

IBM SolutionsConnect 2013

Turning Opportunity into Outcomes.



StoredIQ

James Schellhase, President, StoredIQ

Amir Jaibaji, VP of Product Management, StoredIQ

Content in Motion

Smarter Content. New Insights. Better Outcomes.

Introduction to StoredIQ



MISSION STATEMENT

“ Enabling organizations to gain complete visibility and control over unstructured data to meet their eDiscovery, Records Management, Governance, Compliance and Storage requirements. ”

Based in Austin, TX | Founded in 2002 | Acquired by IBM February 2013

Select Customers

- Pitney Bowes
- State Farm
- Edward Jones
- Discover Financial
- MGM Studios
- Transocean



Enterprise Big Data Dilemma



Data capacity in enterprises is **growing at 40% to 60% year over year** due to a number of factors, including an **explosion in unstructured data**, such as email and documents that have to be stored due to regulatory requirements that continue to evolve and change.

Gartner

Source: Gartner



Accelerated Information Growth



- Every user is an information producer and consumer.
- Information is everywhere – email, SharePoint, laptops, social media and the cloud.
- Information silos – proliferation of media types and formats.
- Globalization of business – distributed architectures and organizations.

Rising Data Volume – in terms of risk and cost – Not Sustainable



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Overview

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Information value declines over time, but cost and risk do not; rising volume puts tremendous economic pressure on legal, business and IT



