



# HP WORLD 2004

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## Socialization of ILM in Today's Complex Infrastructure

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# Overview

- Current state of ILM and where to focus
- Information policy and compliance
- The socialization process
- Information classification, CARD and valuation
- Information Management Framework, process and tools
- Benefits of information management and where to start

# Overview

- Information Lifecycle Management is comprised of the policies, processes, practices and tools used to align the business value of information with the most appropriate and cost effective IT infrastructure from the time information is conceived through its final disposition. Information is aligned with business processes through management of policies and services levels associated with applications, metadata, information and data.

Source: SNIA DMF ILM - Initiative

“ For this market (ILM) to mature, ***enterprises must work on the process side***, while vendors create new software tools.”

**Gartner**

November 2003



“ Recognize that both ILM and regulatory compliance issues require a long-term perspective ... Plan for a long justification cycle and enlist assistance from legal and corporate staffs to educate senior management.”

**Bob Zimmerman**

Giga Research



“Retention policies have to be dictated by business rules. IT organizations should not be setting retention policies; data is owned by business units and they need to take responsibility for establishing the retention policy.”

Giga Research



# Information policy and compliance

Policies are necessary so you have clear and decisive guidelines about issues or circumstances that can have vague and ambiguous variables or directives.

Compliance can be generalized to include provisions for the availability, authenticity, accessibility, security, the audit process and the recoverability of information.

# Information policy

- Comprehensive
- Incorporated with HR policies
- Assign owners
- Include CARD guidelines
- Communicate, communicate and communicate
- Having policy reduces risk



# Information policy

“Lawyers learned well into discovery that their client’s IT staff had more than 1,000 backup tapes containing potentially relevant information. Because the data was stored on backup tapes, instead of in a centralized, readily accessible location, restoration costs were estimated at over \$1 million.”

- See *Linnen v. A.H. Robins Co., Inc.*, 1999 LEXIS 240, 1999 WL 462015

# Information policy

In *Prudential*, for example, the court found no willful misconduct, but determined the company's efforts to notify employees of the duty to preserve electronic information were uncoordinated and haphazard. Finding that senior management should have implemented a comprehensive electronic document preservation plan, the court levied a \$1 million sanction.

- Prudential Sales  
Practices Litigation, 169 F.R.D. 598

# Socialization

- Who is involved and why?
  - Legal, compliance office, IT, application and information owners, CxO, HR, business units
- Assigning information ownership
- Balancing risk & reward
- Who is the final arbiter?
- Who gets the subpoena?

# Understanding information

- Type of information?
- CARD
- Who is responsible for the information?
- Criticality to business valuation
- SLA and frequency of access
- Protection, security and access

# Type of information

- Database record, word document, spreadsheet, movie, sound, picture, legal document, contract, fax, scanned image
- Transactional
- Organization and relation to other information
- Application relation

# CARD

- Creation – Who, what, where, why?
- Access – Who sees it and why?
- Retention – How long do you need to keep it and why?
- Deletion – When can you delete it and why?

# Information ownership

- Which business unit owns the information?
- How is it used, reused, treated?
- Can the owner understand its lifecycle?
- Are the owner's expectations for information delivery in sync with IT?

