innovation, competition, and productivity McKinsey & Company, 2011 Study

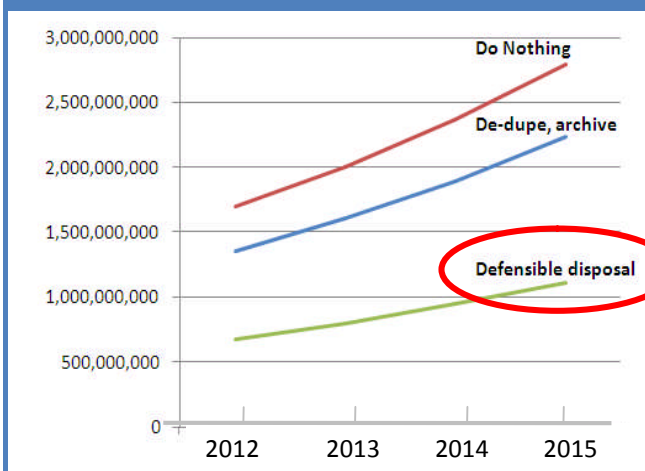
² CGOC 2012 Summit Survey

³ Gartner e-discovery Report

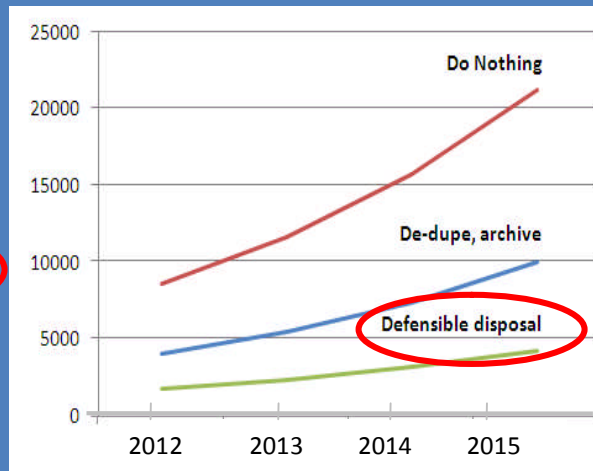
Case Study: Bank with Total 5 Petabytes of Storage

Can expect to have an average of 25 Terabytes of unnecessary email and 3 Petabytes of unnecessary structured data stored in 2015.

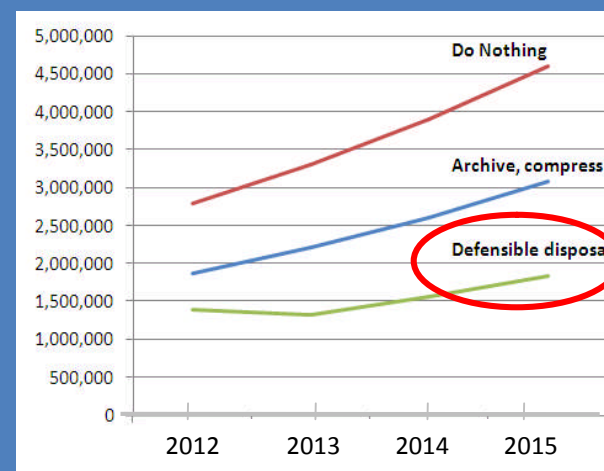
*In 2015, with an average of 30% annual storage growth, this Bank is likely to have **1 billion extra files, 6 Terabytes of unnecessary email and 1.5 Petabytes of unnecessary data** if they only implement a Point Solution for Email Archiving and or Data Archiving.*



Unstructured Data (files)

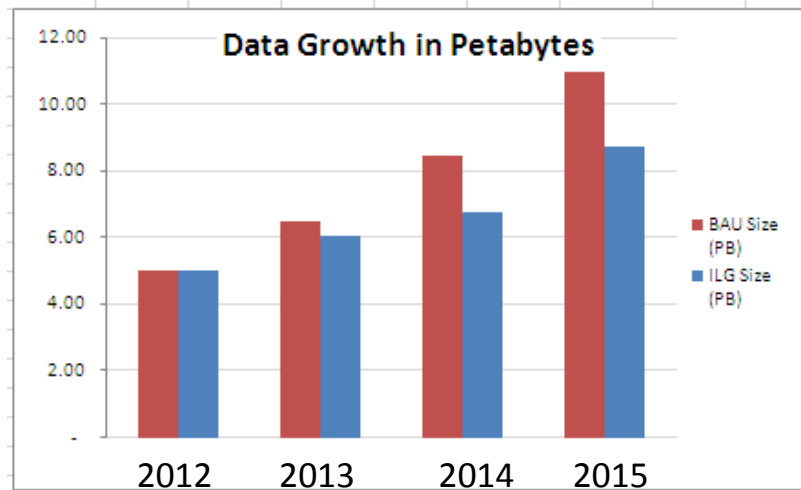


Email Volume (in gigs)

