aiim eBook

Delivering the priorities and opinions of AIIM's 155,000 community

# Information Governance is Too Important to be Left in the Hands of Knowledge Workers

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## About this eBook

As the non-profit association dedicated to nurturing, growing and supporting the information management community, AIIM is proud to provide this research at no charge to our members. In this way, the entire community can leverage the education, thought leadership and direction provided by our work. We would like these research findings to be as widely distributed as possible.

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## About AIIM

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Here at AIIM, we believe that information is your most important asset and we want to teach you the skills to manage it. We've felt this way since 1943, back when this community was founded.

Sure, the technology has come a long way since then and the variety of information we're managing has changed a lot, but one tenet has remained constant — we've always focused on the intersection of people, processes, and information. We help organizations put information to work.

AIIM is a non-profit organization that provides independent research, training, and certification for information professionals. Visit us at www.aiim.org.

## About the author

*John Mancini*
*Chief Evangelist and Past President of AIIM*

John Mancini is the Chief Evangelist and Past President of AIIM. He is a well-known author and speaker on information management and digital transformation.

John blogs under the title Digital Landfill (http://info.aiim.org/digital-landfill), has more than 11,000 Twitter followers, 6,000 Linkedin followers, and can be found on most social media as @jmancini77. He has published more than 25 e-books, the most recent being:

- Leveraging Deep Learning and Machine Learning Capabilities
- Integrating Content Services into Low Code Applications
- Enhancing Your RPA Implementation with Intelligent Information
- How does the Office 365 Revolution Impact Governance and Process Automation?
- Automating Governance and Compliance

# Introduction

In the first generation of information governance solutions, we assumed that we could somehow convince knowledge workers to assist us in the task of "Information Governance" and "Records Management." However, the tools available to knowledge workers to create, distribute, and store content have accelerated faster than our ability to manage it and control it. This is particularly challenging because the content created by knowledge workers in their day-to-day personal productivity activities tends to be the riskiest from the perspective of the legal department and is a major cause of rising storage costs.

The old manual ways of thinking about this problem have failed. In order to control this content, it must be captured or classified *automatically*, and retention policies must also be applied *automatically*.

**The net-net: Automation of the information governance challenge is no longer a "nice to have;" it is a strategic imperative for any organization.**

In this eBook, we explore these four issues:

1. The volume of information entering organizations — *especially unstructured information* — is accelerating.
2. Traditional manual information governance methods are failing.
3. The governance failure is occurring at three key pressure points:
    1. Information "entry points"
    2. Information "end points"
    3. Policy administration
4. The solution to the explosion of information *created by technology* is to *automate the governance process.*

The data cited in this eBook is drawn from multiple AIIM end-user surveys conducted during the past 12 months. Sources for each chart are noted in the heading for each chart matched against the following key:

[1] Getting Ahead of the Digital Transformation Curve, N = 366

[2] Automating Governance and Compliance, N = 275

[3] Private survey for OpenText, N = 421

[4] Enhancing Your RPA Implementation with Intelligent Information, N = 224

[5] GDPR After the Deadline, N = 262

[6] Leveraging Deep Learning and Machine Learning Capabilities, N = 195

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## 1 – The volume of information entering organizations — *especially unstructured information* — is accelerating.

Information risk is **everywhere**.

The amount of data stored on electronic systems today is accelerating and growing at an exponential rate. Data breaches, privacy concerns, and growing e-discovery costs are changing how organizations approach the balance between controlling their business data and sustaining worker productivity and usability. In addition, aged data and poor data hygiene can further increase organizational inefficiencies, in aggregate costing billions annually.

And information risk is **growing**.

