
White Paper

Analytics & Big Data

Lower Risk and Cost with Proactive Information Governance Information Governance Solutions

Table of Contents

page

Managing a Perfect Storm of Information.....	1
Information Governance: The New Business Imperative	2
A Perfect Storm of Information.....	3
The Role of Innovation.....	3
The Hard-Copy Legacy.....	4
A New Perspective for a New Era.....	5
Proactive Information Governance: Mastering the Dichotomy of Flexibility and Control	6

Putting data to work is now a boardroom imperative, and the window of opportunity for monetizing data streams is rapidly closing, as first-movers gain unassailable advantages.

Managing a Perfect Storm of Information

Today's global business landscape faces massive disruption due to a singular force—the relentless growth of information. The volume of enterprise data grows 40 percent per year¹, and there is every indication that this growth will further accelerate over the coming decade.

Recent advances in technology—in data analytics in particular—have made this information potentially the most valuable asset of any organization.

Without question, the accelerating growth of data is creating new challenges and new opportunities for all organizations. But to put this data to work, it must be properly managed throughout its lifecycle. Traditionally, Information Governance has been expensive, difficult, and largely manual. However, today's reality is that:

- Advances in eDiscovery and Big Data technologies have made information governance more flexible, more powerful, and more automated than ever before.
- Proactively applying information governance to data can help you maximize benefits while minimizing risks.

Putting data to work is now a boardroom imperative, and the window of opportunity for monetizing data streams is rapidly closing, as first-movers gain unassailable advantages. But solving this problem requires far more than simply loading data into a MapReduce engine and hiring a data scientist to analyze it. In a world where digesting petabytes or exabytes of sensitive customer and business data is considered normal, it's more critical than ever to focus on properly managing, monitoring, and protecting all of your information.



¹ IDC, *The Digital Universe of Opportunities: Rich Data and the Increasing Value of the Internet of Things*, 2014

Information Governance: The New Business Imperative

While most business leaders now recognize the importance of their business data, few have taken adequate steps to properly manage it. Information governance has been a business topic for well over 30 years, yet the state of the art has moved very little over this time frame. Most governance processes still reflect old approaches for managing physical records or documents, which in prior years formed the basis for managing a business.

While these legacy governance processes were once adequate, if not ideal, they are woefully inadequate for today's business needs. Most organizations now find themselves attempting to manage their most valuable asset with their most outdated processes, procedures, and technologies.

The governance infrastructure is crumbling under the strain of relentless data growth at precisely the time when such governance is critical to a business's success. We need a different approach to information management, and time is at a premium.

A Perfect Storm of Information

It's no accident that information governance is moving to the forefront of today's business initiatives. Organizations are dealing with the simultaneous interaction of explosive data growth, dramatically increased legal and regulatory oversight, and the need to act upon data with ever-increasing speed and insight. Balancing these requirements requires an entirely new way of operating.

Attempting to manage information assets manually with direct human oversight and intervention is no longer just inefficient, it is operationally impossible. Millions or billions of documents, emails, text messages, videos and other files move through hundreds or thousands of systems, accessed by thousands or millions of users. The complexity of today's information landscape is such that direct intervention by people is no longer rational. Rather, organizations must manage their information environments with the same technologies that are contributing to their growth in scale, speed, and complexity.

The Role of Innovation

Fortunately, there have been tremendous investments and innovations made in information management over the last 20 years. Organizations have spent billions of dollars advancing the state of the art in the areas of eDiscovery, social media, Big Data, and customer analytics. These advances have greatly enhanced our ability to manage huge quantities of diverse information assets, in real-time, across endless platforms—all with consistency, transparency, and a high degree of automation.

Most organizations now find themselves attempting to manage their most valuable asset with their most outdated processes, procedures, and technologies.

Advancements in analytics and eDiscovery are helping to significantly improve information governance.

Indeed, the very technologies that are facilitating the relentless growth of data have become the enablers of managing all of this information. Information governance becomes both necessary and practical by relying on these technologies.

When evaluating your information governance needs, consider the following questions:

- Do you need to figure out who is accessing what information, when, and in what context? That's not so different from determining what your customers want when they visit your website.
- Do you need to look for emails that might be relevant to a certain legal case? That's functionally identical to personalizing the content that is delivered to a certain customer, based upon a certain set of selections that they have made.
- Do you need to make sure that critical business information is secure and is actively monitored for proper use? Certainly this functionality better already be in place for all of your sensitive customer data.

Advancements in analytics and eDiscovery are helping to significantly improve information governance. The functionality required is identical; information governance simply represents a different set of use cases. Because of this, organizations can now actually meet the requirements of governance that have been needed, yet elusive, for the last several decades. And, in a world that is ever-more complex, ever-more distributed, ever-more regulated and relentlessly real-time, this ability to manage data has arrived not a moment too soon.