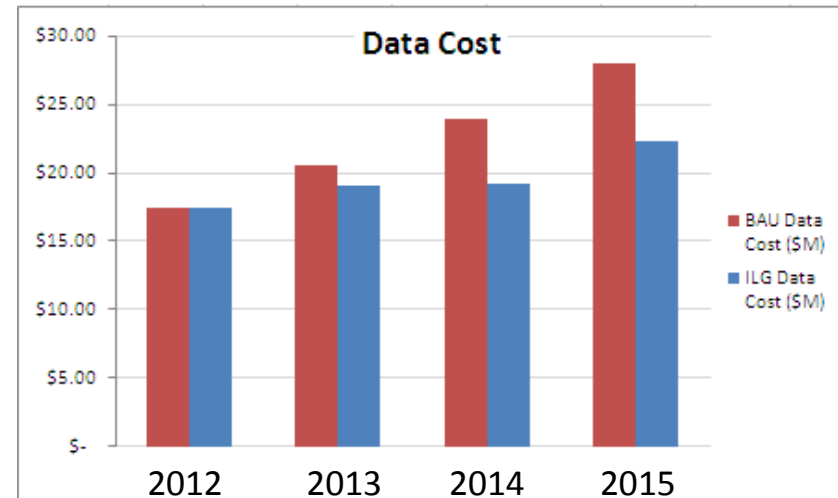


App & Mainframe Data (in gigs)

Estimated storage and growth reduction, based on high level estimate of Asian Bank current Total Storage of 5PB, and 30% growth per year.



Estimate storage reduction of 2.25PB over 3 years



Estimate \$11.8M cost savings over 3 years

Benefit Calculations	2012	2013	2014	2015	Calculations
Business as Usual (BAU)					
Size (PB)	5.00	6.50	8.45	10.99	Previous year data + Growth
Data Growth (PB)		1.50	1.95	2.54	Previous year growth PB * Growth rate
Storage Cost/PB	\$ 3.50	\$ 3.15	\$ 2.84	\$ 2.55	Initial cost * Annual storage cost change
Cost (M)	\$ 17.50	\$ 20.48	\$ 23.96	\$ 28.03	TOTAL cost of data in Year
ILG Solution					
Size (PB)	5.00	6.07	6.77	8.73	Previous Year Size + Growth - Reductions
Data Growth (PB)		1.50	1.95	2.54	Same as BAU growth
Available for Disposal (PB)	2.50	4.00	5.95	8.49	Previous year addressable size + Growth
DISPOSAL Reductions					
Amount Disposed (PB)		0.43	0.74	0.20	Addressable Size * Years Disposed % * Realization rate (Y1)
ARCHIVING Reductions					
Amount Archived (PB)		-	0.51	0.38	Addressable Data * Years to archive as % * Compression
Cost (M)	\$ 17.50	\$ 19.12	\$ 19.20	\$ 22.28	Total Size * Cost per PB
CUMULATIVE SAVINGS	\$ -	\$ 1.36	\$ 6.11	\$ 11.86	

IBM Archiving & SAP



IBM SAP International Competence Center: Walldorf, Germany

- Dedicated resources in Alliance, Sales, Marketing, Development
- Joint Marketing with SAP, POCs, Center of Excellence



SAP certified interfaces – ArchiveLink (since 1994), NetWeaver ILM (2008)

Nearly 2000 IBM SAP Archiving customers, all major industries



IBM: One of initial ECM products certified for SAP NetWeaver ILM (2008)

- SAP-directed retention & holds on archived SAP data; system decommissioning



Over 18 years of IBM SAP Archiving experience, beginning with FileNet Document Warehouse for SAP

