

Lotusphere Comes To You 2010



Lotus knows.

Smarter software for a Smarter Planet.



Gain Control of Email and Better Meet Legal Obligations

Andrew CK Lau

Senior I/T Specialist, Software Group

IBM China/Hong Kong Limited



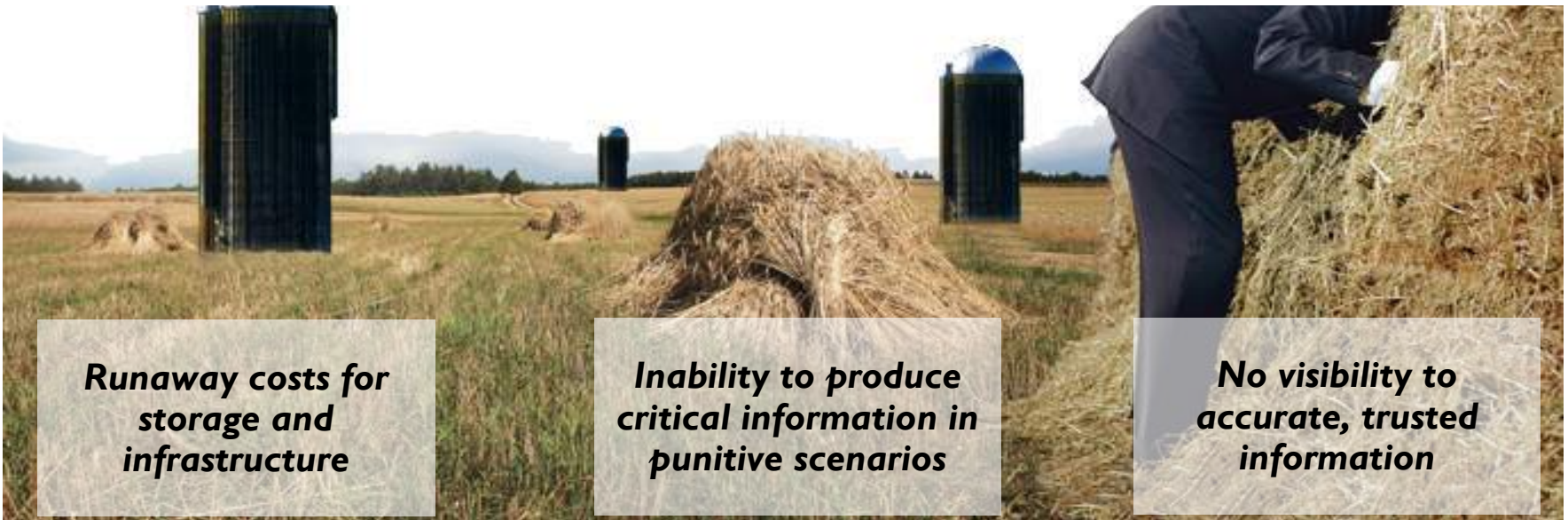
Lotus knows.

Smarter software for a Smarter Planet.

Information and Infrastructure Chaos

*Valued information is buried
beneath too much unnecessary information*

The keep everything forever model has failed



*Runaway costs for
storage and
infrastructure*

*Inability to produce
critical information in
punitive scenarios*

*No visibility to
accurate, trusted
information*

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

How do we make sense of this growing information mass to decide what to decommission and what to keep?

How do we simplify the collection and management of archived information through common ingest and classification?

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

How do we create an adaptable infrastructure that is application aware and not just another point solution?

... one that drives down cost, is modular, simpler, secure, integrated and enables a choice of delivery models?

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

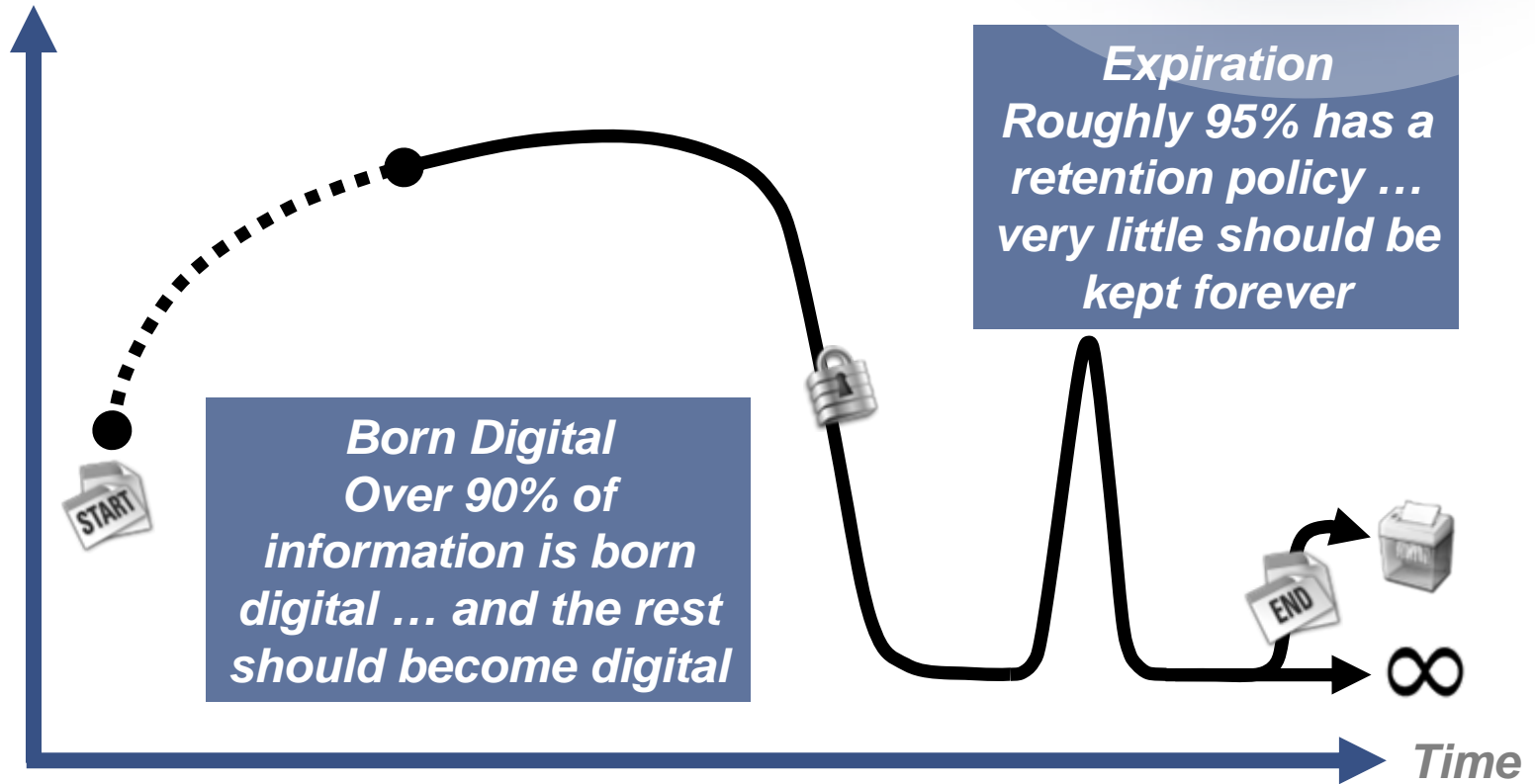
How do we uniformly deliver Compliance and reduce information risk in a cost effective manner ... especially during legal discovery?

