Industry
Watch

Information Governance:
too important to be left to humans
(Executive Summary)

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Process Used and Survey Demographics

While we appreciate the support of these sponsors, we also greatly value our objectivity and independence as a non-profit industry association. The results of the survey and the market commentary made in this report are independent of any bias from the vendor community.

The survey was taken using a web-based tool by 398 individual members of the AIIM community between September 04, 2015, and September 30, 2015. Invitations to take the survey were sent via e-mail to a selection of the 80,000 AIIM community members.

Survey demographics can be found in Appendix 1. Graphs throughout the report exclude responses from organizations with less than 10 employees, and suppliers of ECM products and services, taking the number of respondents to 368.

About AIIM

AIIM has been an advocate and supporter of information professionals for 70 years. The association mission is to ensure that information professionals understand the current and future challenges of managing information assets in an era of social, mobile, cloud and big data. AIIM builds on a strong heritage of research and member service. Today, AIIM is a global, non-profit organization that provides independent research, education and certification programs to information professionals. AIIM represents the entire information management community: practitioners, technology suppliers, integrators and consultants.

About the Author

Doug Miles is Chief Analyst at AIIM. He has over 30 years' experience of working with users and vendors across a broad spectrum of IT applications. He was an early pioneer of document management systems for business and engineering applications, and has produced many AIIM survey reports on issues and drivers for Capture, ECM, Information Governance, SharePoint, Mobile, Cloud, Social Business and Big Data. Doug has also worked closely with other enterprise-level IT systems such as ERP, BI and CRM. Doug has an MSc in Communications Engineering and is a member of the IET in the UK.

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Introduction

In just a few short years, the somewhat closed world of records management has moved center stage by linking up all aspects of content security, accessibility, inquiry, and life-cycle management under the umbrella of Information Governance. This is not just a terminology change, it reflects the importance of governance in all areas, and the need to work together with IT, Legal, and Operations to set policies and initiate good practices. The driver in the first instance is to protect content from the massive new threats, and the very visible impact of leaks and breaches. Part of that threat involves the increasing volumes of content, most of which add no value to the business, cluttering up servers and adding to data center costs. Meanwhile, litigation and compliance are becoming increasingly expensive in potential fines and damages, but also in the cost of legal processes for defense. Information governance policies are also required to support the needs of local, remote and mobile staff for collaboration and knowledge exploitation, and to extend that content access to partners and customers.

As we have found in this report, there are huge volumes of content in most organizations that are not under any form of information governance, retention management or e-discovery. These include in particular emails, but also file-shares, cloud shares and even a high proportion of SharePoint and ECM systems. Even if day-forward policies are adopted to classify and tag this content, the volumes involved, and the change in staff attitudes needed, represent a huge hurdle to jump. Automated processes or prompted assistance are likely to provide the only enduring solutions. Tagging and classifying the existing content to add value and remove ROT (redundant, obsolete and trivial content) would be quite impossible without automated agents working on rules-based algorithms that match the defined governance policies.

In this report, we take an in-depth look at the scale of IG issues, the drivers to bring it under control, the effectiveness of automated classification, and the impact on risks and costs.

Key Findings

IG Drivers and Issues

- **In the light of recent leaks, hacks and email issues, IG is very high on the senior management agenda for 28% of organizations, and 53% have new IG initiatives.** 57% of respondents say senior management are only interested when things go wrong

- **51% have had data-related incidents in the past 12 months, including 16% suffering a data breach – half from external hacking and half from staff.** Staff negligence or bad practice is the most likely cause of data loss (20%).

- **41% describe their email management as "chaotic".** Of the rest, 16% have fixed delete-all policies and 19% keep all emails. Only 24% apply value-based retention policies.

- **45% of respondents agree that the lack of information governance leaves their organization wide open to litigation and data protection risks.** 22% reported negative financial impact from cases that hinged around electronic records, compared to 9% with positive impact.

- **60% of respondents agree that automation is the only way to keep up with the increasing volumes of electronic content.** 21% are already using automated declaration or classification of records, and 26% have new projects under way.

- **The biggest drivers for IG are compliance (61%) and preventing data losses (51%),** then creating searchable knowledge (48%) and reducing storage requirements via defensible deletion (35%).

IG Maturity

- **The volume of paper records is increasing in 33% of organizations, and decreasing in 39%.** This net difference of 6% deceasing compares to 10% increasing in 2014. The largest organizations (5,000+ emps) are making most progress (21% net decreasing).

- **14% have a mature view of information governance across all electronically stored information with a further 22% recently re-aligning to that view, and 22% planning to adjust in the next 12 months.** 31% still have divided responsibilities between IT and RM , and 12% are still in the paper-only world.

- **15% of organizations have enterprise-wide IG/RM policies, plus 28% with mixed maturity across departments or regions.** 36% of the smallest organizations have no IG policies, or just have vague plans, but the same is true for 10% of the largest.

- **Information retention, access security and data protection are covered by most IG policies, but only 47% cover mobile access and mobile devices, including BYOD (39%).** Only 36% have specific policies for cloud-based content sharing.

- **Enforcing the IG policy once created is the biggest issue for 41%.** Getting the right people interested and involved, particularly senior management is the next issue (39%).

Storage Reduction and Data Retention

- **As well as replacing file-shares with ECM, 22% are considering a cloud model to reduce storage costs, and 25% are automating retention, deletion and data cleaning.** 25% will just go on buying more discs.

- **37% are seeing storage volumes and costs increasing, 7% rapidly, but 42% are holding costs level.** 20% are achieving reduced costs, including 10% with reduced volumes.

- **Only 11% of network file-shares, 30% of SharePoint/ECM systems and 37% of scanned image archives are being operated with effective retention period management.** But this only rises to 67% of dedicated RM systems, compared to 74% for paper records. .

Automating IG

- **18% are using automated classification at the point of ingestion to ECM, RM or email systems, and 15% within a workflow or process.** 8% are trawling legacy content for metadata improvement and 13% processing migrated content.

- **34% feel that automated classification is more consistent than humans, including 20% who feel it's more accurate too.** 48% prefer the idea of machine prompt with human review.

- **The biggest benefits given for auto-classification are improved searchability (63%) then improved productivity (43%).** Defensible deletion and compliance are cited by 37%, and adding value to dead content by 30%.

Cloud

- **30% are committed to cloud for records storage, with a further 36% waiting for security and reliability to mature.** Only 10% say definitely not. Adoption is remarkably consistent across different sizes of organization.

- **Cost saving is the biggest driver for cloud (66%), then business resilience (49%).** Easier cross-enterprise access and adoption is cited by 42%.

E-Discovery

- **50% rely on manual search for e-discovery across electronic and paper records.** 14% have a dedicated e-discovery application within or across systems.

- **54% of the largest organizations will have multiple legal holds applied per year.** But so will 11% of the smallest.

- **Only 37% of SharePoint systems are operating with legal hold, and 20% of file-shares, cloud or otherwise.** Only 50% of email servers or email archives have legal hold.

Spend

- **Data clean-up and migration tools show the greatest increase in organizations intending to spend more. Then automated classification and email management.** RM and compliance staff levels are set to increase, as is spending on IG training.

The entire report is available at no cost to AIIM Professional Members.

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Please visit www.aiim.org

AIIM Information Governance Resource Centre

Information Governance is one of the most misunderstood terms in the business of information management. It's NOT just a fancy replacement for Records Management. Use these best practice resources to learn how to manage ALL types of information, not just records. And transform your information into assets and insights for competitive advantage.

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- **Easing the Transition from Legacy ECM Systems to New Beginnings**
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