

INFORMATION GOVERNANCE

FIGHTING BACK AGAINST THE
EXPONENTIAL DATA CURVE



VERITAS™

INFORMATION EXPLOSION

You know the facts. Information is exploding at a rate greater than 40% year-over-year. This is not news. The term information explosion has been around [since the 1960's](#) and for the past 50 years, organizations have been focused on improving their approach for storing information. In the 1970's, [government regulations](#) forced many organizations to establish enterprise-wide records management programs that would ensure the systematic retention of information for set periods of time. Once these new rules were in place, the “store everything” mentality was born.

As digital began to replace paper and [Moore's Law](#) became a reality, legacy concerns regarding physical storage limitations started to fade. Information Managers finally felt they had the ability to store all of their digital information...so they did. This is where the story gets interesting.

In an October 2011 address, Peter Sondergaard, Senior Vice President at Gartner and Global Head of Research, stated, [“Information is the oil of the 21st century and analytics is the combustion engine.”](#) The belief that raw information contained immeasurable value became pervasive. No longer were companies just storing information to be compliant, they were actually storing a precious resource. As you can imagine, “store everything” became even more ingrained.



As the mountains of data keep piling up, some organizations have started to experience sky-rocketing storage costs without achieving any of the promised benefits. Gartner estimates that it [costs \\$5 million annually to manage a petabyte](#) (that's \$500K per TB) of data. That's not cheap.

More important than the cost, is the [information risk](#) organizations accept when they adopt the "store everything" mentality.

Information risk can be exposed through five key areas:

- **Financial Risk** — storage costs become exorbitant
- **Legal/Compliance Risk** — ability to meet deadlines compromised
- **Security Risk** — lack of oversight opens door to malicious activity
- **Productivity Risk** — finding information becomes a time sink
- **Reputational Risk** — negative press can dramatically impact perception

Ultimately, as the information haystack keeps growing, it becomes more difficult to locate critical information when necessary and organizations put themselves at jeopardy for losing intellectual property if they don't have the appropriate controls and policies in place ([see Apple, Inc. v. Samsung Electronics Co., Ltd](#)). Additionally, as the regulatory environment continues to ramp up, such as with the European Union's new [General Data Protection Regulation](#), organizations that fail to comply will face significant sanctions.



In this age of unparalleled information growth, it has become abundantly clear that the “store everything” status quo doesn’t work. Companies need to fundamentally rethink how they manage their information. It is with this context in mind that leading companies have begun deploying an Information Governance strategy to combat this unwieldy information environment.

[Information Governance is the activities and technologies that organizations employ to maximize the value of their information while minimizing associated risks and costs.](#) An Information Governance strategy encompasses the people, process, and technology that allow organizations to proactively gain information visibility, take information action, and assume information control.

[Gartner projects](#) that less than 1% of progressive companies have deployed an Information Governance strategy to manage their unstructured data, but by 2018 that number will tick up to 25%. It is clear that the time for adopting Information Governance is now. Are you prepared to climb out of your information hole?



SEPARATING THE WHEAT FROM THE CHAFF

The “store everything” mentality drives Information Stewards to save every piece of information that is introduced to an organization’s information ecosystem. Every e-mail, PowerPoint deck, Excel spreadsheet, chat message, etc. gets tagged for long-term retention. In this model, the organization strictly adheres to the principle that one day, when the organization needs it most, it will be able to rummage through the information warehouse and locate the exact item needed at the exact moment in time. The flaw with this approach is that information is nearly never catalogued and organized sufficiently and there are too many pieces of information hiding the information you are actually trying to find.

The fact is that [69% of all data that organizations store contains no legal, regulatory, or business value.](#) Said another way, the majority of information your organization saves is useless. “How can this be?” wonders the resolute Information Steward. It’s not rocket science; endlessly saving a legacy employee’s personal media files will probably not create economic value for the organization. As a matter of fact, the concept and criteria of target-rich information is critical to understand what makes information valuable.



IDC identified five critical features of target-rich data:

- **Easy-to-Access** — Complexity of collecting information
- **Real-Time** — Timeliness of information
- **Footprint** — Number of individuals potentially impacted by information
- **Transformative** — Potential organizational impact of information
- **Intersection Synergy** — Does the information have more than one of these attributes?

The higher a piece of information scores along these criteria, the higher the value the information.

But, how do organizations gain visibility into their information ecosystem to better understand what is valuable and what is not? The short answer is that most companies do not currently maintain the classification and analysis capabilities to help determine information value. Furthermore, IDC found that 52% of corporate information that requires protection (e.g., corporate financial data, personally identifiable information) is not currently protected. At the end of the day, if organizations are serious about cleaning up their information footprint, they need to understand what they have and what's valuable...visibility is the keystone for effective information governance.



RESHAPING YOUR INFORMATION FOOTPRINT

Once the fog has lifted and organizations begin to develop a more accurate picture of what data they have (e.g., where it is, who owns it) they are presented with the exciting opportunity of finally cleaning up their mess. Fundamentally, there are three core actions that organizations can take with their information.

1) Retain — If information is confirmed to have positive value, tag for retention, and maintain on primary storage or move it to a secondary storage tier, such as an enterprise information archive.

2) Protect — if information is identified as having confidential information, such as intellectual property, tag for retention and move to a secured repository for long-term management.

3) Delete — if information is found to be low- or no-value, tag for deletion, and remove from the information ecosystem after a reasonable timeframe that aligns with your organizations documented policy.