How do we ensure everything is properly retained and protected?

Information Has a Lifespan Requiring Disposition

A Standard Model for Paper, Data and Content

Frequency of Access and Use



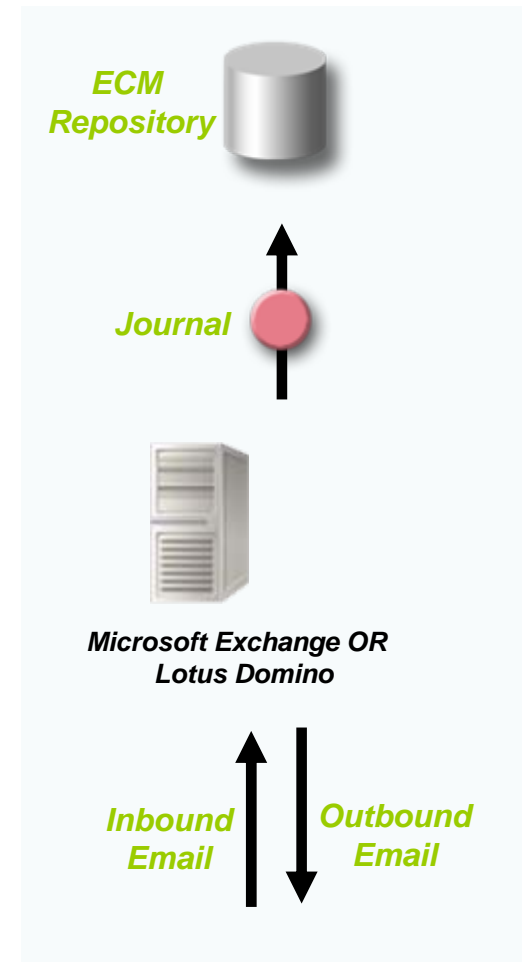
IBM InfoSphere Content Collector

- **An extensible archiving platform that collects, enhances, and manages unstructured content**
- **Archived content is stored in IBM ECM systems**
- **Out-of-the-box support for e-mail, file systems, and Microsoft Sharepoint document libraries**
- **Key features**
 - Simplified and flexible configuration and administration
 - Automated, policy driven collection and archiving
 - Stubbing and de-duplication
 - Supports many different use-cases including compliance, eDiscovery, space savings, and business process enablement



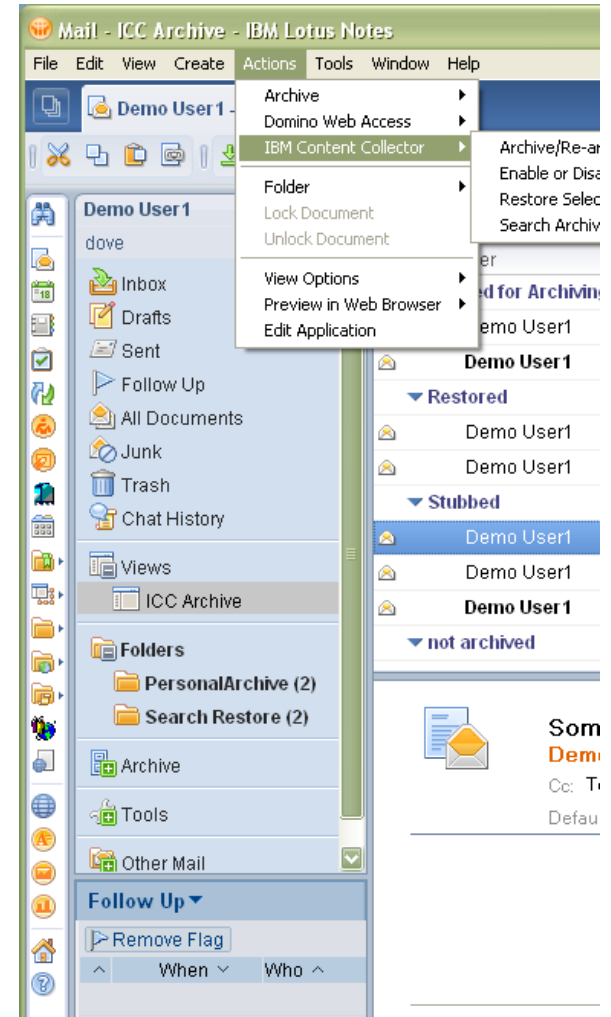
Compliance Archiving

- Designed to meet compliance with regulatory requirements for retention
- Supports automatic declaration of important content as business records
- Enables search and electronic discovery of all content
- For e-mail specifically:
 - Typically involves expansion of distribution lists
 - Captured from e-mail journals
 - Journalled e-mail is not accessible to the end-user



