Sapient™
Welcome.
Today's webinar will begin shortly.

Don’t Lift & Shift, Lift and *Sift!*
AKA: How to Migrate Correctly

Today’s webinar presented by:

Sandra Serkes, Valora Technologies

David Quackenbush, Gimmal

Sapient

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Helpful Hints

Questions

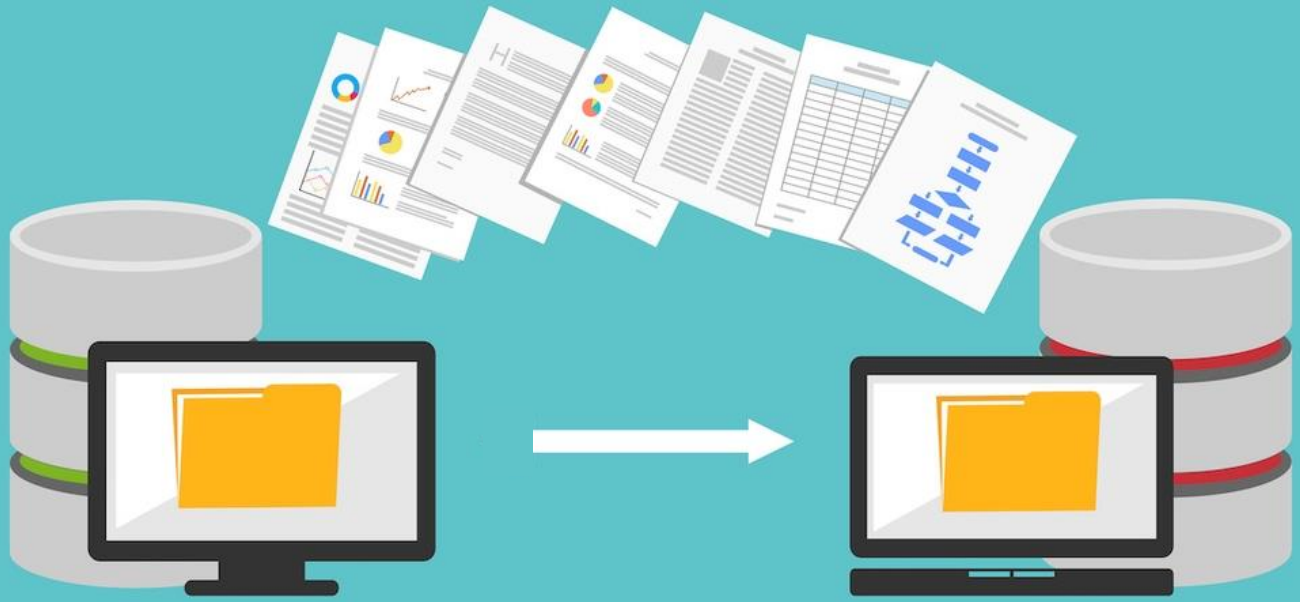
Handouts

Feedback

Recording

Don’t lift & shift, lift and *sift*!

AKA: How to migrate correctly.