Per *Guidance Software, 2016, Data Risk & Privacy Survey:*

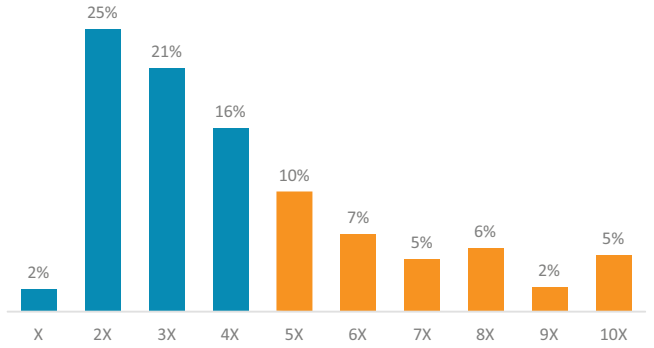
- For 44% of organizations, protecting customer data is a top concern.
- 46% say protecting sensitive and private data is a top priority.
- 55% of organizations have serious concerns about private and sensitive data residing on servers and end points.

But so too is the potential **value** that can be derived from information by gaining insights that redefine and reinvent customer experiences. *IF* organizations can get in front of the information governance curve.

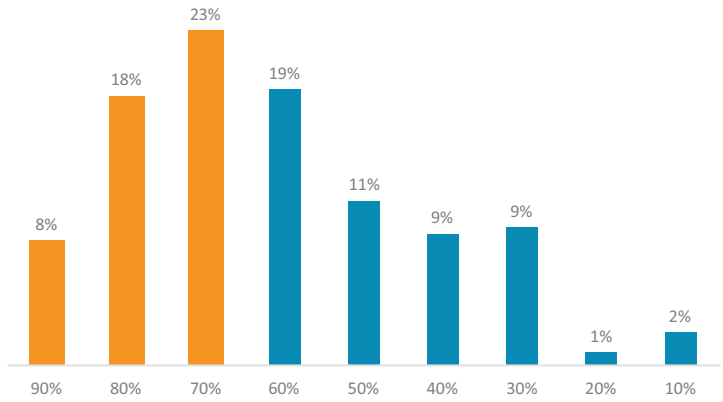
*Key findings:*

- Organizations anticipate massive data growth; on average, they expect the volume of data to grow from X to 4.2X in the next two years.
- Most of this additional data is in unstructured information, not data.
    - The 80/20 unstructured information vs. structured information urban legend is nearly true — 50% say that more than 70% of the information in their organization is unstructured.
    - On average, 62% of the information in an organization that must be managed is unstructured.

2 - Think about the huge amounts of data and information currently coming into your organization (call this current volume "X"). What do you predict this volume will be in 2 years?




4 - Think about ALL of the information in your organization. What would be your best guess for the percentage of the total that is unstructured INFORMATION?



## 2 – Traditional, manual methods of governing information are failing.

The exponential growth of electronic data, especially sensitive information, presents unique challenges. Due to the sheer volume, organizations often struggle to understand the data they are mandated to protect (e.g., what it is, why they have it, whether they should have it, what value it has, and what risk it poses to the organization, if any). Gartner predicts that by 2020, "60% of digital businesses will suffer major service failure due to the inability of IT security teams to manage digital risk."

*Key findings:*

- The 4.2X growth in the volume of data in the next 2 years means information chaos is a problem for 75% of organizations.
- 35% of organizations believe that over 40% of their information is ROT (Redundant, Obsolete, Trivial).
- Unstructured information represents an ongoing challenge for many in automating core business processes. Manufacturing and warehousing, R&D, case management, and records are particularly problematic.
- Traditional and manual approaches will no longer suffice. 43% of organizations see the governance automation problem as "impossible" or "very difficult."

