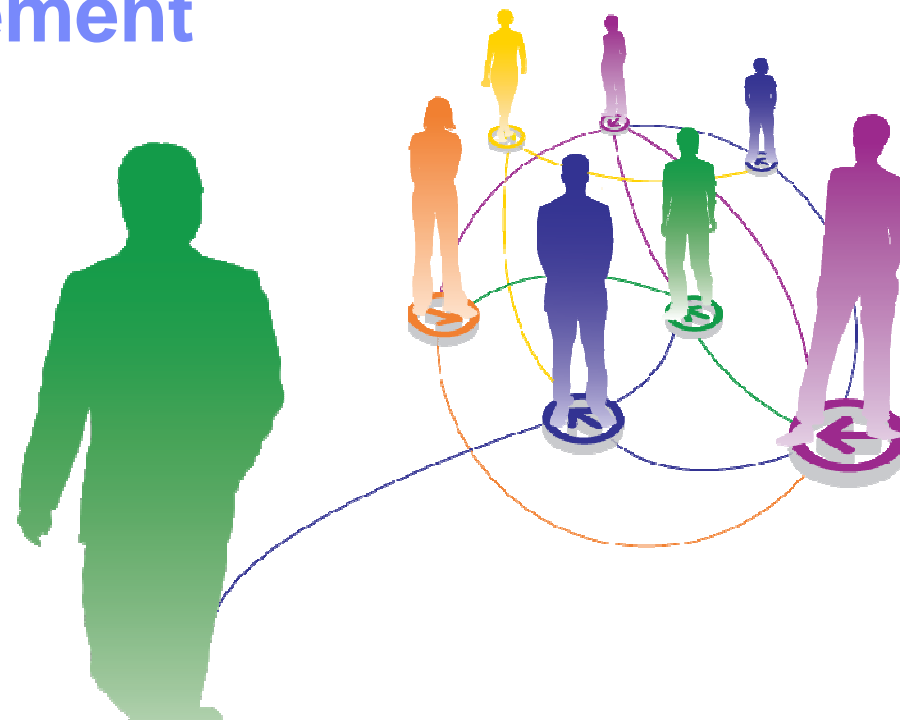


## Gain control your information with Compliance Management

Jason Ho  
ECM Technical Sales Leader  
Information Management Software, Asia Pacific





## What our customers tell us...



"GO THRU THE FILES AND GET RID OF EVERYTHING THAT'S OVER TEN YEARS OLD... BUT MAKE COPIES!"



## What our customers tell us...



1. **Keep too much** information and **spend too much** storing content because there's too much to sift through
2. Can't **pinpoint the right content** when we need it because its unfindable or hidden away in a departmental silo
3. Can't **trust the content** we do find about our customers because the lifecycle is uncontrolled





## Growth for People and Information - Similarities

- People: **Without a proper diet and regular exercise routine, people tend to perform more slowly.**
- Information: **Without maintaining capacity controls on your information, its processing slows down.**



- People: **Weight gain requires people to invest in a new wardrobe.**
- Information: **Content growth requires organizations to purchase new storage.**



- People: **Gaining weight can lead to health risks.**
- Information: **Increasing in size can leads to Discovery and Compliance risks.**





# Information Rabbits

User controlled information proliferates faster than rabbits



Original Email  
and  
Attachment

Forwarded,  
copied and  
stored by users  
on average **12**  
times



Backed-up multiple  
times (daily, weekly,  
monthly) to create as  
many as **121** copies ...  
not indexed or  
searchable



- Slows down production systems
- Increases storage and eDiscovery costs
- Creates litigation risks
- Not adequate for archiving or eDiscovery
- Longer backup and restore times
- Increases power and space requirements
- Significantly magnifies legal risks and costs
- Propagates “keep everything forever” models





**Valued information is buried beneath too much unnecessary information  
(over-retained, duplicated, irrelevant)**

**The keep  
everything  
forever model  
has failed**

**No information visibility:  
to unlock what, why,  
where in a trusted  
accurate manner**

**Runaway storage and  
infrastructure costs,  
with power, space and  
budget challenges**

**Inability to produce  
critical information under  
difficult scenarios and  
deadlines**



## No Longer an Option ... Archiving is Now a **Mandate** ... Requiring a Smarter Approach Beyond Point Solution Limitations and Costs