Manual Capture from Mailboxes

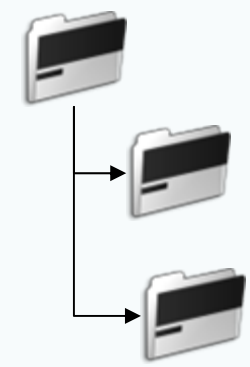
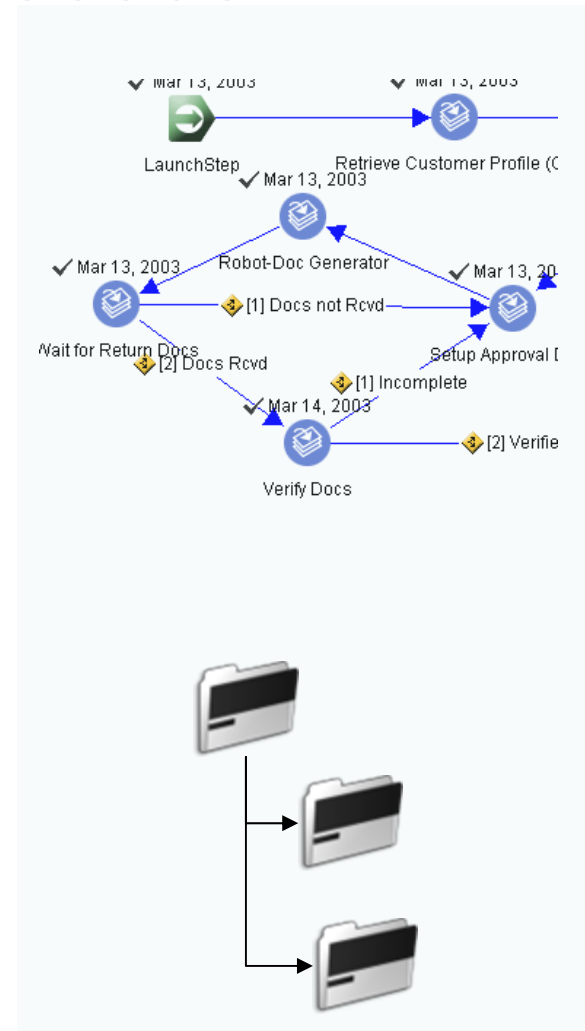
- Enables selective e-mail preservation and classification
- Dependent upon end-users following policies
- End-user files e-mail in to a monitored Lotus Notes folder
- Retention and records classification (if any) are automatically set based on the folder
- Multiple folders can be monitored to support different retention schedules and records classifications



Enabling Business Processes

- **Integrate e-mails and documents in to business processes**
 - Trigger a business process workflow
 - Save into project-specific folders
 - Manual capture by the end-user or automatic capture triggered based on metadata

- **E-mails and documents may be stored in to a general document class as appropriate**
 - Human resource documents
 - Contract documents
 - Vendor communications



Space Management

- **Used to control size and growth of mailboxes, file shares, Sharepoint sites**
 - Enables more efficient server operation and backup
- **Policies control when content is captured from source locations**
 - A stub can be left in place of the contents
- **End-users continue to access archived data through their client applications**
 - Lotus Notes for e-mail
 - Microsoft Sharepoint
 - Windows Explorer
- **Eliminate personal e-mail archives**

Source Systems



ECM Repository

Demo User 1

- Archive
- Domino Web Access
- IBM Content Collector
- Folder
- Lock Document
- Unlock Document
- View Options
- Preview in Web Browser
- Edit Application

- Archive/Re-archive Selected Documents
- Enable or Disable Report Message Box
- Restore Selected Documents
- Search Archive

Demo User 1

dove

- Inbox
- Drafts
- Sent
- Follow Up
- All Documents
- Junk
- Trash
- Chat History
- Views
- ICC Archive
- Folders**
 - PersonalArchive (2)
 - Search Restore (2)
- Archive
- Tools
- Other Mail
- Follow Up**
 - Remove Flag
 - When
 - Who

Sender	Date	Size	Subject
Selected for Archiving			
Demo User1	08/06/2008 03:56 PM	2K	Private stuff
Demo User1	08/06/2008 07:11 PM	1K	Test3
Restored			
Demo User1	07/31/2008 02:47 PM	5K	Latest News
Demo User1	07/31/2008 02:51 PM	371k	Monsters
Stubbed			
Demo User1	07/31/2008 02:50 PM	2K	Some more information
Demo User1	07/31/2008 03:03 PM	2K	Lorem ipsum
Demo User1	07/31/2008 03:44 PM	1K	Private mail
not archived			



Some more information

Demo User1 to: Oliver Kahn, Test mail16 07/31/2008 02:50 PM
 Cc: Test mail20, Demo User1
 Default custom expiration date: 07/31/2009 [Show Details](#)

[Click for Message Preview](#)

Message has been archived

Attachments removed
Sunset.jpg

- My Mail
- Inbox
- Drafts
- Sent
- Follow Up
- All Documents
- Junk
- Trash
- Views
 - Mail Threads
 - ICC Archive
- Folders
 - PersonalArchive
 - Search Restore
- Tools
- Open Mail for...

Inbox

New Reply Reply To All Mark As More IBM ContentCollector Show

Sender	Subject	Date	Size
mail16	Re: Some more information	08/06/08 03:56PM	2K
mail20	Re: Some more information	07/31/08 03:03PM	2K
mail18	Re: Nice pictures	07/31/08 02:51PM	371K
Demo User1	Private stuff	07/31/08 02:50PM	2K
Demo User1	Lorem ipsum	07/31/08 02:47PM	5K
Demo User1	Monsters		
Demo User1	Some more information		
Demo User1	Latest News		

- Archive/Re-archive Selected Documents
- Restore Selected Documents
- Search Archive
- Enable or Disable Report Message Box

From: Demo User1/fvt8dom **To:** Oliver Kahn/fvt8dom@domino8, Test mail16/fvt8dom@domino8

Subject: Some more information **cc:** Test mail20/fvt8dom@domino8, Demo User1/fvt8dom@domino8