BUSINESS

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



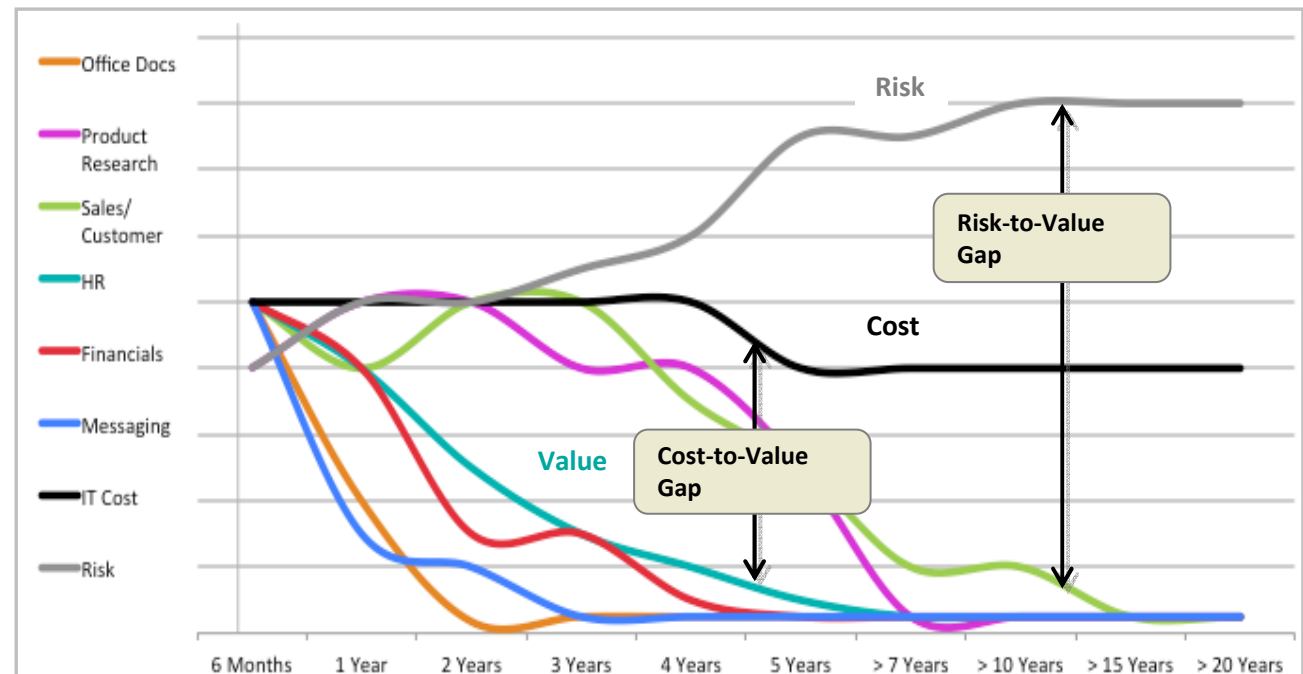
LEGAL

- It costs \$18,000 to do e-discovery on 1 gigabyte³
- e-discovery consumes as much as half of litigation budget



IT

- It costs \$4 million to store 1 petabyte of data
- Data storage will consume 20% of most IT budgets



Typical organization dynamics:

1% of data is on litigation hold and 5% is subject to regulatory obligation

25% has current business value

68% of data is debris that should be disposed – its cost and risk exceed its value²

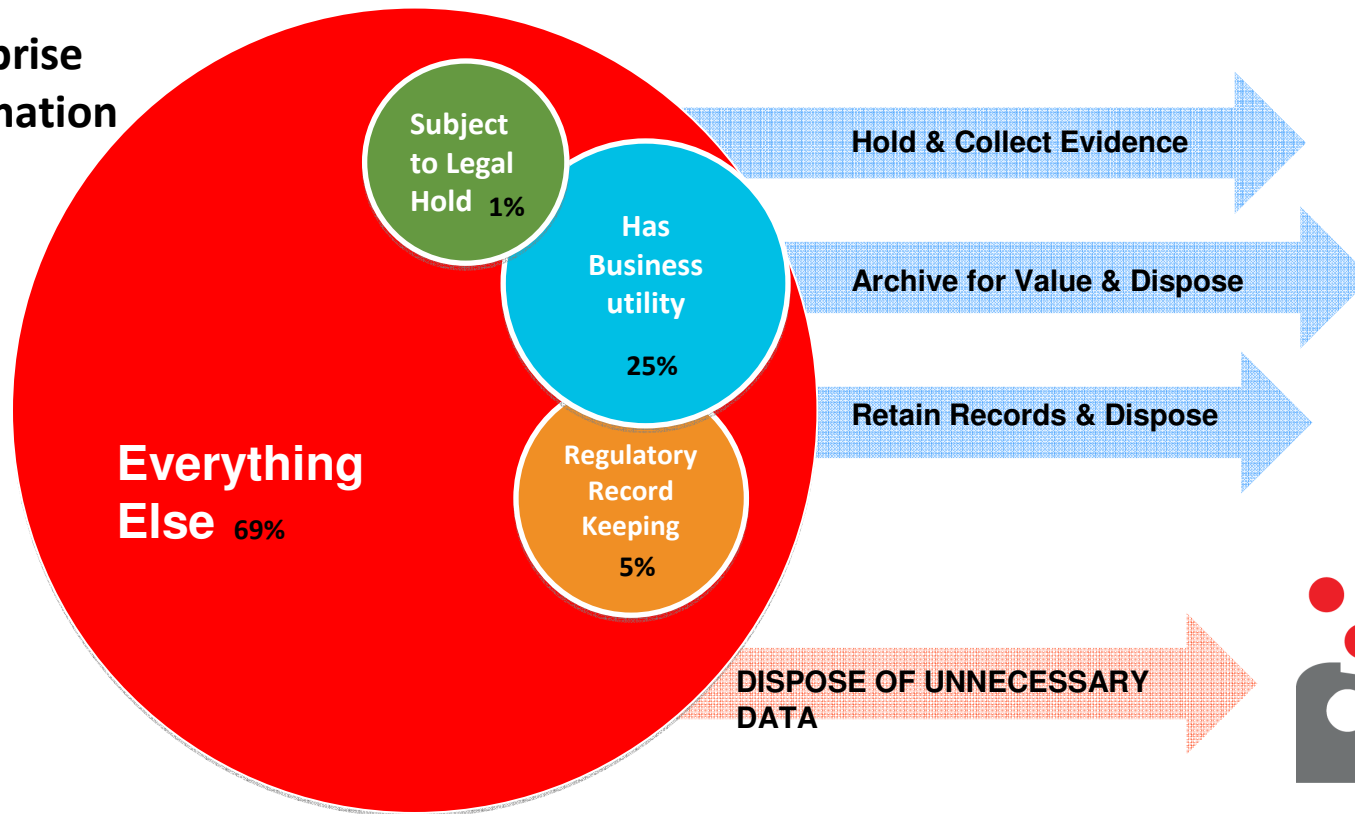
¹ Source: Big data: The next frontier for innovation, competition, and productivity McKinsey & Company, 2011 Study