I need to understand  
what I have and why  
... to make it easier  
to manage, archive,  
trust and leverage

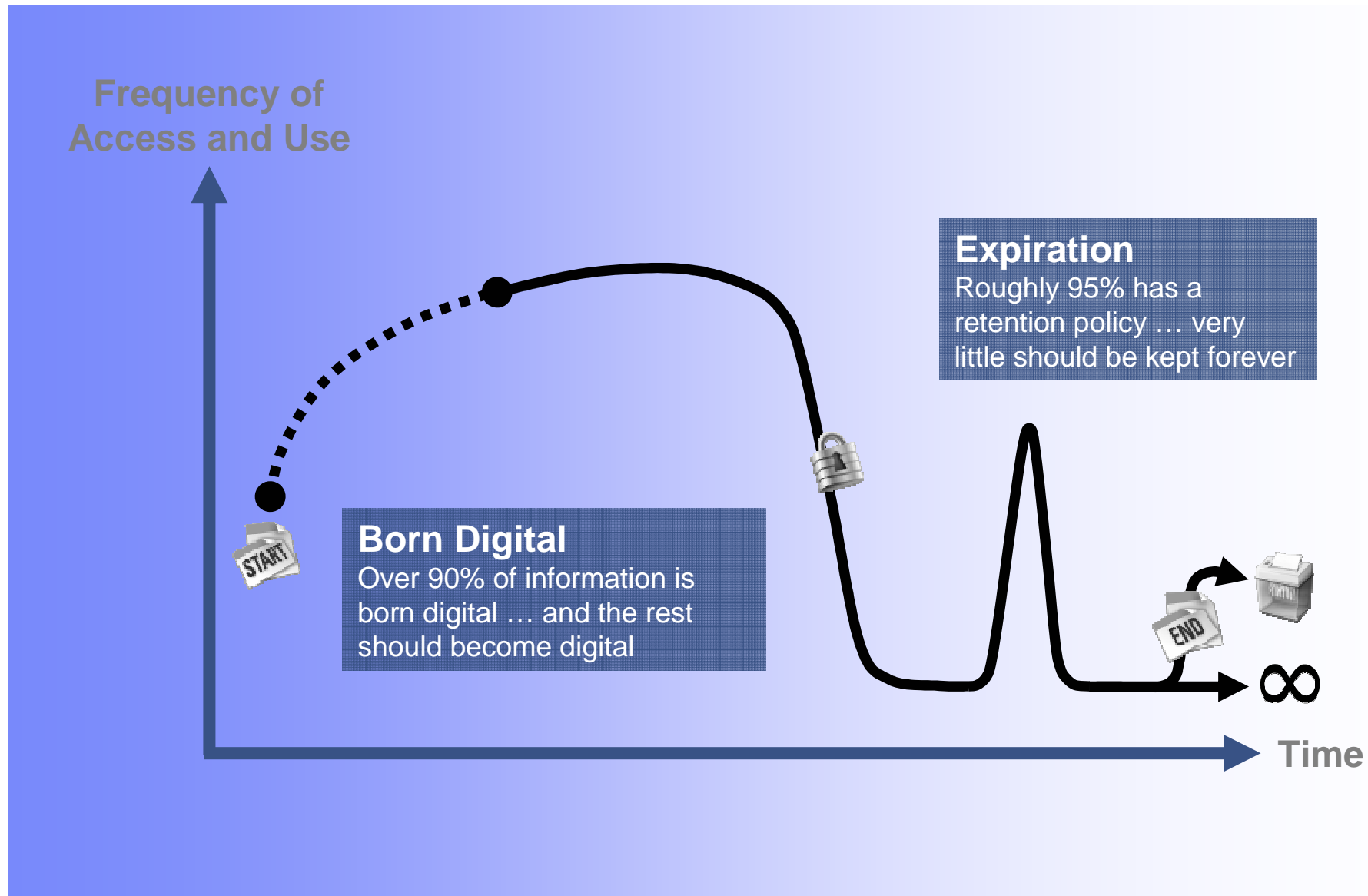
I need to reduce my  
costs, decrease  
complexity while  
increasing flexibility

I still need to  
comply, govern and  
produce information  
... and I need better  
overall protection