[Click for Message Preview](#)
Message has been archived

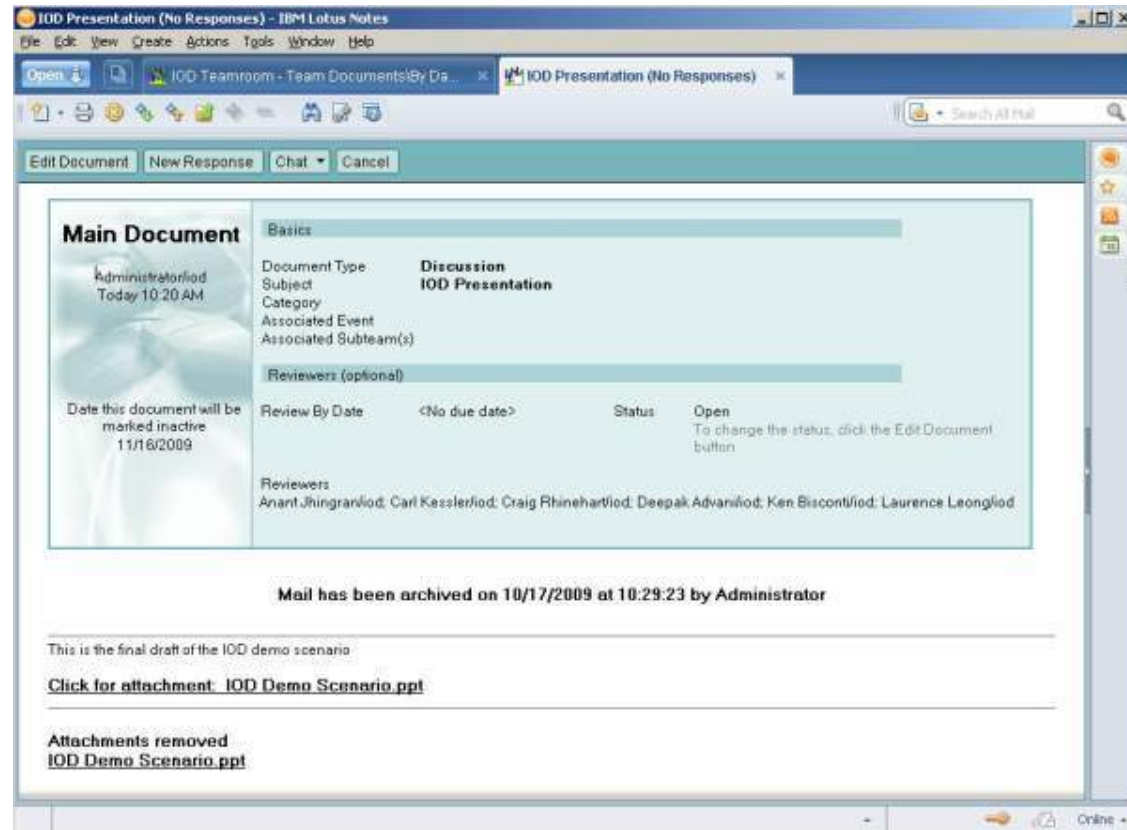
Attachments removed
[Sunset.jpg](#)

25 Monday Aug 25, 2008 02:32PM

Trash

Lotus Notes Application Archiving

- Archiving documents from any Lotus Notes application (NSF)
 - Archived attachments can be directly previewed
 - Users can restore documents for viewing, which can later be re-stubbed