To further reinforce your organization's legal right to delete information, [Rule 37 \(e\)](#) of the Federal Rules of Civil Procedure states: Absent exceptional circumstances, a court may not impose sanctions under these rules on a party for failing to provide electronically stored information lost as a result of the routine, good-faith operation of an electronic information system.

Why Delete Data?

1^{PB} data costs \$5^{million} yearly to manage¹

PB = \$5
DATA MILLION

An average organization has
10^{PBs} under management

 AVERAGE COMPANY = **10^{PB}** DATA

Therefore it costs this organization
\$50^{million} a year to manage their data

\$50 MILLION
A YEAR

If 69% of the data stored has no legal, regulatory or business value, then the organization is wasting \$34.5^{million} per year managing no-value solutions

% 69



1 - Gartner includes Facility, Maintenance, and IT costs in the TCO model

In other words, as long as your organization has a documented retention/deletion routine in place that satisfies your organization's requirements, you will not be penalized for deleting information.

Overall, the reasoning behind deleting data is pretty straightforward. With savings of more than \$30mm a year available for organizations, it would seem obvious for them to begin cleaning house. But according to the [IGI's 2014 Annual Report](#), only 42% of practitioners are engaging in or planning for a Defensible Deletion project within the next 12 months. What's going on here?

At the end of the day, Information Governance programs will never gain traction, let alone get off the ground, if the right people are not engaged in the decision-making and action-taking process.

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IT'S TIME FOR LEADERSHIP

By 2017, Gartner predicts that [33% of Fortune 100 companies will experience an information crisis](#) due to their inability to adequately value, govern, and trust their enterprise information. With appropriate tools to gain visibility and take action, organizations should be fully armed to defend against a potential information crisis. The reality, though, is that information governance programs require having the right people, process, and technology in place, and most companies are still missing the people element.

[In 2013, only 7% of companies employed Chief Data Officers \(CDO\)](#), in 2014 the number bumped up to 17%, and the prediction is that [by the end of 2015, 25% of companies](#) will have a CDO. CDOs or similar roles (i.e., person responsible for understanding and protecting the organization's information) are being hired to bring together stakeholders from across the organization and develop company-wide information policies and controls. [Gartner predicts](#) that by 2017, organizations without a CDO will have five to seven disjointed information governance projects happening simultaneously, up from just one or two today. To centralize effort and increase the likelihood of impact, information governance strategies need to flow through a steering committee.

The information governance steering committee is the group the CDO must bring together to facilitate an organization's ability to effectively realize value from their information.



[Forrester defines six archetypes](#) to be brought together on this committee:

- **The Citizen** — connects the different information governance archetypes
- **The Leader** — maximizes the value of data while taking into account new governance domains
- **The Hero** — balances business value with a broad view of compliance
- **The Explorer** — finds treasure in data and suggests guardrails to its expanded use
- **The Enforcer** — starts to make data governance visible for compliance reasons
- **The Technologist** — represents hidden data governance during data management operations

Ultimately this group assumes control over the organization's information and develops a sustainable and repeatable approach for extracting value over time. Additionally, the policies that are developed seek to hold the business units and employees accountable as active participants in the information governance strategy. Currently, [only 16% of companies indicate that the business units are involved](#) in developing the policies that will affect their businesses.

Overall, once companies establish the appropriate information governance organizational structure, they will see drastically improved information-focused decision-making that ensures all critical, information-relevant decisions are vetted through the appropriate lens. The CDO will provide the necessary authority and accountability, and the team will provide the holistic alignment required for information governance success.



CONQUER RISK WITH VERITAS

The information explosion has exposed organizations to an overwhelming amount of risk. Whether financial, legal, security, productivity, or reputational risk, there is a high likelihood that your organization is currently trending toward an information ecosystem that is not sustainable and highly out of control. The time to act is now.

Veritas' Information Governance Suite offers an unmatched set of integrated solutions that provide real-time insight into an organization's information footprint and empower information leaders to make decisions about what information to retain and protect and what information to delete. Through Veritas' portfolio of file classification and analysis tools, enterprise information archiving solutions, and eDiscovery products, organizations experience a streamlined approach for limiting their information-based risk exposure.

Veritas arms organizations to fight back against the exponential data curve with the following market-leading technologies:

Veritas™ Data Insight

Data Insight helps organizations improve unstructured data governance through actionable intelligence into ownership and usage, as well as access controls. Data Insight's reporting, analytics and visualization capabilities help drive efficiency and cost reduction across the data life-cycle and provide imported protection of sensitive data helping to achieve compliance.

Veritas™ Information Map

The Veritas Information Map renders your unstructured information in visual context and guides you towards unbiased, information governance decision making. Using the Information Map's dynamic navigation, customers can identify areas of risk, areas of value and areas of waste across their environment and make decisions which reduce information risk and optimize information storage.

Veritas™ Enterprise Vault

Available on-premises and in the cloud, Enterprise Vault enables organizations to efficiently store, effectively manage, and easily discover and retrieve unstructured information as needed for business. Enterprise Vault helps customers deduplicate information, manage organization-wide retention policies, and control the costs of compliance and litigation support.

Veritas™ eDiscovery Platform

The eDiscovery Platform powered by Clearwell brings transparency and control to the electronic discovery process. From collection to production, our work-flow speeds time to resolution, improves accuracy and lowers costs. With better insight and less complexity, the eDiscovery Platform enables you to focus on strategy and create business value.

About Veritas

Veritas Technologies LLC enables organizations to harness the power of their information, with solutions designed to serve the world's largest and most complex heterogeneous environments. Veritas works with 86 percent of Fortune 500 companies today, improving data availability and revealing insights to drive competitive advantage.

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