## Information Has a Lifespan Requiring Disposition







# It's All About the Magic To Reduce Costs

**Identify & Decommission**

**Over-Retained Irrelevant Duplicated**



NOT  
Necessary  
To Keep

**Optimize Both Layers**



**Storage De-Duplication is Part of the Answer**



## Information Layer

- Content Assessment Analytics
- Data Discovery
- Classification
- De-Duplication
- Records and Retention

Necessary  
to Keep



Active  
Storage

## Storage Layer

- Compressed
- De-Duplication
- Retention



Tiered  
Storage



# Leveraging the Full Content Context for High Accuracy Advanced Classification



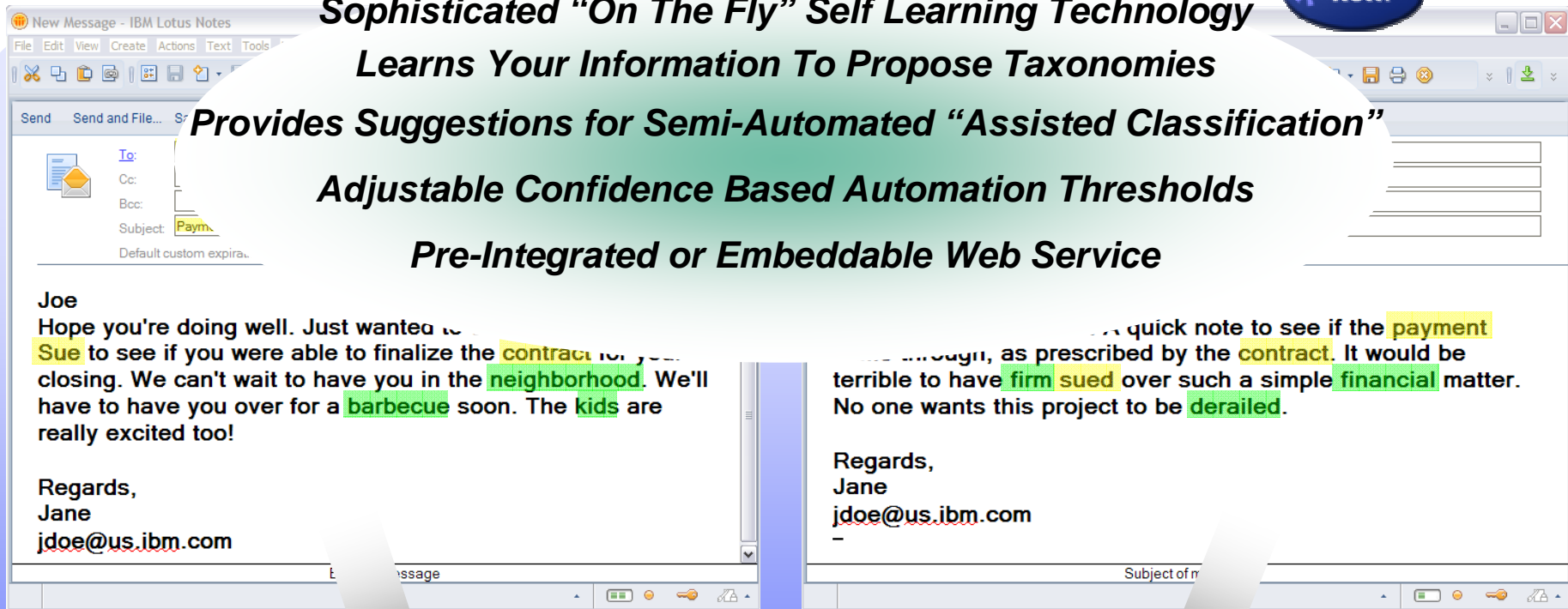
**Sophisticated "On The Fly" Self Learning Technology**

**Learns Your Information To Propose Taxonomies**

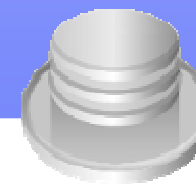
**Provides Suggestions for Semi-Automated "Assisted Classification"**

**Adjustable Confidence Based Automation Thresholds**

**Pre-Integrated or Embeddable Web Service**



*Rules based classification technologies alone are not accurate enough for most applications (without adding content context)*