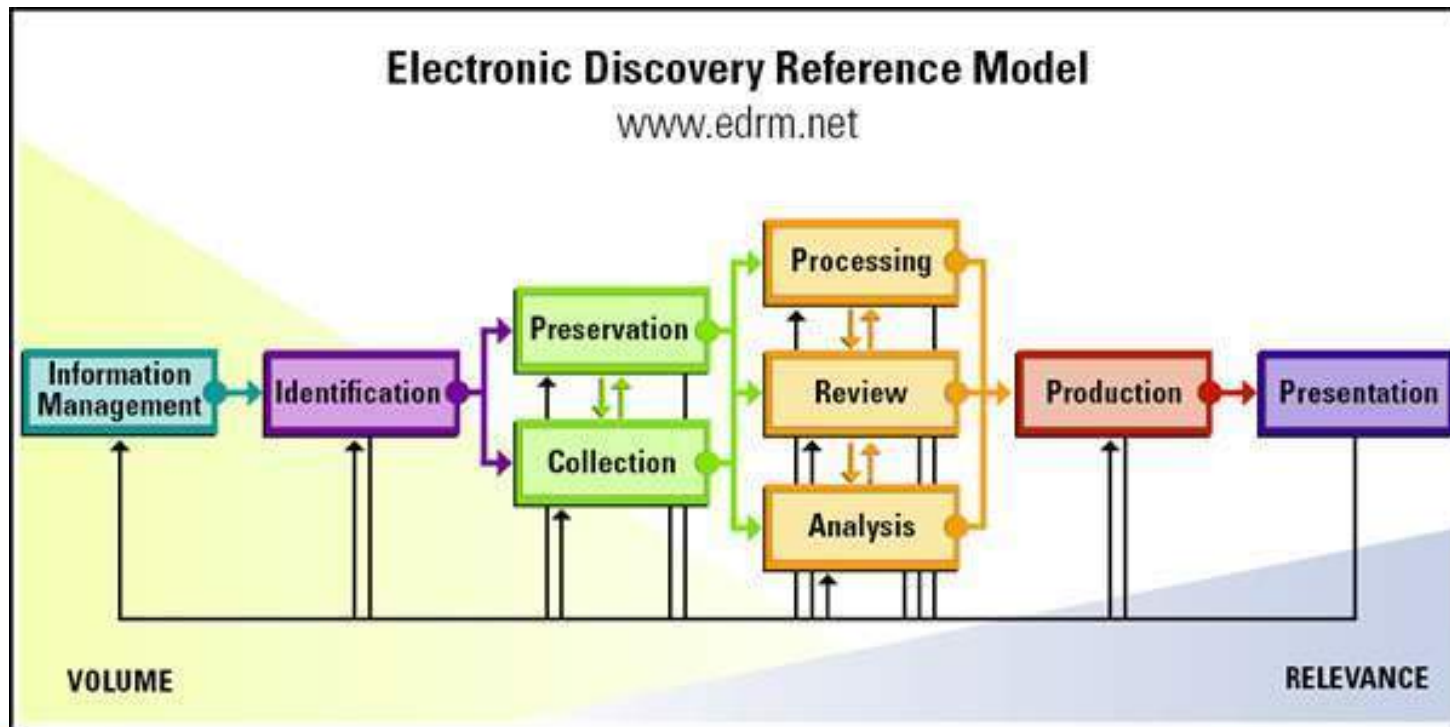


Content Collector for File Systems

- **Used to collect content from file shares accessible to the Windows server**
 - Including other non-Windows file systems that can be accessed from the Content Collector server**
- **Key features**
 - Leverage Classification Module 8.7 and Enterprise Records 4.5.1 during archiving
 - Ability to add custom metadata to documents as they are ingested
 - Scale-out to multiple Content Collector servers for improved archiving throughput
 - End-users continue to access archived content through shortcuts left in place of the original files

What is Electronic Discovery (eDiscovery)?

- The process of identifying, locating, securing and producing electronically stored information (ESI) and materials, typically in response to litigation



The Root of the eDiscovery Challenge: Information Chaos

Increased Burden on Business Users Who Already “Opt Out”

Retention and Disposition Policies Not Enforced

Destroyed too soon ...
kept forever

Multiple silos

Un-indexed

Not complete, authentic or admissible

Un-locatable

Un-managed and disorganized

Information leakage

Loss of context

Increasing litigation risks and costs

Information Explosion and Silos

Volume - Formats - Locations

Email, documents, images ... paper too

Increasing Criticality of Producing Trustworthy Information

Un-locatable

Information not re-usable

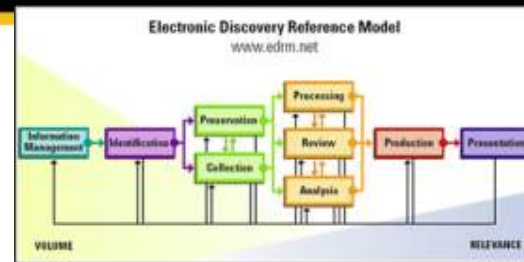
Numerous copies

Un-traceable

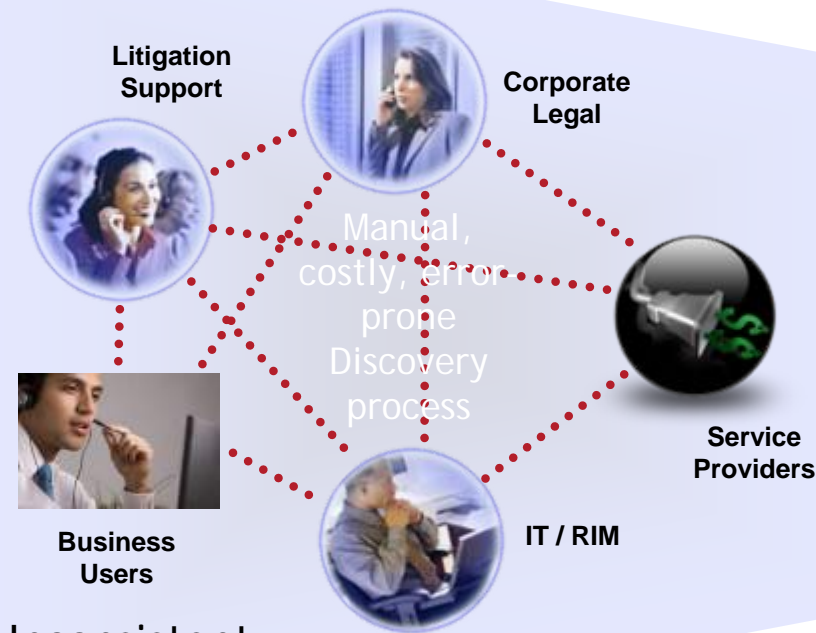
Not trustworthy

No Control. High Operational Costs. High Information Risk. No Visibility.

What Happens Today with Traditional, Reactive eDiscovery?