The Hard-Copy Legacy

In dealing with the new realities of Big Data, organizations must change their approach to information governance. Historically, companies applied information governance through three main dimensions: organization, location, and control. Organization refers to the way in which volumes of data are broken down into smaller groups so that it can be more readily managed. Location refers to which system or systems the information is stored in, and thereby managed. Control is the set of rules, policies, workflows, and so on with which the governance tasks are actually executed.

	Traditional	Contemporary
Data Management	My-Place	In-Place
Data Control	Prescriptive	Colloquial
Enforcement	Pervasive	Transparent

These dimensions were identical to those used in the previous hard-copy era, as organizations had a great deal of experience with these legacy approaches. When digital information came along, these three dimensions were implemented in the following manner:

- **Organization** was achieved through the use of either centralized taxonomies or metadata catalogs, where pre-defined categories of information were created and data was organized as it was created. This approach to organization was prescriptive, as the categories were first defined and implemented, and then the data was placed in the relevant categories.
- **Location** was typically achieved through the implementation of one or more software packages for data management. Once an information governance system was deployed data would be migrated into that environment in order to place it under management. Any information outside of that system was effectively out of control and invisible to the governance process.
- **Control** was achieved through the use of workflows, business rules, and other tools that were often very complex, difficult to use, and required a great deal of human intervention to properly execute. These approaches were adequate in the early years of the digital revolution. However, they are a direct impediment to productivity and viability in today's environment.

A New Perspective for a New Era

These old methods of organization, location, and control simply do not work and actually prevent organizations from fully understanding and utilizing their information assets. For each dimension of information governance, a new approach is not only appropriate, it is necessary. For example:

- **Organization:** For organization, the traditional, prescriptive method of defining a centralized taxonomy and metadata catalog, and then force-fitting information into this structure is inefficient, inaccurate and required far too much manual intervention. Instead, by leveraging context-aware technology

Historically, companies applied information governance through three main dimensions: organization, location, and control.

For each dimension of information governance, a new approach is not only appropriate, it is necessary.

information can be organized dynamically, automatically, at the time of creation or consumption and based upon the context of what is being managed, rather than by keywords or forced metadata.

As such, when a query is performed or a policy enforced, the results specifically match exactly what was intended at the time of execution. This level of accuracy and efficiency ensures that users get the right results, at the right time without having to anticipate every possible use of a piece of information ahead of time.

- **Location:** For location, the old approach of moving all data to be managed into a single platform or system simply doesn't work in a cloud-based, BYOD, Software-as-a-Service world. Organizations are making their data repositories more diverse, rather than less, and the diversity in terms of creation and consumption is likely to grow explosively over the coming years. Finally, the idea of moving petabytes or exabytes of information into a central repository so that it can be managed is simply not practical.

A better approach to governing location is to allow information to reside where it is most convenient for users and most efficient for organizations, and then to apply governance to that data in place. Ideally, a centralized policy engine controls all data through its lifecycle, with that engine reaching out to any number of distributed repositories and applying those policies where the data lives. This in-place governance is critical in allowing organizations to fully leverage the advantages of cloud computing while also maintaining the necessary degree of oversight.

- **Control:** Finally, the historic approach to control, which consisted of manual intervention, review, evaluation, and disposition simply does not work against millions of records and thousands of process participants. As such, hard-coded, rigid, formal and pervasive controls must give way to fluid, dynamic, automated, and centralized application of control policies so that users may be properly managed without being inappropriately restricted. This sort of control is just as effective, if not more so, but when properly applied it is transparent to your users. Such transparency is critical in ensuring the consistent, defensible application of governance policies against massive quantities of information that are created and consumed in real-time.

Proactive Information Governance: Mastering the Dichotomy of Flexibility and Control

By applying proactive information governance for organization, location, and control, you can help ensure that your data assets are available, protected, and managed through their entire lifecycle. And throughout that lifecycle, this data can be accessible to all appropriate information consumers, enabling data-aware decision making across the organization.

Proactive information governance solutions deliver downstream time and cost savings associated with responding to data needs by:

- Connecting to your relevant data repositories of structured or unstructured information

White Paper

Lower Risk and Cost with Proactive Information Governance

- Cataloging and analyzing information in real-time, ensuring the proper inclusion of all relevant information, regardless of how it is organized or managed
- Selecting and segregating relevant information for specific use cases such as legal eDiscovery, regulatory response, or customer inquiries
- Automating custodian mapping, notification, and interview workflows with dynamic, customizable, and context-sensitive templates to drive efficiency
- Integrating hardware and software to simplify deployments with either a hosted, on-premises, or hybrid environment

Through the Micro Focus® Information Governance platform, your organization can meet the divergent goals of greater flexibility and greater control. Your users are able to access the right information at the right time in the right context—all while adhering to appropriate organizational policies and controls. These controls are applied seamlessly, transparently, and consistently through the use of revolutionary Micro Focus IDOL technology.

Learn More At

www.microfocus.com/infogov

Through the Micro Focus Governance platform, your organization can meet the divergent goals of greater flexibility and greater control.

Additional contact information and office locations:
www.microfocus.com

www.microfocus.com