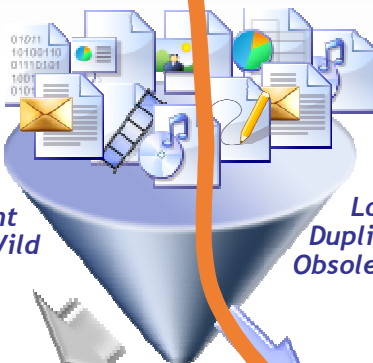
# Optimizing eDiscovery End-to-End to Reduce Cost & Risk



## Gain Control

### Know

*Bloated Production Systems with Inefficient Storage*



*Content In The Wild*

*Lost, Duplicate & Obsolete Data*



- InfoSphere Content Assessment
- InfoSphere Content Collector (for Email, for Files, for SharePoint)

### Manage

- IBM Smart Archive
- InfoSphere Classification Module
- InfoSphere Content Collector (for Email, for Files, for SharePoint)
- FileNet Business Process Manager
- FileNet Content Manager
- InfoSphere Enterprise Records
- InfoSphere eDiscovery Manager



### Leverage

- Reduced review costs
- Improved agility and better case strategy
- Reduced risk with increased defensibility



- InfoSphere Master Content
- Cognos Content Analytics
- InfoSphere eDiscovery Analyzer



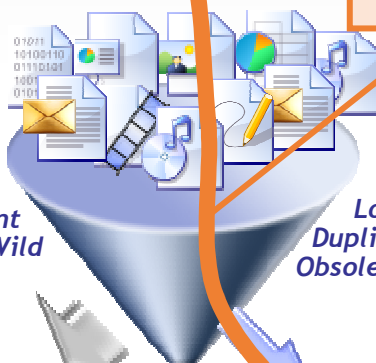
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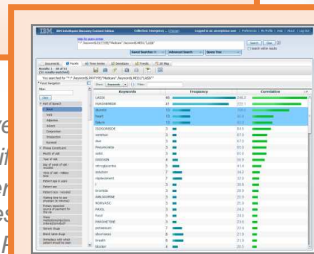
*Lost, Duplicate & Obsolete Data*



- InfoSphere Content Assessment
- InfoSphere Content Collector (for Email, for Files, for SharePoint)

**Content Assessment enables dynamic, on-demand evaluation and collection of content in the wild**

### Manage



- IBM Smart Archive
- InfoSphere Classification
- InfoSphere Content Collector (for Email, for Files)
- FileNet Business Process Manager
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- InfoSphere Enterprise Records
- InfoSphere eDiscovery Manager



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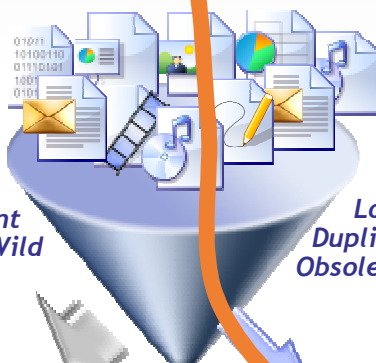
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## Gain Control

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*Bloated Production Systems with Inefficient Storage*



*Content In The Wild*

*Lost Duplicate Obsolete Data*



- InfoSphere Content Assessment
- InfoSphere Content Collector (for Email, for Files, for SharePoint)

**Content Collector enables proactive and reactive collection of critical information into secure, audit-tracked ECM repository**

- InfoSphere Enterprise Records
- InfoSphere eDiscovery Manager

### Manage



### Leverage

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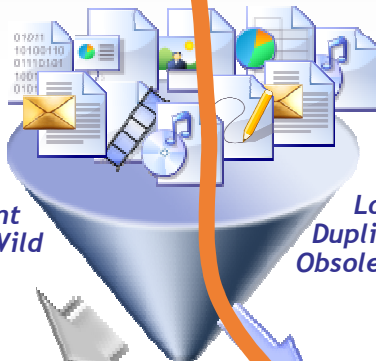
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## Gain Control

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*Bloated Production Systems with Inefficient Storage*



*Content In The Wild*

*Low Duplication  
Obsolete Data*



- InfoSphere Content Assessment
- InfoSphere Content Collector (for Email, for Files, for SharePoint)

**Enterprise Records and Classification Module enable retention and disposition management of collected content**

- InfoSphere Enterprise Records
- InfoSphere eDiscovery Manager



### Manage

### Leverage

- Reduced review costs
- Improved agility and better case strategy
- Reduced risk with increased defensibility