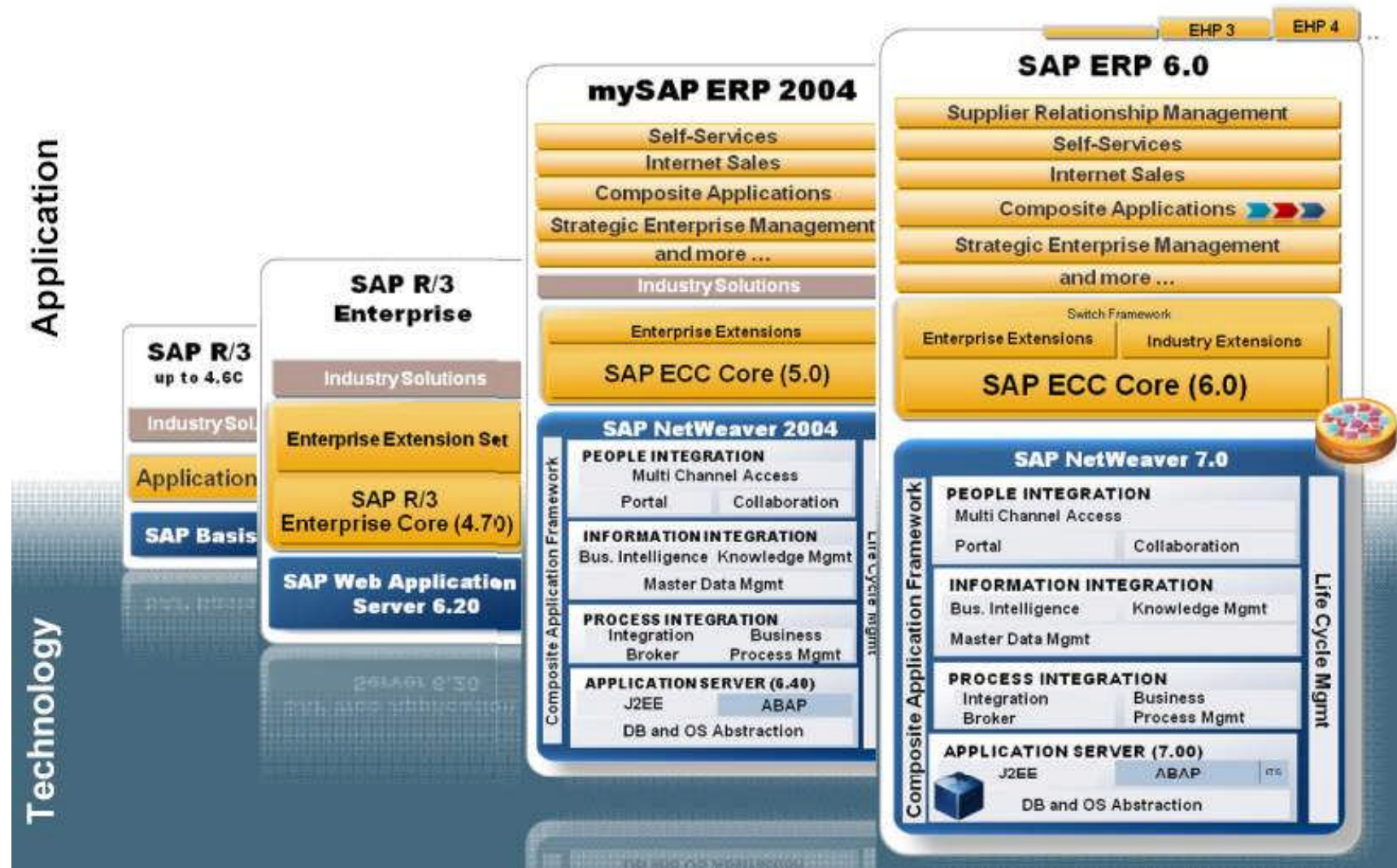
- IBM/FileNet: ECM leader - inc. in Compliance/Governance, Content Analytics, and in Workflow/BPM/Advanced Case Management
- IBM Archive for SAP modular architecture, TSM & ECM support, DB2 for SAP

ECM-SAP 13 years of cost effective SAP Archiving implementation & functionality build-out