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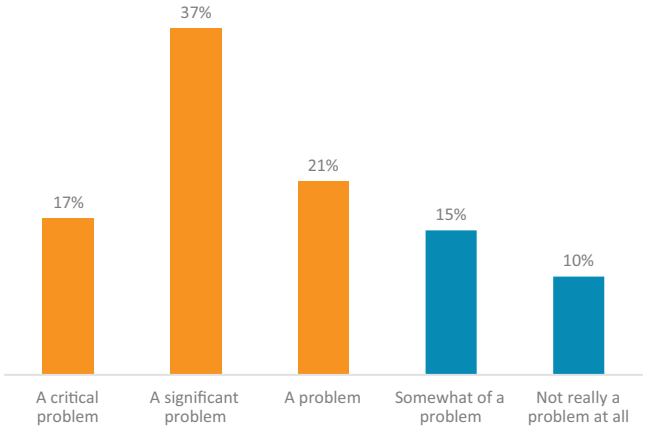
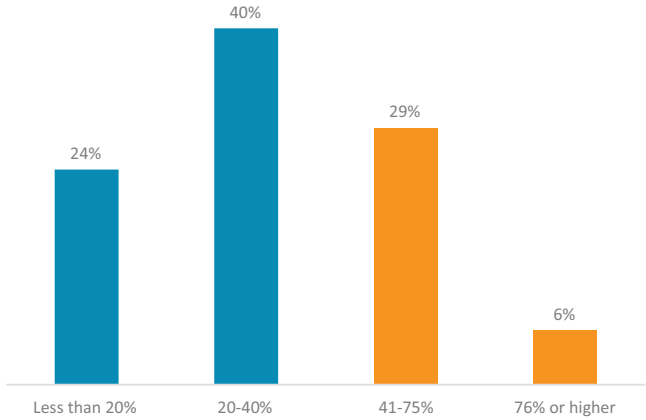
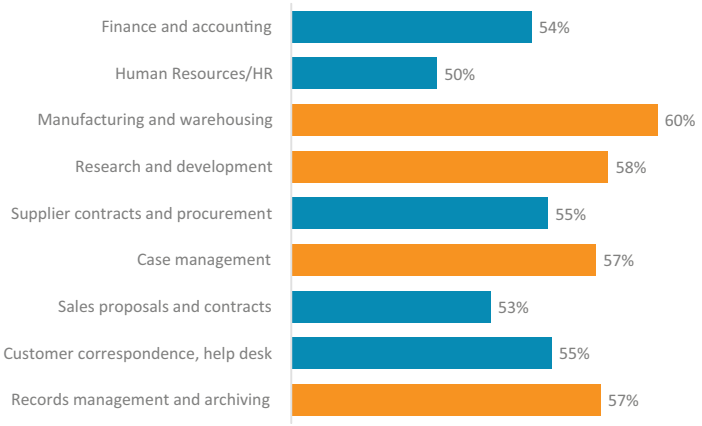
## 2 - How big a problem is information overload and information chaos in your organization?



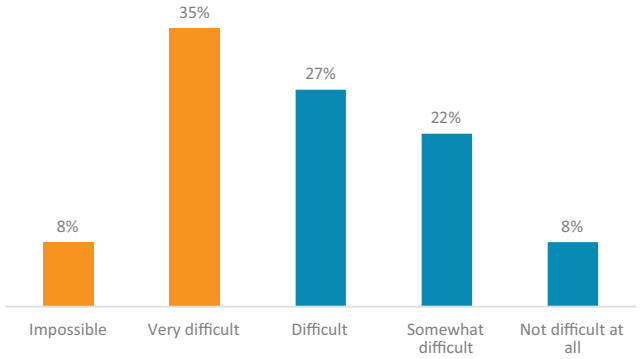

## 2 - How much of the data in your organization do you think is ROT (Redundant, Obsolete, Trivial)?




## 4 - "Managing unstructured information in this process is a challenge..."




## 2 - How difficult do you think it would be to transform the processes related to information protection and compliance and automate the management of all of the information tied to those processes?



## 3 – The governance failure is occurring at three key pressure points:
a) Information "entry points"
b) Information "end points"
c) Policy administration

In the old world — one in which work was centralized in locations and on devices "within" the enterprise — it was reasonable to assume that control could most effectively be maintained by managing security at the firewall. Information security was largely a function of "keeping the bad guys out."