² CGOC 2012 Summit Survey

³ Gartner e-discovery Report

ILM&G Program Objective: Dispose of Unnecessary Data

Enterprise Information



Cost & Risk Reduction
Enables Disposal



Cost Reduction
Normalizes growth curve

%s based on CGOC Summit 2012 Survey

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The Right Approach

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The StoredIQ Platform and Solutions



APPLICATION DASHBOARDS

Use-Case Specific Dashboards (eg. DiscoveryIQ, RecordsIQ)

SOLUTION PACKS



Subject Matter Expert

Intelligent eDiscovery

Litigant Data Profiling
Early Data Assessment
Custodian Collections
Review App Integration

Data Clean-up

Data Topology Map
ROT Analysis
Defensible Deletion
Timed Destruction

Compliance Audit

Corporate & Regulatory
Audit Status
Compliance Enforcement
Data Retention

Records Retention

Data Topology Map
Record Categorization
Retention Platform
Integration

Use-Case Specific Filters, Actions, Reports and Workbooks



Data Expert

DATAIQ

Identify, Analyze & Act

ACTIVE INTELLIGENCE

StoredIQ
PLATFORM



IT Expert

AdminIQ

BIG DATA



Archive Platform



ECM



Forensic Images/Tapes



File Servers



Email Servers



Desktops



SharePoint &
Enterprise
Collaboration



Cloud

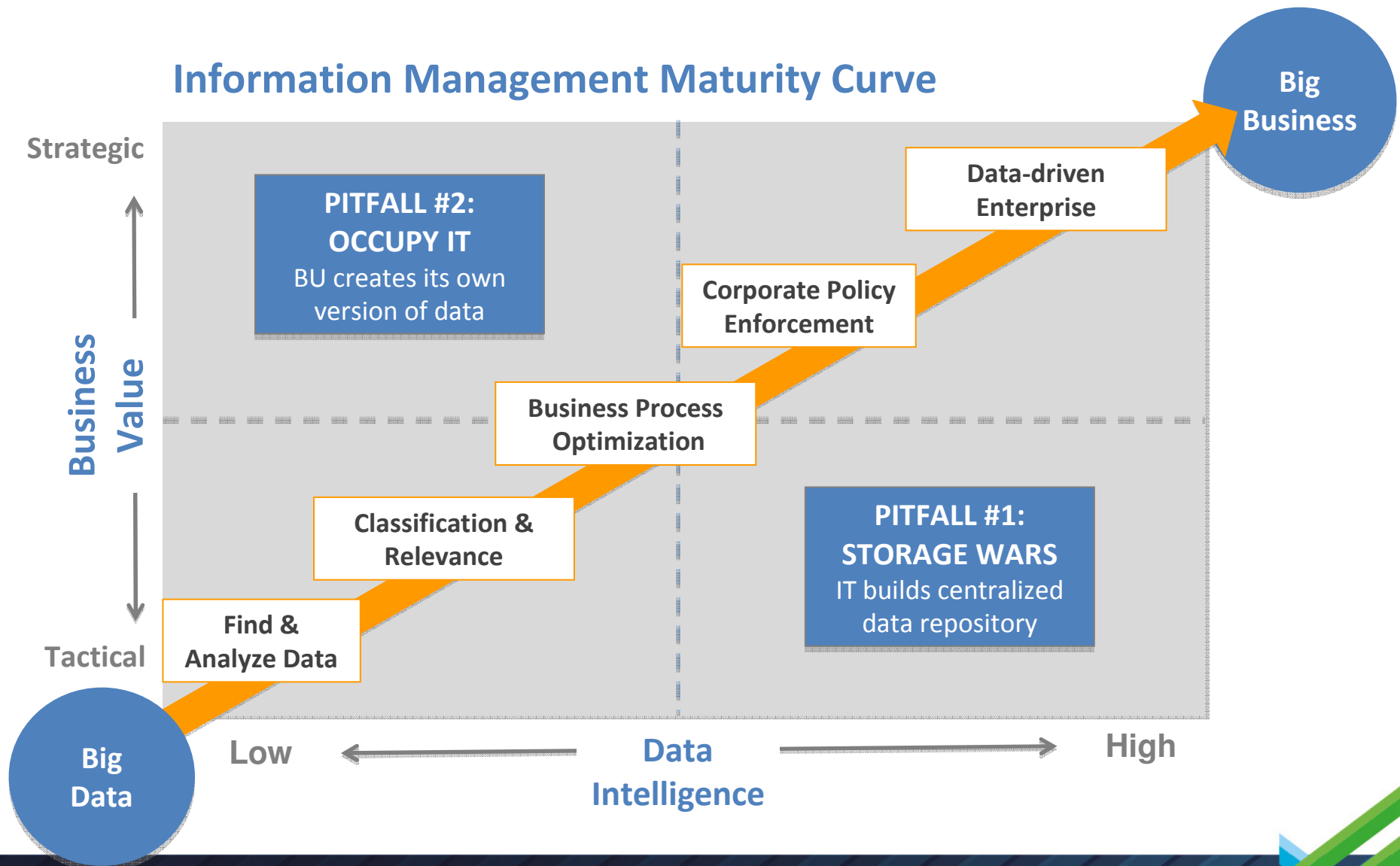


Media

Approach – Understand Your Data



Information Management Maturity Curve



Approach – Right Size Your Data

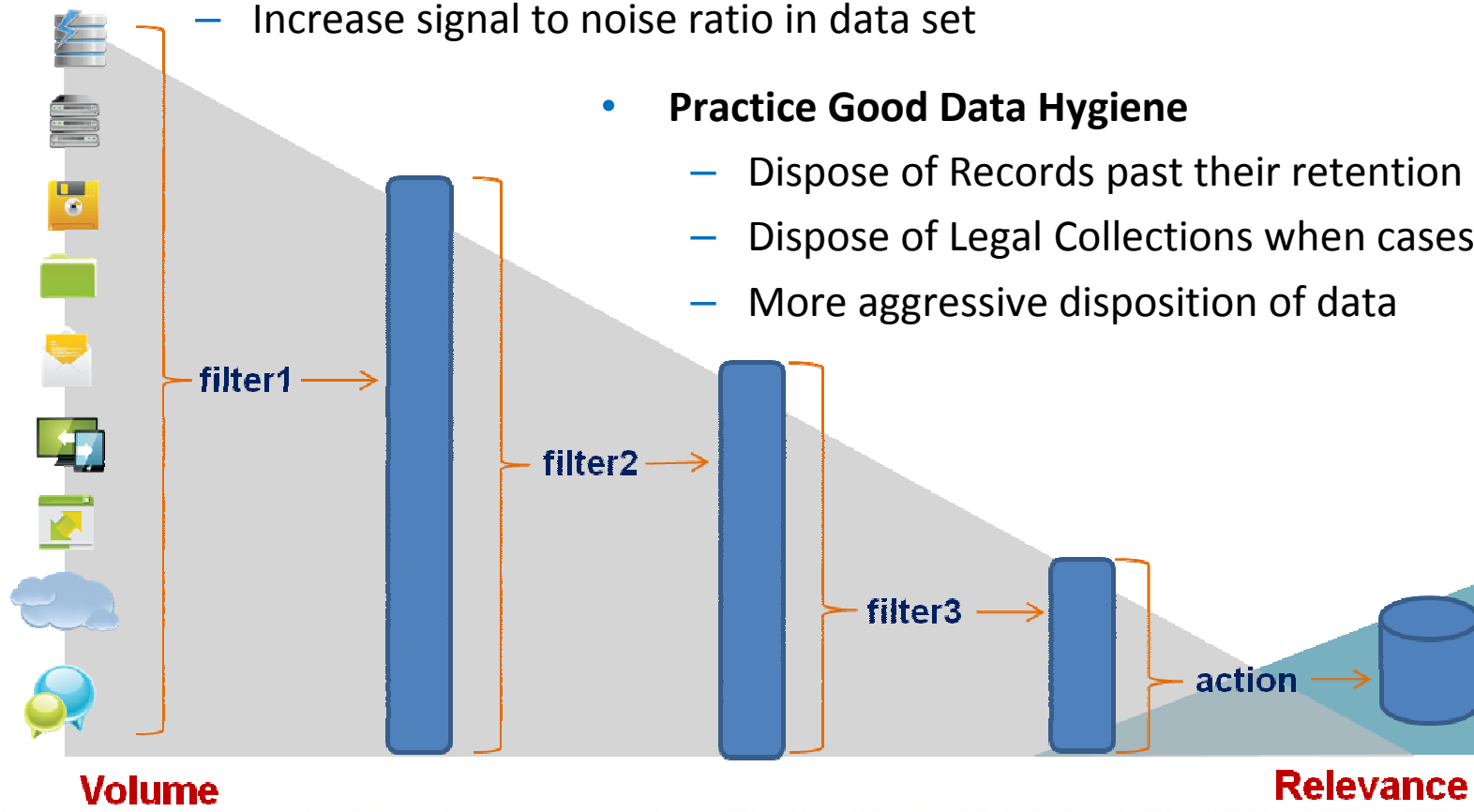


- **Retain Business Critical Data**

- Don't move data just to figure out what it is