# Business valuation and SLA

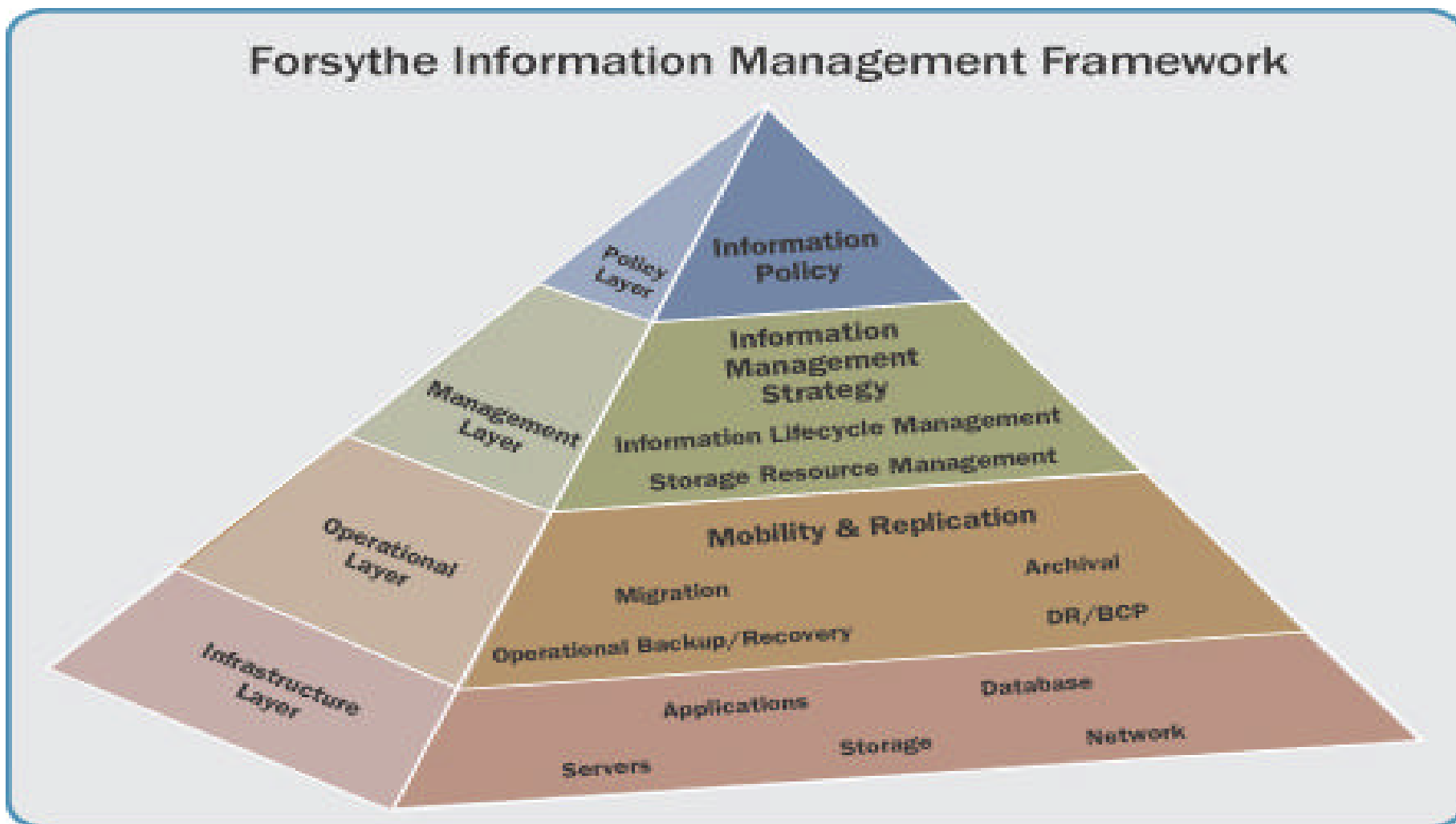
- Mission critical
- Business vital
- Business important
- Important for productivity
- Not important
- Discard



# Protection, security and access

- What level of protection is required for each class of information?
- What is the RPO and RTO of each class?
- How is each class of information treated within your Business Continuity and Security frameworks?