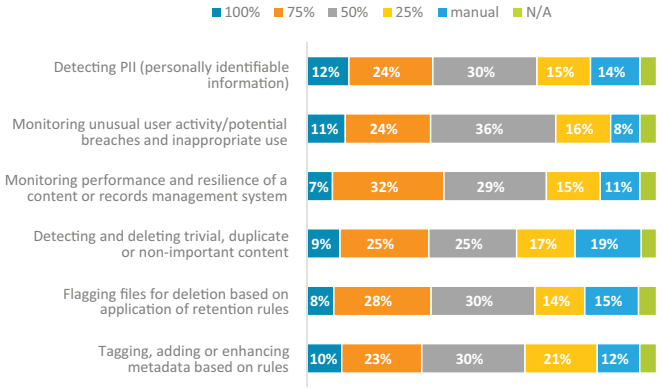
Most organizations have not adapted this strategy to the realities of mobile and cloud computing. They are unable to access data on endpoints, automatically find and categorize private and sensitive data, leverage and grow historical data intelligence, validate past categorizations, and integrate effectively with off-premise cloud-based repositories. They also usually manage information *after* it comes into the organization rather than as it *enters*.

On top of this, most policies tied to information governance are managed manually. In a world of manual processes, even keeping these policies up to date is problematic. Trying to demonstrate compliance in this manual environment becomes next to impossible.

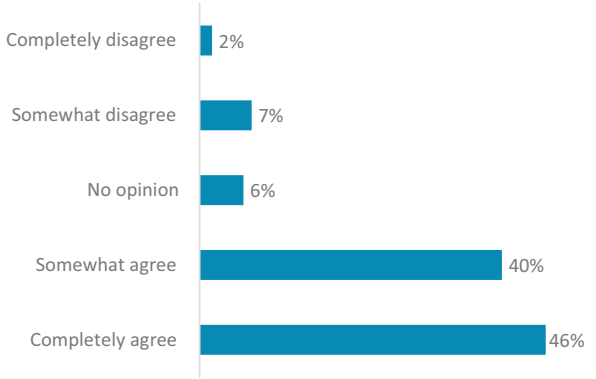
*Key findings:*

- For 70% of organizations, key governance processes are less than 50% automated.
- Information "entry points"
  - Information chaos needs to be tackled at its origins — 85% see failure to digitize and standardize (and automate!) business inputs as a key Transformation bottleneck.
- Information "end points"
  - Only 40% have automated processes to ensure deletion of personal information.
  - 62% of organizations have essentially given up on the ROT problem, relegating it to manual approaches or simply keeping everything.
- Policy Administration
  - Simply keeping up with governance, risk, and compliance changes is a huge challenge for 33%, followed closely by managing all of the information that proves compliance (24%).

2 - How automated are each of the following core information processes in your organization?




1- Digitizing and standardizing business inputs is one of the key bottlenecks for Digital Transformation.





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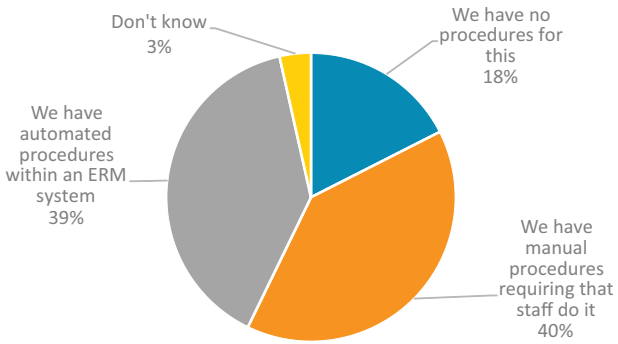
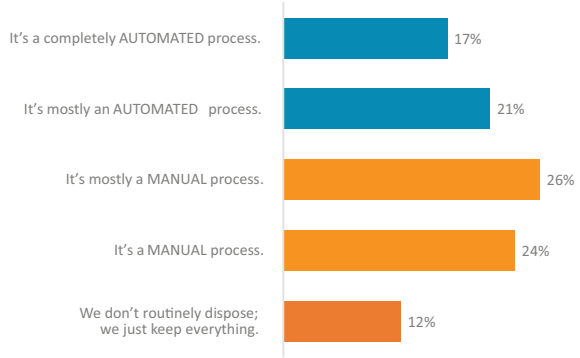
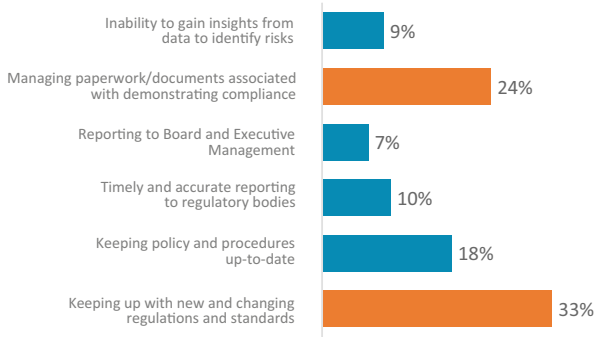
## 5 - How do you ensure that personal information in email, SharePoint, shared drives, etc. is deleted when appropriate?