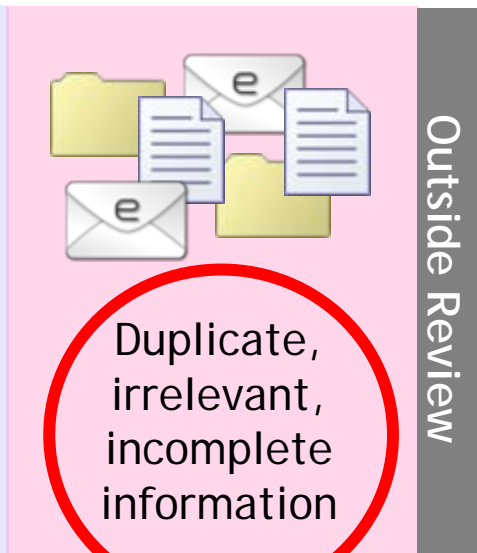


Disorganized, dispersed, lost or overly retained information



Inconsistent information

Fully reactive



Drives high cost & risk

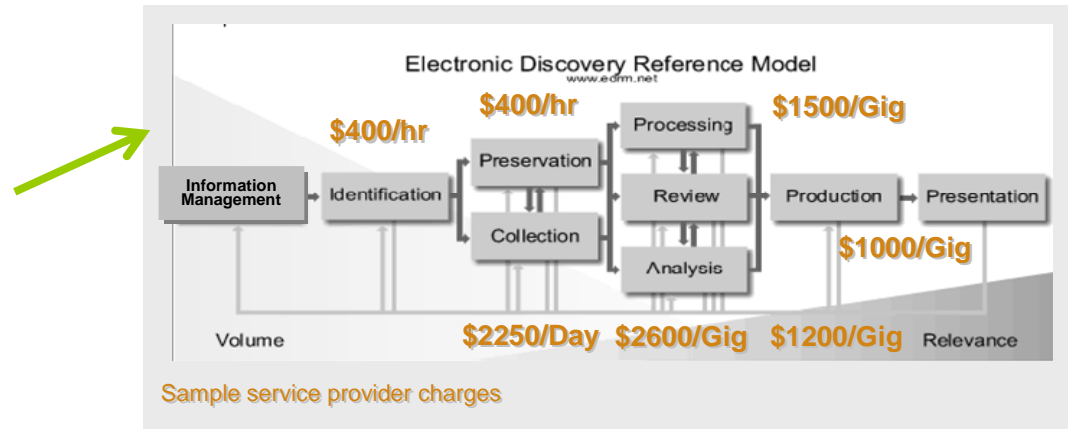
Volume



Relevance

Reactive eDiscovery Problem #1: Excessive Costs

- Lack of proactive ESI management creates large volumes of irrelevant or expired information
- Extraneous information translates directly to unneeded eDiscovery cost
- Simple retention solutions like fixed email deletion windows are insufficient



“Information retention programs will be high priorities for companies in all industries...use systematic active policy and strategy for content archiving to reduce legal data processing and attorney review costs by up to a third”

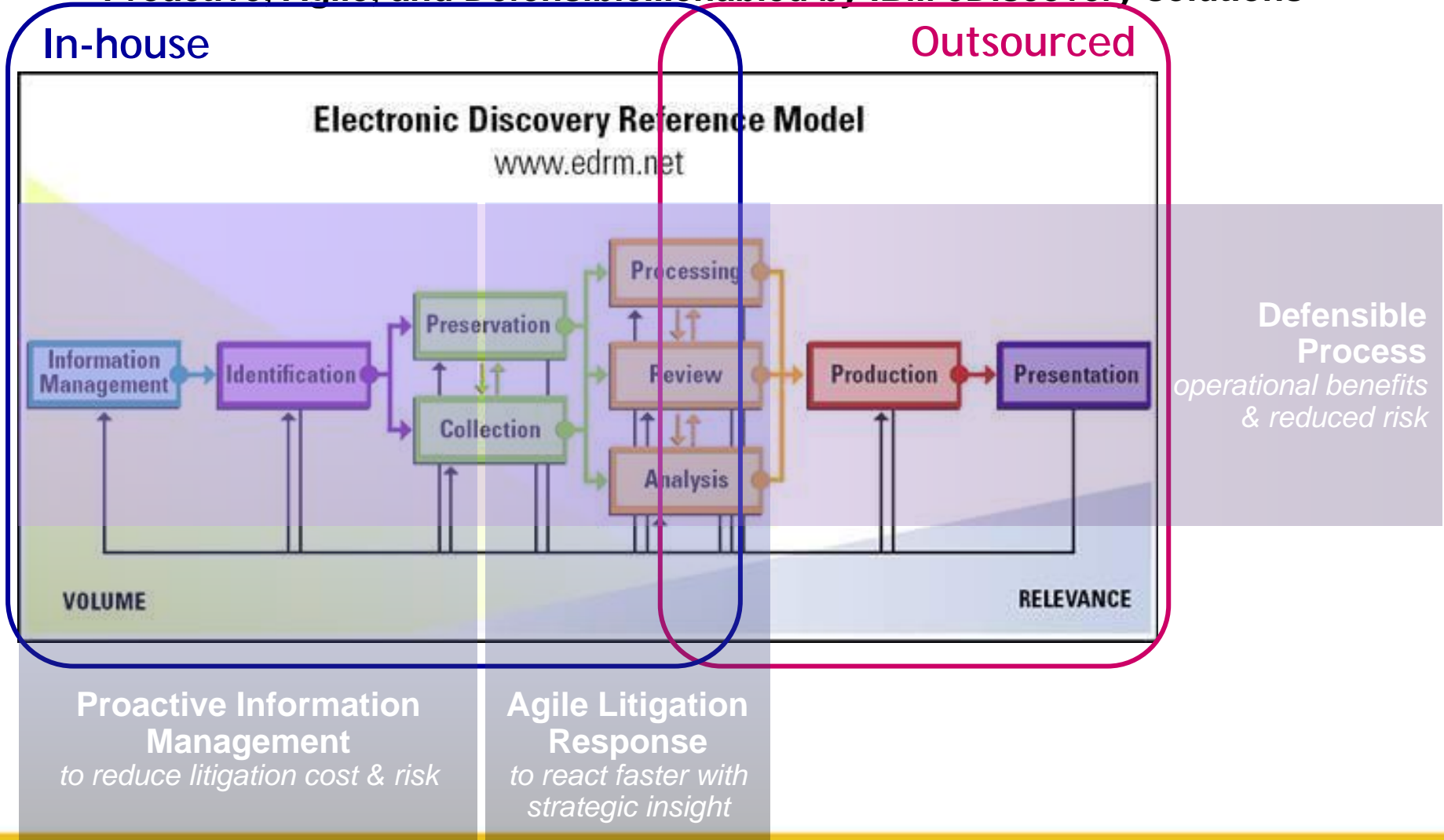
- Gartner Project Planning & Budgeting 2008-11

Reactive eDiscovery Problem #2: Excessive Risk

- Lack of proactive information management increases risk of overlooking key evidence
 - *Risk of sanctions, fines, and negative public exposure*
- Reactive eDiscovery delays visibility into potential evidence
 - *Impacts ability to set proper case strategy*
 - *Risk of spending more on discovery/litigation than value of case*

Best Practice Approach to eDiscovery

Proactive, Agile, and Defensible...enabled by IBM eDiscovery solutions



eDiscovery Search & Analytics

Efficient Litigation Response Enabled by Proactive Information Management

Increase agility, improve defensibility and lower cost of eDiscovery response with targeted tools to collect, hold, manage, assess and intelligently cull collected electronic information regardless of originating source



IBM eDiscovery Manager

- Tool for authorized IT users to help respond to discovery requests from legal
- Create and manage cases; search, assign, hold, preview, and export collected content
- Built on and integrated with ECM platform with full auditability for chain-of-custody