- InfoSphere Master Content
- Cognos Content Analytics
- InfoSphere eDiscovery Analyzer



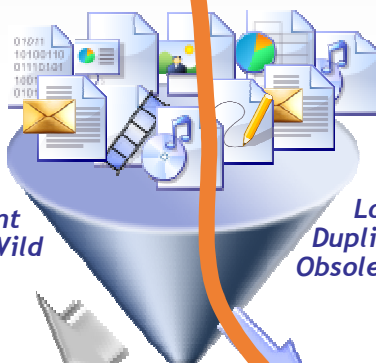
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with Inefficient Storage*



*Content  
In The Wild*

*Lost,  
Duplicate &  
Obsolete Data*



- InfoSphere Content Assessment
- InfoSphere Content Collector  
(for Email, for Files, for SharePoint)

### Manage

- eDiscovery Manager provides central tool to manage legal holds, case-based ESI foldering, initial search and culling, and ESI export



### Leverage

- Reduced review costs
- Improved agility and better case strategy

Reduced risk with increased defensibility



- InfoSphere Master Content
- Cognos Content Analytics
- InfoSphere eDiscovery Analyzer



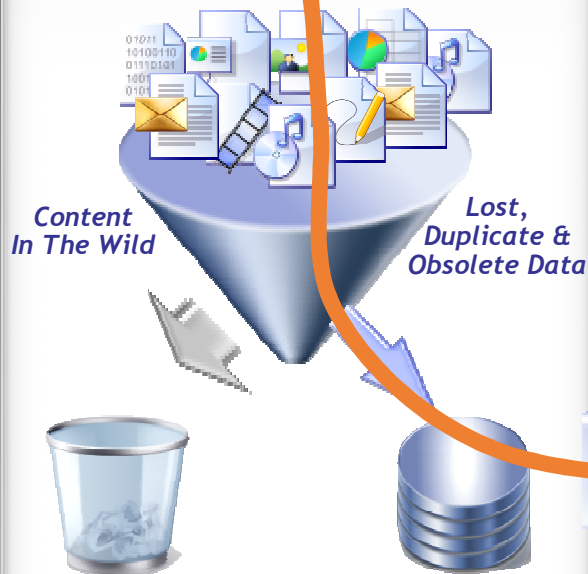
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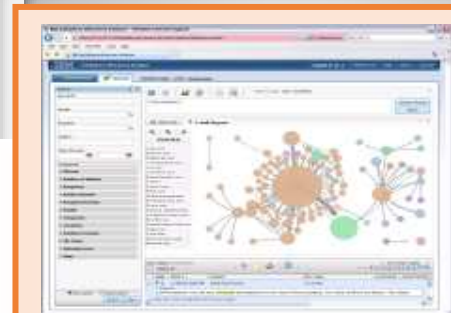


- InfoSphere Content Assessment
- InfoSphere Content Collector (for Email, for Files, for SharePoint)

### Manage

eDiscovery Analyzer provides business user (legal) interface with rich analytics for early case assessment, smart culling decisions, and investigations

• InfoSphere eDiscovery Manager



...sts  
...d  
...better case strategy  
...Reduced risk with  
...increased defensibility