## 2 - Describe the process your organization uses to routinely dispose of data and content that is no longer needed or equired.




## 3 - What would you consider your organization's biggest challenge when it comes to regulatory compliance or risk management? (Choose only one)



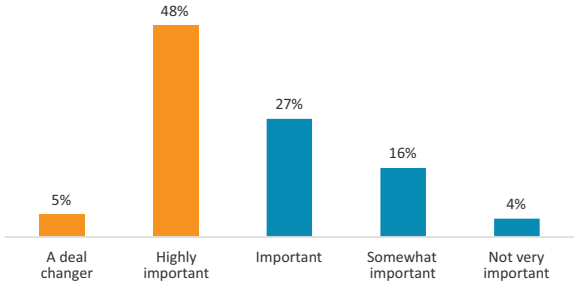
## 4 – The solution to the explosion of information *created by technology is to automate the governance process.*

At the heart of the "something" that needs to change is the adoption of automated solutions that proactively identify, categorize, and remediate private or sensitive data across the enterprise. Organizations need deep levels of insight and control of electronic data and content across all entry points, end points, file shares, servers, and cloud repositories. This enables organizations to improve business intelligence, ensure compliance, mitigate risk, and begin to use information assets to generate business *value*.

*Key findings:*

- Over 50% of organizations see automation of compliance and governance as "highly important" or "a deal changer."
- A dramatic change has occurred in the past five years in how organizations use automated agents in key compliance and governance functions.
- Organizations view AI/Machine Learning as key to three big governance challenges:
    - Using text analysis to automate document classification and categorization.
    - Identifying and classifying documents during the capture process *as they are being acquired*.
    - Identifying the underlying content of a document *in its context*.
- There is significant interest in using Machine Learning to improve existing CONTENT Services capabilities:
    - 71% — RM and preservation
    - 71% — Content integration migration
    - 68% — Business & collaborative content
    - 62% — Transaction and ECM content
- 87% of organizations believe that exploding volumes of incoming data and content will require the application of Machine Learning technologies to the task of Information Governance.

2 - How important would it be to your organization's competitiveness if you could transform the processes related to information protection and compliance and automate the management of all of the information tied to those processes?



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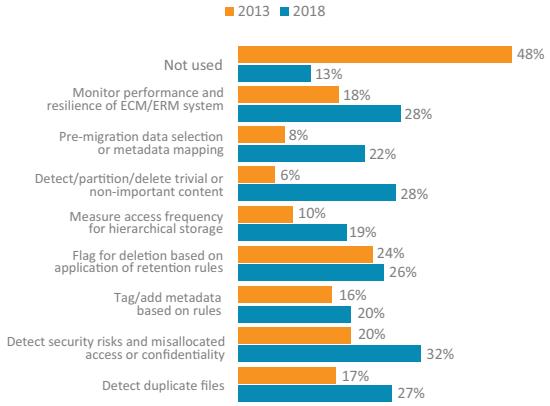
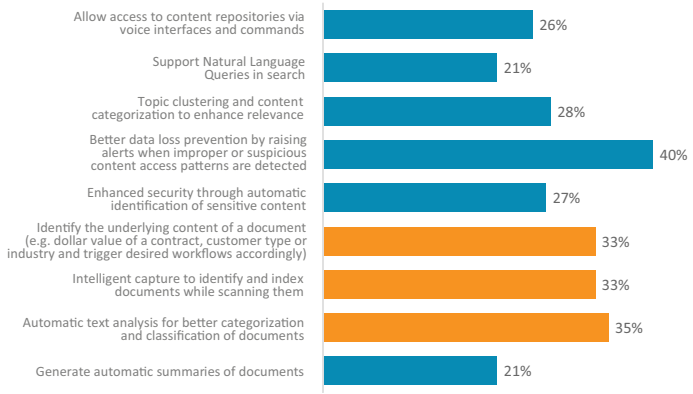
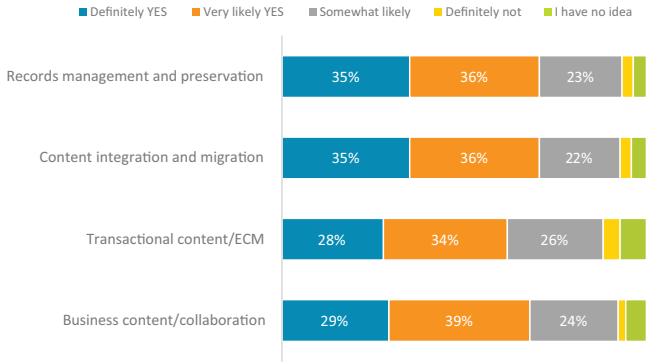
## 2 - Do you use any automated agents to perform any of the following functions? (Check as many as apply)