IBM eDiscovery Analyzer

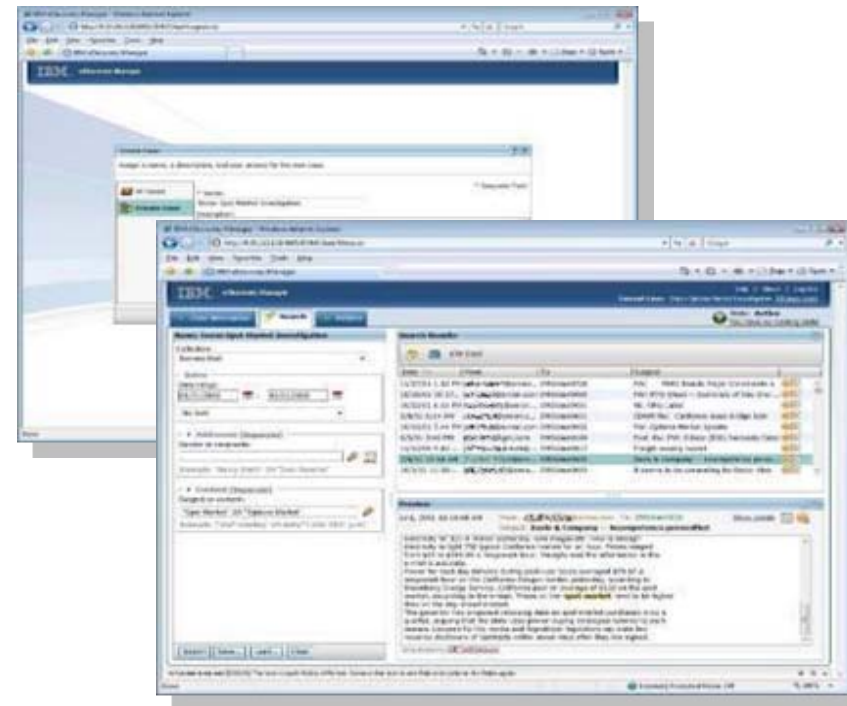
- Early case assessment and smart culling for legal professionals and litigation support specialists
- Smart refinement of case collections to help dramatically reduce eDiscovery costs
- Advanced conceptual search and content analytics for rapid case insight

IBM eDiscovery Manager v2.1.1

Integrated tool for managing ESI in an ECM environment



- **IBM eDiscovery Manager** – the cornerstone of eDiscovery response
- Tool for authorized IT users to help respond to discovery requests from legal
- Provides key functions for IT response to eDiscovery:
 - Creating cases, assigning users to cases
 - Managing ESI in place for multiple cases
 - Searching and culling case relevant ESI
 - Holding and locking down the result set
 - Preview for relevancy
 - Built-in change audit tracking, reporting authenticity and chain of custody
 - Exporting result set in native format for detailed attorney review
- Built on and integrated with ECM platform to leverage proactive ESI management



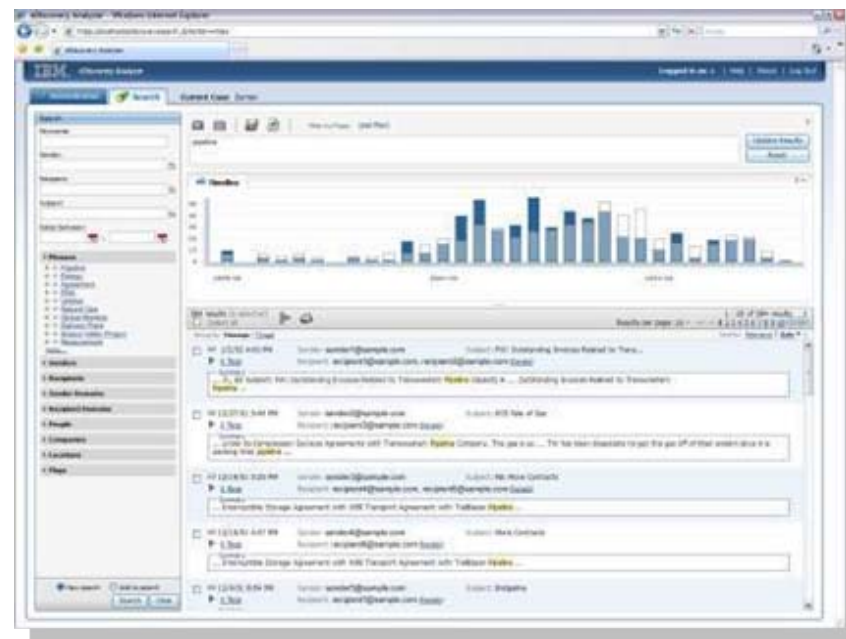
IBM eDiscovery Manager

IBM eDiscovery Analyzer v2.1.1

Breakthrough Information Insight for Agile eDiscovery



- **IBM eDiscovery Analyzer** – early case assessment & smart culling to increase agility and lower review cost
- Tool for lawyers, legal analysts and supporting specialists to:
 - Quickly reduce case matter to a much smaller and relevant data set
 - Gain early insight into a case, understand key facts, locate key pieces of evidence, and form early case strategies
 - Flag, organize and prioritize documents for review
 - Gain a clear view of available case matter to effectively negotiate queries and term lists during Meet and Confer
 - Preserve chain of custody to ensure security, auditability, and defensibility
- Integrates with and analyzes cases created by eDiscovery Manager



IBM eDiscovery Analyzer

Best Practice Approach to eDiscovery

Proactive, Agile, and Defensible...enabled by IBM eDiscovery solutions

Proactive ESI Management

- Information captured, processed, classified, organized at creation
 - *Reduce costs of future discovery and improve operational use*
- Preserved based on information value with enforced retention policies
 - *Reduce exposure from over- or under-retention*
- Secured in a high scale enterprise level content management platform
 - *Central point to manage active discovery efforts*

