

Information Dynamics in the Corporate Space

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- Data volumes (formal and ad-hoc) continue to grow at increasing pace
- Windows of opportunity have shrunk alarmingly
- Legal, and other, compliance burdens continue to grow
- Organisations need to find information more rapidly



- Growth factors:
 - Increasing use of electronic data
 - Electronic forms
 - eCommerce
 - Regulation and Governance
 - More collaboration and communication
 - eMail
 - IM
 - VoIP





- Increased usage of value chains
 - Suppliers
 - Customers
- More data sources
 - RFID
 - Production lines
 - CCTV
- Emerging collaborative tools
 - Blogs
 - Wikis
 - Team Spaces
 - Video

- Heavy manufacturing
 - From years to months
- Light manufacturing, auto, mobile phones, etc.
 - From months to weeks
- Retail, CPG, FMCG
 - From weeks to days
- Finance
 - From days to hours
- Investment
 - From minutes to sub-second



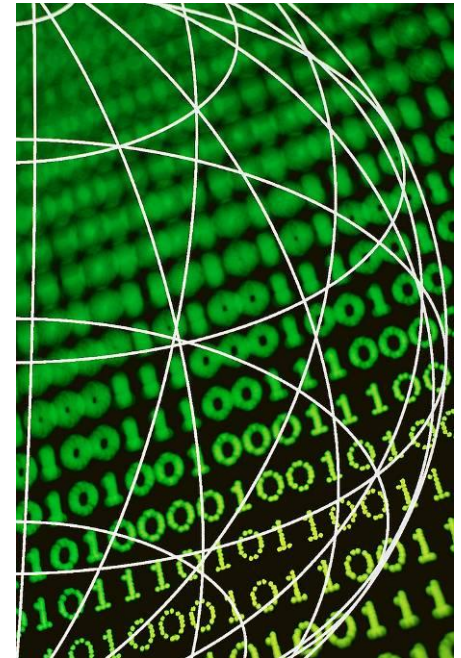
- Main legal frameworks:
 - General
 - SOx, JSOx,
 - Data Protection
 - Freedom of Information
 - Vertical
 - FDA, FAA/CAA, Financial, Health
 - Others
 - Regional (e.g. FSA, SEC/GAAP)



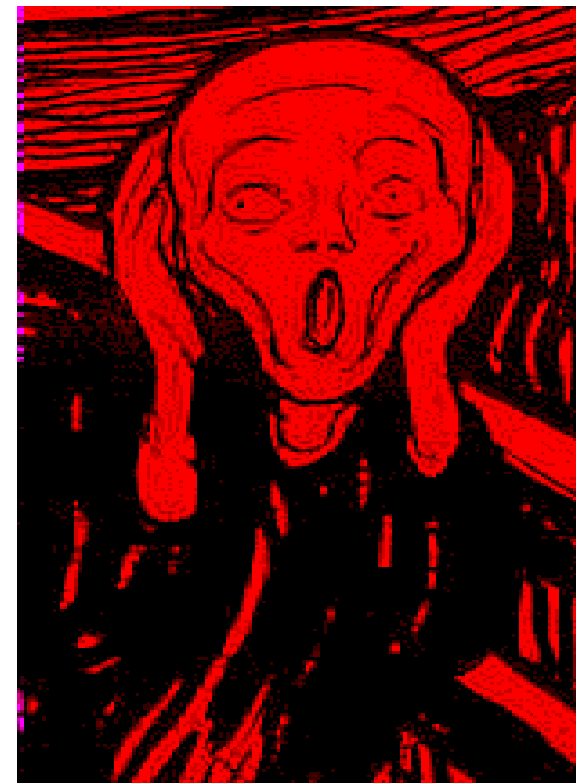
- ISO Standards
 - ISO9000/14000
 - ISO17799
- “Best Practice”
 - 6 Sigma
 - ITIL/CoBIT
- Vertical
 - Demonstration of adherence to global/regional, vertical codes
- Why?
 - Demonstration of best practice/overall controls
 - “Tick box” to keep on customers’/prospects’ lists

- What is a piece of data/information's lifetime?
 - As long as it is “live”?
 - As long as legal frameworks state?
 - As long as the originator says it should be?
 - As long as the owner says it should be?
 - Until it is suitably “aged”?
 - As short as the shortest legal requirement?
 - As long as the longest legal requirement?
- There is a strong need for corporate ILM policies

- How long do you need to keep a document for?
 - Internal needs
 - May be for the life of a customer, plus some
 - May want to get rid of it as soon as possible
 - Legal needs
 - May be for the life of an agreement, plus some
 - May have to be deleted within a “reasonable” time
- The legal aspects are a nightmare – it’s down to you to show you have things under control



- At what point does an email become a corporate document?
 - As soon as it a sender sends it to you?
 - As soon as your ISP takes an action agreed by you on the email?
 - As soon as it hits your network?
 - As soon as you have acknowledged it as an email?
 - Once it is received by the recipient?
 - Once it is opened by the recipient?
 - When you have acknowledged it as being of corporate value?



- Once you receive an email, how long do you have to keep it?
 - Is it a “standard document”?
 - Can it be taxonimised to become a “standard” document?
 - What happens if you are asked to show a specific email?
 - Is Spam a corporate document, once you have received it?



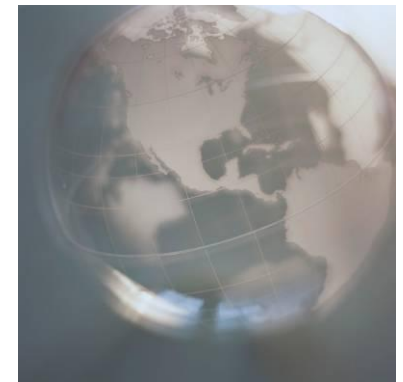
- The need for the “One Source of Truth”
- Better compare and contrast capability
- Rapid response to meet windows of opportunity
- Faster, more complete reporting
- Business Intelligence, not Business Reporting



- Intellectual Property needs
 - Security of IP Asset
 - Document, data (by field, not by database)
 - Mobile users, suppliers and customers
 - Enablement, not prohibition
 - Information storage
 - On-line, near-line, off-line
 - High level and granular security
 - Information discovery
 - By whom, for what?
 - Information reporting
 - Federation, master data models, roles and responsibilities
 - Information disposal
 - Secure disposal – real deletion



- Matching internal, external and legal data retention needs
 - A “holistic” view is required
- The re-emergence of HSM
 - Virtualisation of storage environment
 - Use of logical assignments
 - E.g. tape, off-line
- Long-term format needs
 - Can you read documents saved 20 years ago?



- Most dedicated storage is underutilised
 - Around 30% utilisation for most companies
- Direct-attached storage is difficult to manage and to search
 - And can be a source of poor resilience
- Networked storage (NAS and SAN) is becoming increasingly popular
- Virtualisation opens up the capacity for sharing of storage resource
- Resilience, back-ups, restores, snapshots and other storage tasks become far easier

- Business pressures should drive storage needs
- Value chains are driving the need for granular, secure storage
- Storage utilisation rates need to be higher
- Legal and other compliance issues need to be aggregated and policies built around individual intellectual property assets
- Information and data aging is increasingly important
- The long term needs to be borne in mind