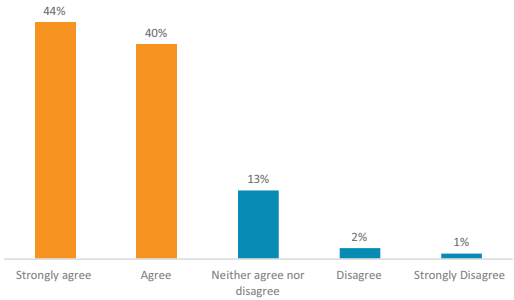

## 6 - Which are the THREE most important content-centric AI/Machine Learning use cases to your organization?




## 6 - Within the time span of the next 24 months, do you anticipate investing in Machine Learning capabilities to specifically improve each of the following Content Services?




## 6 - Agree or disagree: "Machine Learning will revolutionize how we approach the task of Information Governance."



# Final Thoughts —

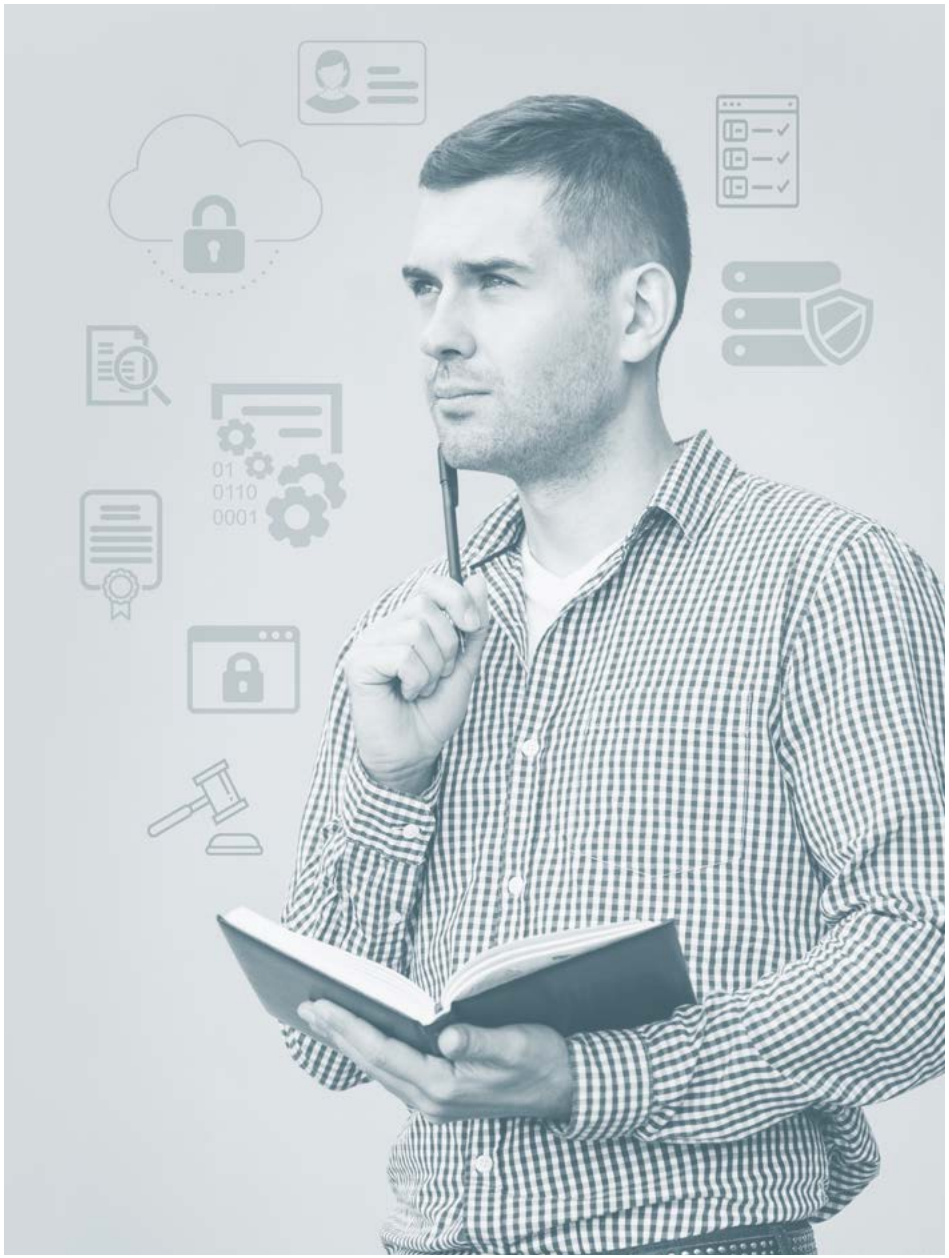
## We are gathering information at unprecedented scale — this isn't new. What is new is that for the first time we have tools to make sense of it.