Experienced SAP-certified solution partner base

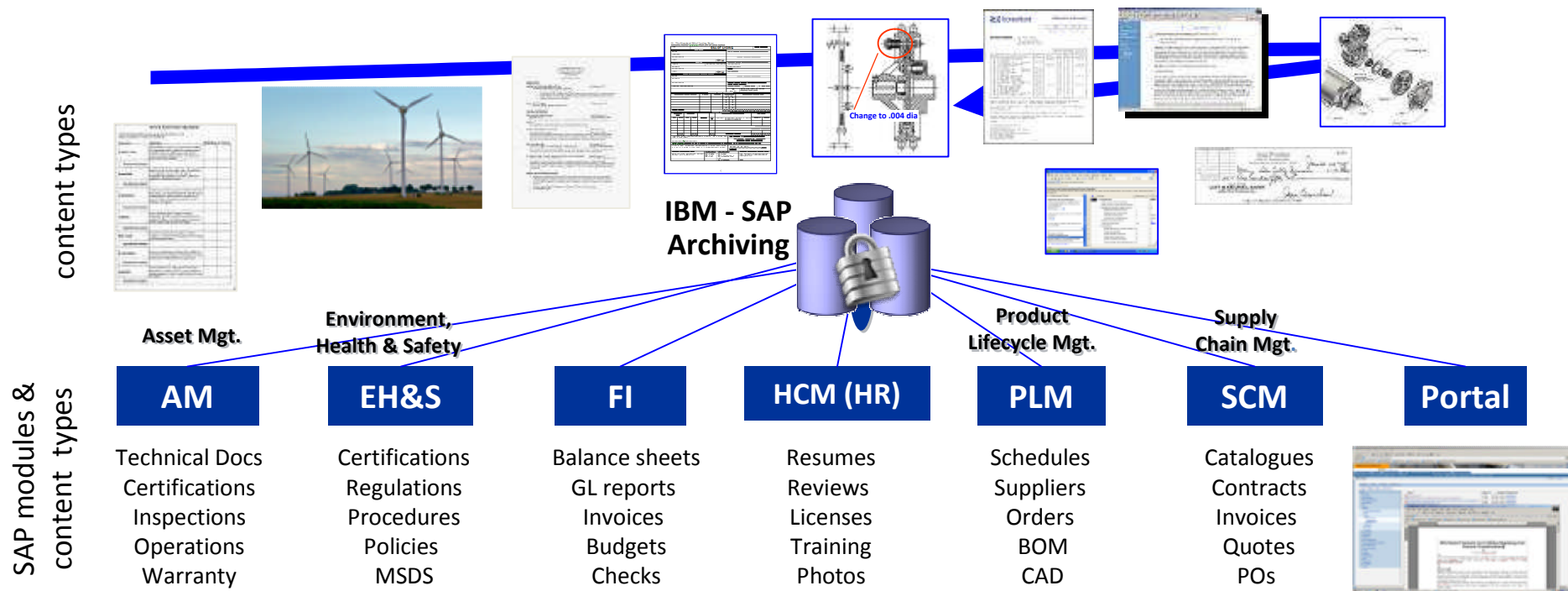
Growing SAP Archiving requirements

Last 20 years: SAP does far more, generates & needs far more data



What IBM's SAP Archiving solutions do in SAP terms → A, C, and sometimes B

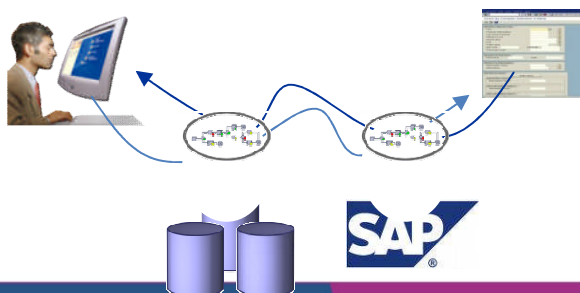
– for any ArchiveLink-enabled SAP module



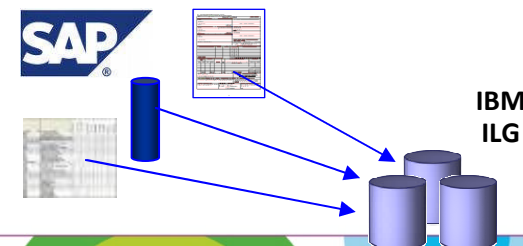
A. Content-enabling: associate documents & transactions



B. Complementary process management



C. Archive & retrieve SAP-generated data, documents & reports



US Energy Company

Using Smart Archive for SAP

“When you consider the annual cost of off-site storage for backup documents over seven years, which is how long we’re required by law to keep backups of our accounting documents, we’ve saved millions of dollars by archiving them electronically in the FileNet system.”

— System Administrator

Industry context: energy services

Value driver: improve customer service

ILG solution: Smart Archive for SAP

Business Challenge

- Processing over two million invoices annually impacting database performance
- Major delays in receiving paper invoices
- Online access to invoice image for approval
- Audit

Products Involved

- IBM FileNet P8 Content Manager,
- IBM FileNet Application Connector for SAP R/3.
- IBM Content Collector for SAP Applications

Smarter Business Outcomes

- SAP running at peak performance
- Saved millions by eliminating off-site storage fees
- Saved hundreds of thousands of dollars annually in late payment fees
- Improved efficiency

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IBM ILG is the trusted partner to legal leaders, recognized domain expert and market leader with innovation advantage

Financial Services



Life Sciences



Oil & Gas



Various Industries



One Last Thought! Your Digital Shadow.....



Check out [these](#) facts from 2012.