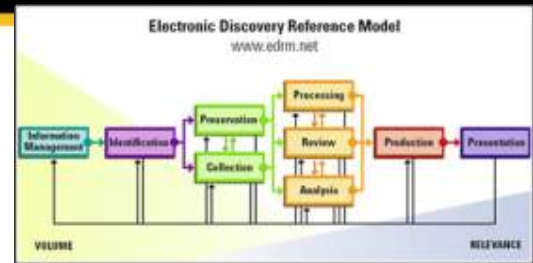
Agility in Responding to Litigation

- In-house tools to rapidly assess, cull, and hold ESI
 - *Substantially reduce reactive discovery costs*
 - *Preserve evidence*
- Lawyer-friendly tools for rapid, early assessment of collected ESI
 - *Stronger negotiating position at meet & confer*
 - *Set case strategy sooner, before incurring review cost*
 - *More informed early settlement decisions*
- Easy handoff to attorney review & production

Reduced Risk with Defensible Process

- Proactive processes for information retention & eDiscovery ensure consistency
 - *Key to “reasonableness” provision of Rule 37(f) “safe harbor”*
 - *Minimizes chance of missing key information*
 - *Reduces eDiscovery cost by eliminating “fire-drills” when litigation arrives*
- ESI processes managed as integral part of overall business process

Agile eDiscovery with IBM's Best Practice Approach



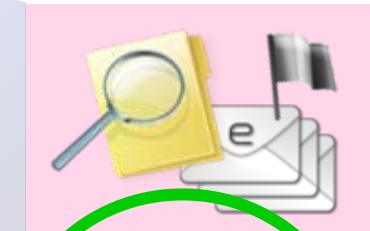
Disorganized, dispersed, or lost information

- Proactive ESI Management
- Content Collection & Archiving
- Automatic Classification
- Records/Retention Management



Organized, secure, trusted information

- Agile eDiscovery Response
- eDiscovery Search & Analytics



Relevant, insightful, review-ready information

Reduced cost & risk

Volume



Relevance

Analytics is Driving the Evolution of ECM

ECM Becomes a Key Enabler for Information-Led Transformation

Smarter Business Outcomes

Optimization

Trusted Content Analytics



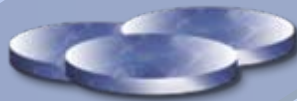
- Content Analytics
- Content Assessment
- Master Content

BPM → Advanced Case Management



- Advanced Workflow
- Activity Monitoring
- Business Rules

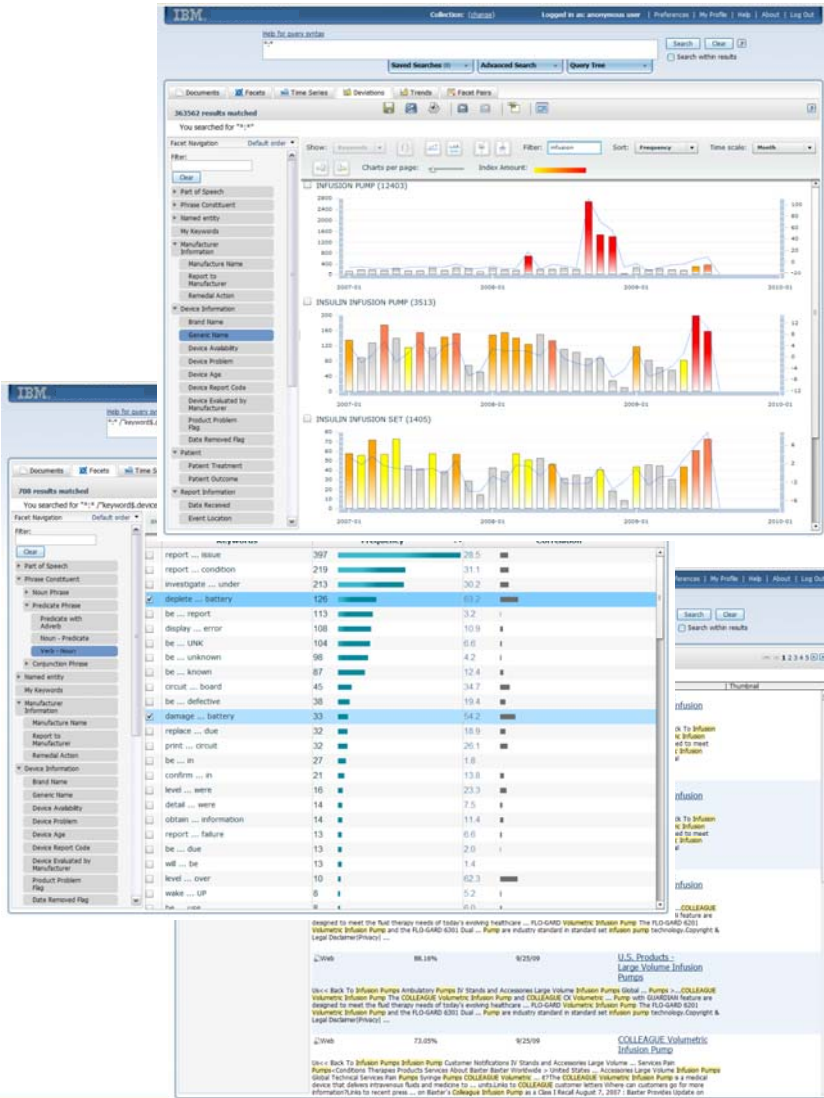
Content



- Image Management
- Office Document Management
- Archiving / Records Management
- Compliance Lifecycle Mgmt

Automation

Introducing: Cognos Content Analytics



- Analyze and explore structured and unstructured information
- Automatic extraction of meaningful concepts and entities from text
- Open, standard UIMA-based text analysis pipeline
- Integration with Cognos for reporting against unstructured concepts
- Multiple graphical views of the facets (dimensions) of unstructured content
- Automatic highlighting of interesting anomalies and correlations in the data
- Support for analysis of over 30 content sources and over 150 content formats
- Integration with ICM for analysis of document categories, classes, and clusters
- Highly scalable and extensible

Gain Control with Agile ECM

Gain Control

Know



- Discover, Analyze, Assess and Decide
- Collect or Decommission

Manage



- Organize, Manage and Use
- Activate, Process and Collaborate
- Archive and Retain
- Trust and Comply

Leverage



- Continuously Optimize
- Analyze, Decide and Predict

Thank You



Lotus knows.

Smarter software for a Smarter Planet.