# Comprehensive information management



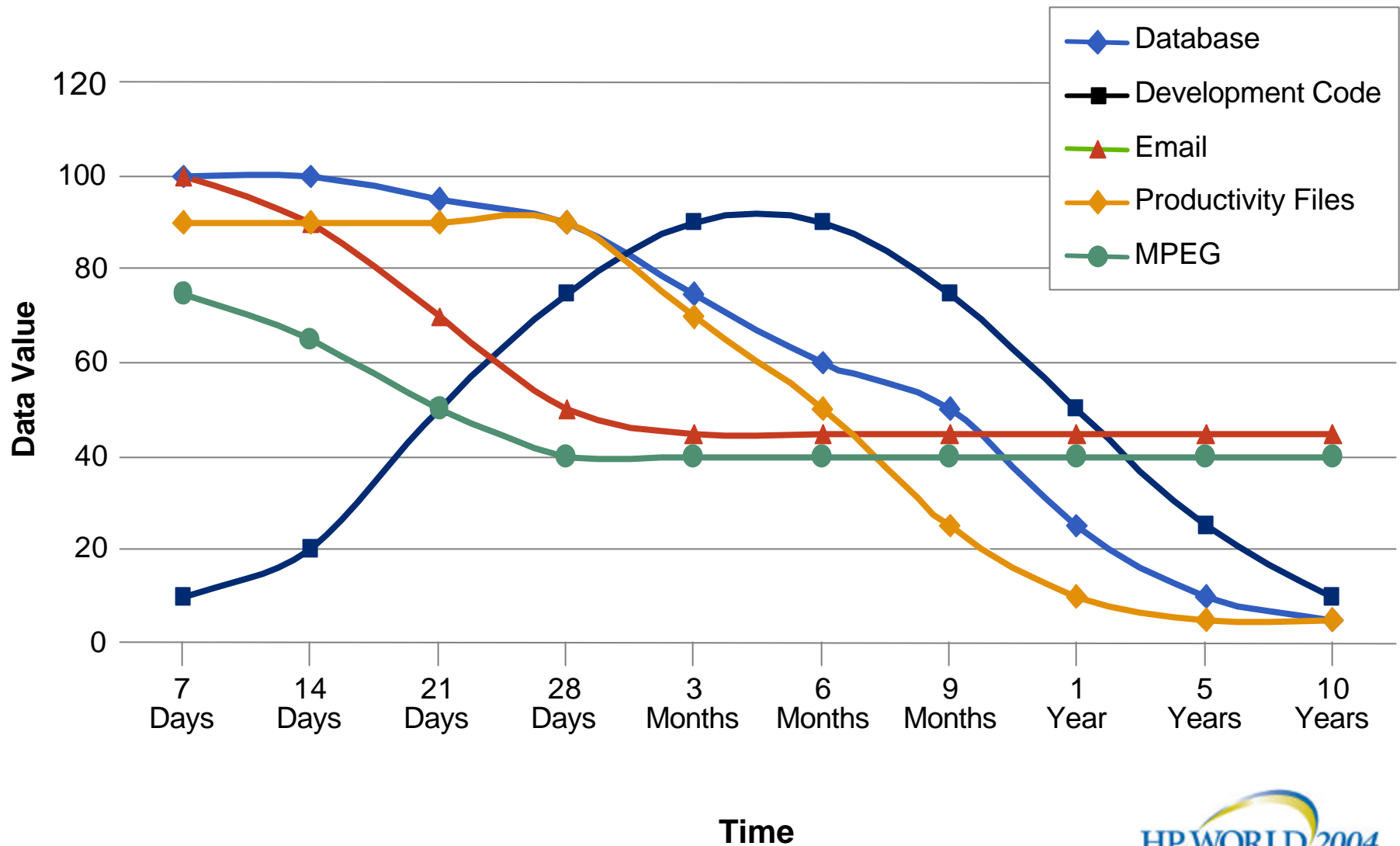
Source: Forsythe Solutions Groups

# ILM tools

- Organize
  - Structure the unstructured
- Mobilize
  - Global name space, metadata
- Manage
  - Policy engine