- Records and Legal Collections need to be managed
- Increase signal to noise ratio in data set

- **Practice Good Data Hygiene**

- Dispose of Records past their retention periods
- Dispose of Legal Collections when cases end
- More aggressive disposition of data



DataIQ Approach: Data about Data



DataIQ



Advanced visualizations show what types of data are stored across your enterprise

1 Select Infoset

All Objects Infoset

2 Group By

None By Source Type

3 View By

Category View

- Container and Archive
- Email
- Image
- Miscellaneous
- Presentation
- Programming
- Spreadsheet
- System Files
- Word Processing

4 Select Data Overlay

No Overlay

Select an Overlay to reveal information about your data.

Data Map

Last Update: 4/26/12 13:56

Object Count Size On Disk

All Infoset Objects: 5,672,433,771

Displayed Objects: 5,672,433,771

Exchange

SharePoint

Centera

CIFS

FileNet

NFS

Show Labels

Data Map Details

Email Files

Contact item	877
Calendar item	1255
Task item	906
Message (mail)	1134
Message (msg)	341
Message (eml)	1482

Export Object List

Total Objects: 5,995

Did you know?

Infosets show custom groupings of your data sources.



DataIQ



Discover where your oldest or least used data resides

1 Select Infoset

All Objects Infoset

2 Group By

None **By Source Type**

3 View By

Last Accessed View

- 1 to 6 months
- 6 to 12 months
- 1 to 3 years
- 3 to 5 years
- 5 to 7 years
- Over 7 years

4 Select Data Overlay

No Overlay

Select an Overlay to reveal information about your data.