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THANK YOU

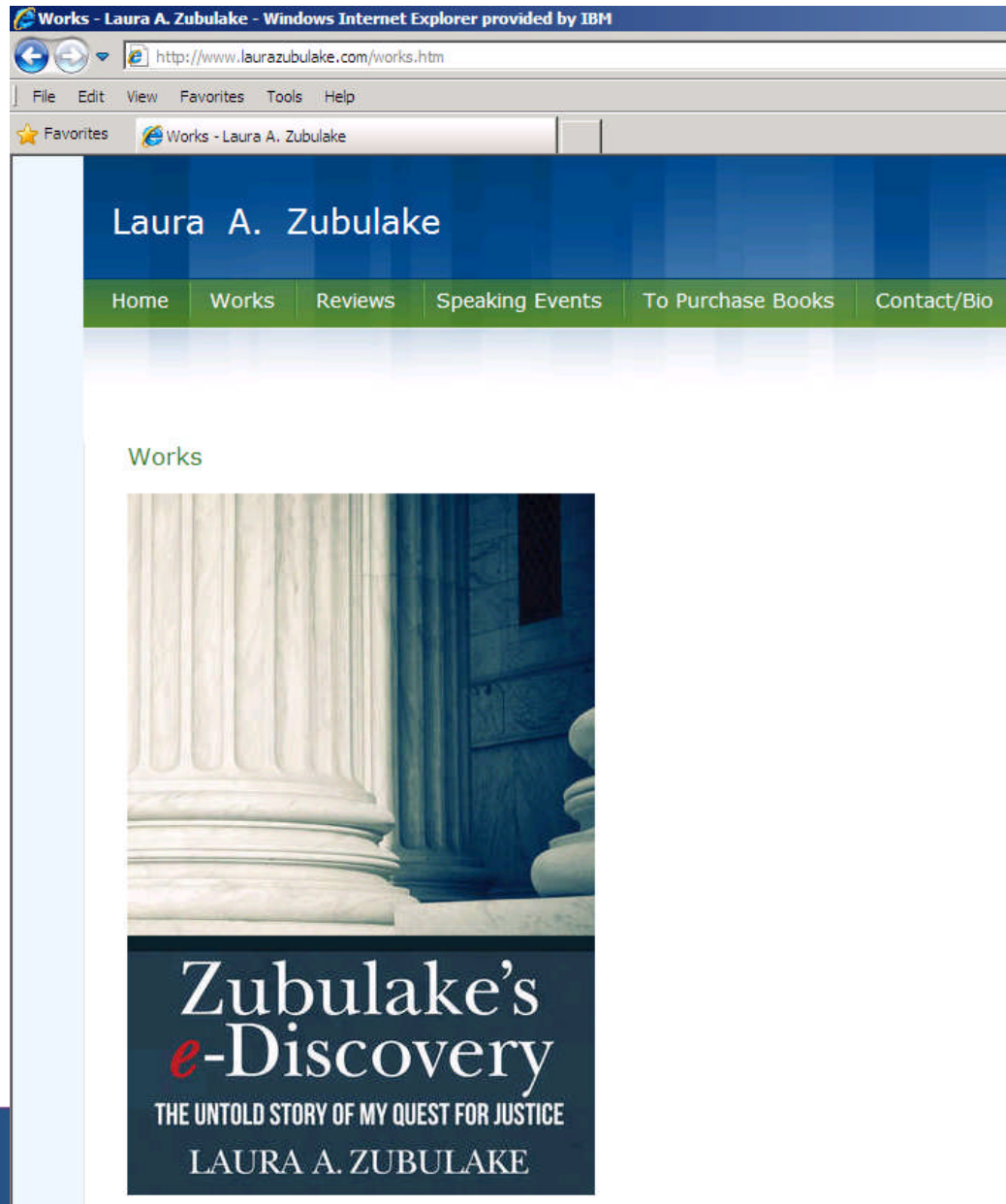
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Return on Information: The New ROI



<http://www.laurazubulake.com/works.htm>



[Zubulake's e-Discovery: The Untold Story of my Quest for Justice](#)

In February 2002, I filed employment-related claims against my former employer, a multi-billion-dollar Wall Street firm. My case (“Zubulake”) came to be about much more than the allegations. Pursuing an unconventional course, I opted to search for electronic evidence that I was led to believe did not exist. Rather than settling and moving on, I took my case to a jury of my peers. The results of my actions became historic: a noteworthy verdict and a series of landmark legal opinions. Known as the *Zubulake* opinions, they established precedents in the area of electronic discovery (“e-discovery”) and influenced the practice of law. Considered the first definitive case in the United States concerning a range of e-discovery issues, it influenced the 2006 amendments to the Federal Rules of Civil Procedure.