The massive growth in information creates significant risks for organizations. But it also creates opportunities heretofore unknown to create new value and experiences for both internal and external customers.

If organizations can free knowledge workers from the mundane tasks associated with information governance — knowledge workers never really wanted to worry about records management and governance to begin with — there is tremendous opportunity for them to more fully utilize and optimize information assets.

***The opportunity begins by embracing AI and machine technologies that allow organizations to automate the process of information governance.***

*Without* these technologies, organizations are at risk of drowning in a sea of information chaos. *With them*, organizations can shift their focus to enhancing customer experiences.





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CERTIFIED INFORMATION PROFESSIONAL

## What's Next?

The CIP Can Help You and Your Organization Navigate the World of IIM.

Now is not the time to wait on your Digital Transformation initiative. IIM practices and methodologies are critical to your success, and AIIM can help. Digital disruption calls for digital leaders with the skills and experience to optimize information assets and transform business. Become that leader now through AIIM's Certified Information Professional (CIP) program.

AIIM worked with industry experts and focus groups to define the body of knowledge necessary for information professionals understand core IIM practice areas and methodologies, built a certification and test based upon this body of knowledge that is available at locations around the world, and created a set of training courses and materials to help information professionals prepare for the examination.

The path to CIP should be fairly simple for information practitioners who already have expertise and work experience. AIIM has a number of resources that can help practitioners at all levels prepare to become a Certified Information Professional:

- CIP Data Sheet
- CIP Exam Outline
- CIP Study Guide *(free to professional members; nonmember fee is $60 USD)*
- AIIM Training Courses
- Online CIP Prep Course
- In-Person CIP Prep Classes
- Practice Exam

CIPs reflect a more integrated, more holistic view of information management. Changes in one process, technology, or practice invariably affect others in the organization. CIPs are able to see the forest and the trees and understand and plan for these outcomes. Because of this, CIPs will identify and understand changes that could cause compliance issues, thereby reducing liability.

Organizations that manage their information more effectively enjoy reduced costs, faster time to market, increased revenues and cash flow, and increased business agility. CIPs are uniquely positioned to help organizations achieve these benefits because they understand the interactions between different information intensive processes and activities.

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