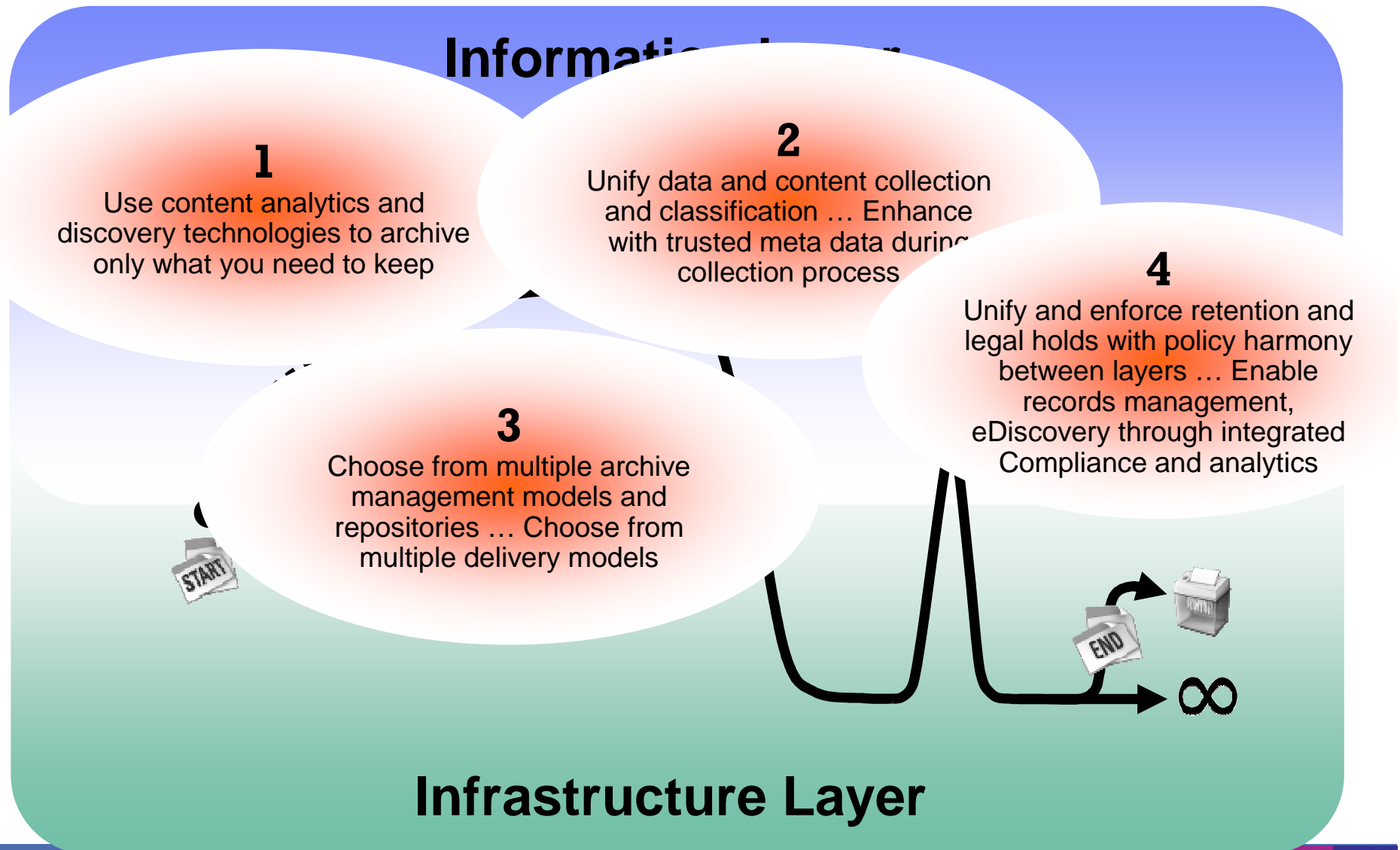
- InfoSphere Master Content
- Cognos Content Analytics
- InfoSphere eDiscovery Analyzer







## Reminder: Being Smart Doesn't Mean Being Complicated





## Key Takeaways: IBM eDiscovery

*Helping Users to Optimize Cost, Risk, and Agility for the Corporate Legal Agenda*

1

Increase readiness - Build a cross-functional eDiscovery team, with members from legal, IT and records management

2

Be proactive to gain control of ESI to reduce the volume and the cost of future discovery

3

Engage in agile litigation response  
Bring in Early Case Assessment Tools to formulate a winning eDiscovery Strategy

4

Bring eDiscovery best practices in-house and strike a balance between in-house and outsourcing

All enabled by underlying IBM ECM Platform and BPM Backbone



## Take Action to Gain Control!

- Accelerate your compliance initiatives with end-to-end Gain Control solutions built on IBM ECM technology
  - Take cost and risk out of eDiscovery
  - Accelerate records management deployment and uptake
  - Increase the return on content collection by decommissioning low-value content and obsolete content sources
- Leverage the IBM ECM Discovery portfolio to help gain control of your information
  - Know your content with IBM Content Assessment and Search
  - Manage your content better by organizing it with IBM Classification Module
  - Leverage your content for better business decision making with content analytics and master content
- Leverage Enterprise search to expand the value of collaborative content



# Thank You