Data Map Last Update: 4/26/12 13:56

All Infoset Objects: 5,672,433,771

Displayed Objects: 5,672,433,771

Object Count Size On Disk

All Infoset

Source Type	1-6 months	1-3 years	3-5 years	5-7 y..	Over 7 years
Exchange	6-12 months	1-3 years	3-5 years	5-7 y..	Over 7 years
SharePoint	6-12 m..	1-3 years	3-5 y..	5-7 y..	Over..
Centera	6-12 m..	1-3 years	3-5 y..	5-7 y..	Over 7..
CIFS	6-12	1-3 years	3-5	5-7	Ov..
FileNet	6-12 m..	1-3 years	3-5 years	5-7 y..	Over 7 yea..
NFS	6-12 mon..	1-3 ye..	3-5 ye..	5-7 y..	Over 7 y..

Show Labels

Data Map Details

Over 7 Years, Top Data Sources

Exchange Austin 1	2934
Data Source 1	3401
Data Source 45	3278
Data Source 33	5331
Data Source 4	1833
Data Source 51	3852

Export Object List

Total Objects: 20,629

Did you know?

The View By menu let's you set custom views on your infosets.



DataIQ



Utilize intelligent overlays to spot potential issues

1 Select Infoset

All Objects Infoset

2 Group By

None | By Source Type

3 View By

Category View

- Container and Archive
- Email
- Image
- Miscellaneous
- Presentation
- Programming
- Spreadsheet
- System Files
- Word Processing

4 Select Data Overlay

Credit Card Information

0% 100%

Percent of objects containing hits

Data Map Last Update: 4/26/12 13:56

Object Count | Size On Disk

All Infoset Objects: 5,672,433,771

Displayed Objects: 5,672,433,771

All Infoset

Exchange

Email | Images

SharePoint

Email | Containers

Presen.. | Sprea.. | Image

Prog..

Centera

Spreadsheet | Containers

System.. | Prog.. | Misc..

Image

CIFS

Image | Prog..

Misc.. | Spr.. | Con..

Pre..

FileNet

Email | Containers

System Fi.. | Misc.. | Image

NFS

Spreadsheet | Containers

Word Pro.. | Prog.. | Misc..

Image

Show Labels

Data Map Details

Email Files

- Contact item: 355
- Calendar item: 557
- Task item: 688
- Message (mail): 724
- Message (msg): 289
- Message (eml): 455

Export Object List

Total Overlay Hits: 3,068

Total Objects: 12,976

Did you know?

Overlays show you information embedded in your files.

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DataIQ – Key Benefits



- **Information Governance**

- **Find the Data that Matters** – Properly discover, classify, and manage all information according to business value to reduce risk and cost
- **Get Rid of Old, Obsolete Data** – Delete non-business, aged, and obsolete data to reduce data volume for better business analytics.
- **Spot compliance violations** – how much PII is stored in unsecure locations, where is it, who are the biggest offenders?
- **Adhere to Corporate Disposition Policy** – Comply with corporate policy and regulations by knowing exactly what information is stored and where and defensibly deleting data
- **Stratify Information to Accelerate:**
 - Cloud Migration
 - Investigations
 - Post Acquisition & Merger Data Integration



DataIQ – Key Benefits



- **eDiscovery**

- **Get out in front of the eDiscovery process** – where do your serial custodians have data stored, how much data do they have and how old is it, is there anything you can potentially delete?
- **ECA before Collection** – who are your real custodians? How much data are you going to need to review?
- **Make Settle v. Litigate Decisions Earlier** – Understand the size and scope of your case before you collect – making legal decisions faster.
- **Intelligent Collections** – For serial litigants, re-use documents that have already been collected, only collecting new or updated documents.