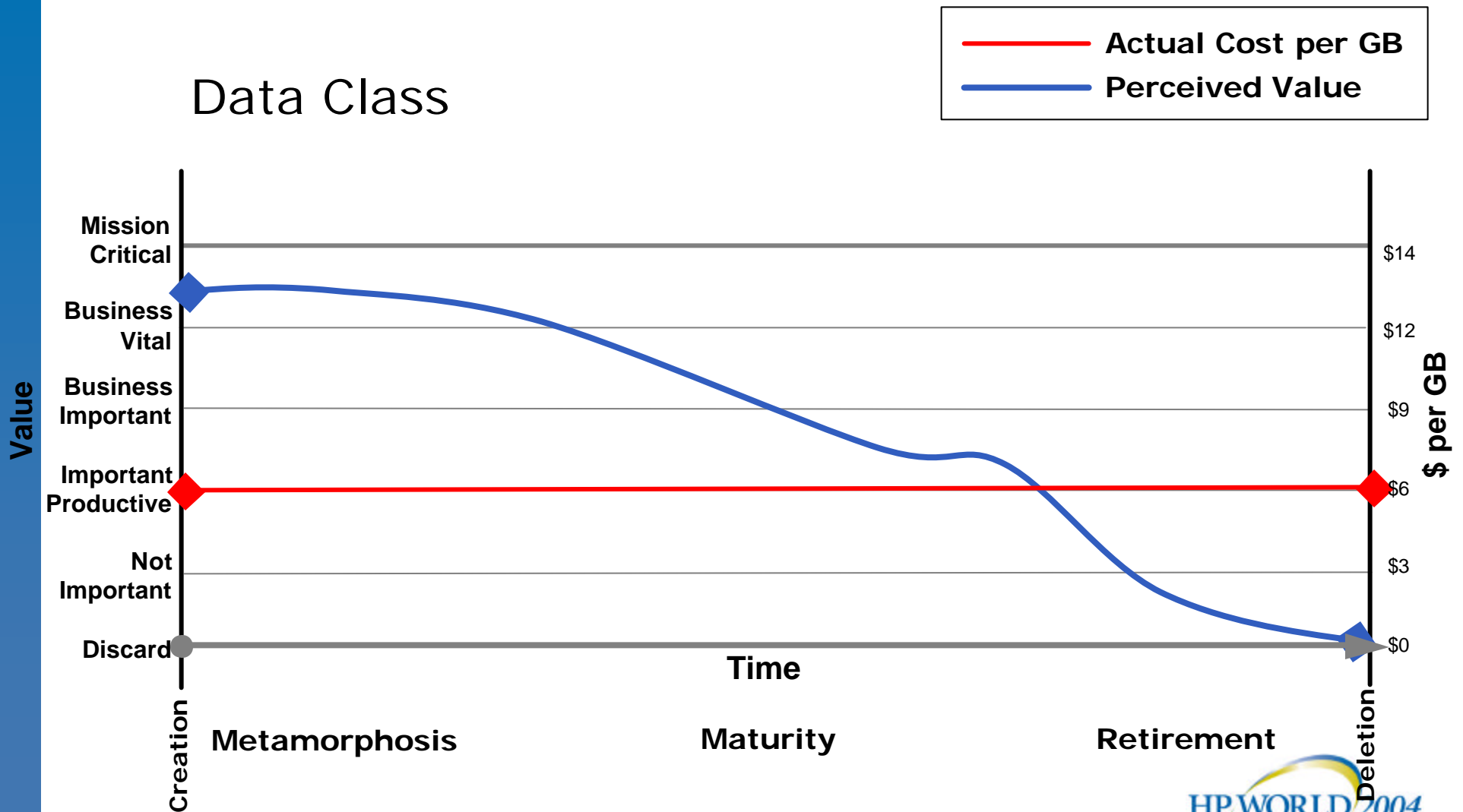
# All information is not of equal value

## An Enterprise Storage Group example



Source: Enterprise Storage Group

# Data value, time, cost



Source: Forsythe Solutions Group



# Tiered storage

<i>Tier Attributes</i>	<i>Operational Intervention</i>	<i>Availability</i>	<i>Recoverability</i>	<i>Performance</i>	<i>Tolerance for Data Loss</i>	<i>Integrity</i>
<b>Tier 0</b>	Minimal	99.999	Distance and local	Very High	None	Highest
<b>Tier 1</b>	Minimal	99.999	Local or remote	Very High	Minimal	High
<b>Tier 2</b>	Minor	99.99	Campus / Metro	Very High	Some	Medium
<b>Tier 3</b>	Some	99.99	Campus / Metro	High	Trans Prot	Low
<b>Tier 4</b>	User	99.9	Limited	Moderate	Limited	Media based
<b>Tier 5</b>	High	Limited	Varying	Low	Media based	Media based

<b>Operational Intervention</b>	User level of effort required to manage, monitor and recover
<b>Availability</b>	Metric of device availability
<b>Recoverable</b>	Time - how quickly can recovery occur, includes distance as a factor
<b>Performance</b>	Characteristics for access & response times to data
<b>Tolerance for Data Loss</b>	Transaction loss, according to transaction and backup protection policy
<b>Integrity</b>	Recoverable in the same format, taking media life span into consideration

Source: Forsythe Solutions Group

# Benefits of ILM

- Responsive to regulatory requirements
- Better information organization and management
- Increased value
- Optimize storage assets
- Increased data protection: security, integrity and disaster recovery

# Benefits of ILM

- Match information and storage value
- Right information, right place, right time
- Safeguard assets that could be potential liabilities
- Scale environment more efficiently



# Where to start?

- Partner with legal
- Correlate information, security and BC policy
- Evaluate current paper methods
- Understand information relation and flow
- Classify and categorize information

# Where to start?

- Understand the people, processes and tools
- Review information management tools
- Analyze Information Management Framework
- Ensure purchasing and architectural decisions are policy based
- Start the ILM socialization process



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