Sandy Serkes

President & CEO

Valora Technologies

David Quackenbush

EVP & Chairman

Gimmal

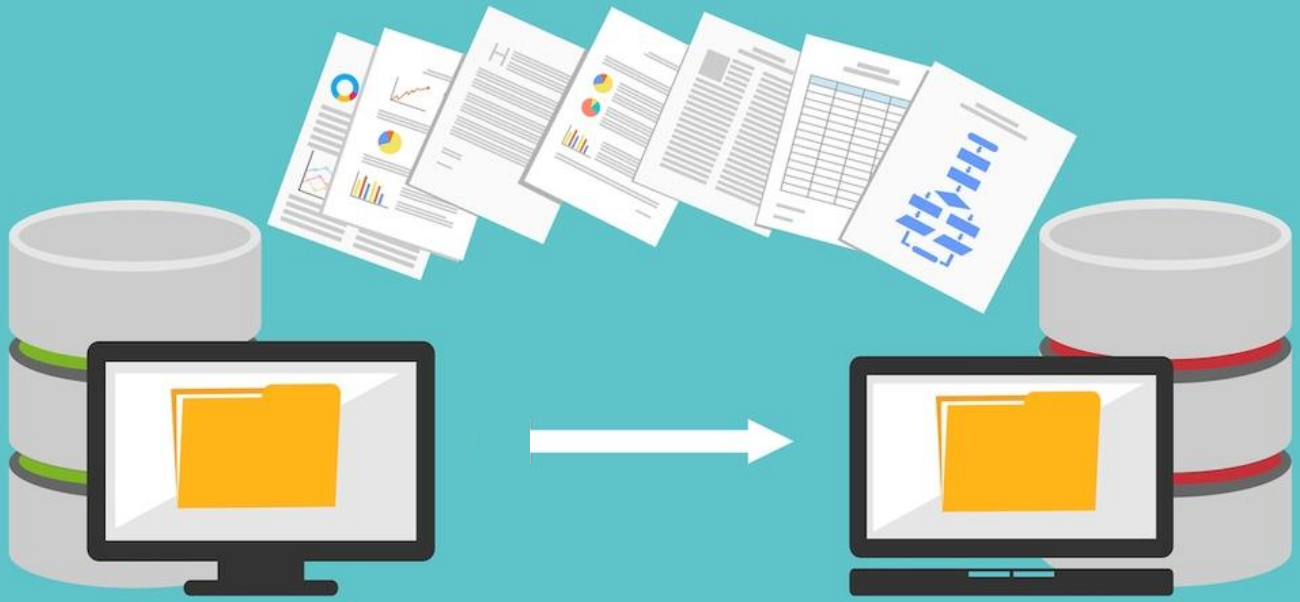
20+ years

Information Governance software/solution providers

Help solve clients' IG challenges:
combination of technology & best practices

Valora Technologies

Gimmal

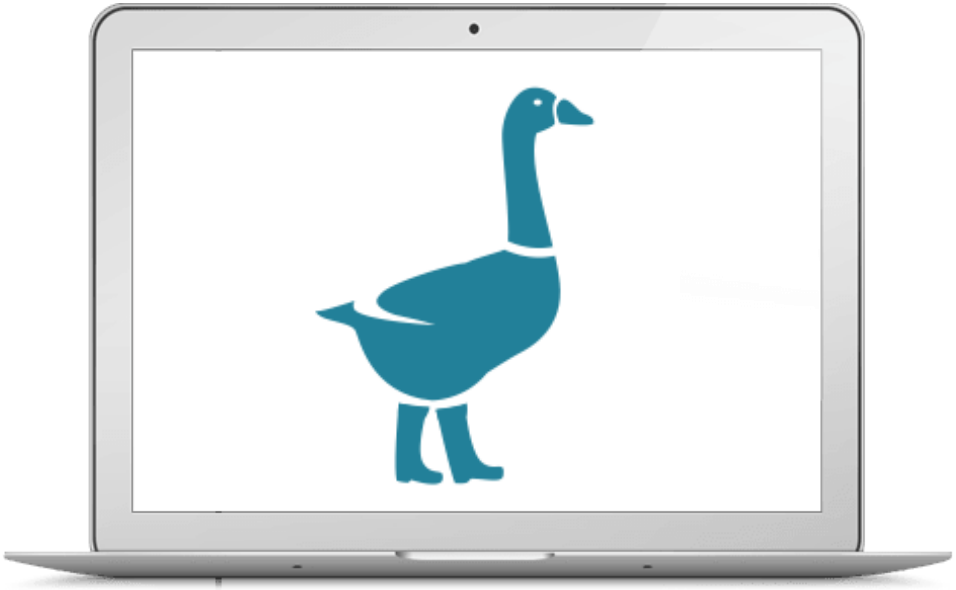


Polls

Q&A

Agenda

- Migration best practices
- Leveraging technology
- Case Studies
- Where to start?
- Open Q&A



Migration

Data in Flight

What is Data in Flight?

Migration is one important form of Data in Flight, but it's not always the only one

Location Change

- Sunsetting archive
- Physical office closures
- Exact & Functional Duplicates
- Re-hydrating "stubs"
- Migration to cloud storage
- Shared/collaborative sites

Responsibility Transfer

- M&A, Divestiture
- Time to "clean house"
- Transactional data
- Terminations & promotions
- Orphaned data
- Federated access controls

Data Requests

- DSAR request: RTBF
- DSAR request: change data
- eDiscovery productions
- FOIA requests
- Patient records
- Knowledge Management

Migrating the Wrong Way

- Straight “lift & shift”
- Baby & bathwater –
  migrate the garbage with the gems
- Replicate folder structures in SharePoint
- Provide departmental access to content
- “Remind” people
  to keep the new data “clean”

How to Migrate Properly

- Understand what kind of migration this is
  - Into or out of org?
  - Changing platforms?
  - Updating/Instituting IG as you go?
- Stream the migration
  - By batch, or better by file upon analysis
- Use tools
- Validate results
- Continuous monitoring
  - Of process itself & results

Three Potential Approaches to Migration

Migrate 1st, Classify 2nd

PROS
- Gets migration going
- Classification analysis happens in more efficient M365 environment
- Skips the need for repository connectors

CONS
- Wind up migrating, managing & storing content you don't need ($$, slow)
- Continues non-compliant, messy records & Legal Hold for 1-2 more yrs
- Brings noncompliant, risky mess into new environment

Classify 1st, Migrate 2nd

PROS
- Gains analysis/knowledge early
- Only migrate what you need to keep
- Get handle on what content is, how to manage it (Records, Legal)
- Implement formal records retention before migrating

CONS
- Pushes migration time out ~ 12-18 months
- Migrate in large, slow batches

Hybrid/Parallel Process

PROS
- Gains analysis/knowledge early
- Only migrate what you need to keep
- Migrate "on the fly" while parallel processing next set
- Get handle on what content is, how to manage it (Records, Legal)
- Implement formal records retention before migrating

CONS
- Pushes migration time out ~ 3-6 months

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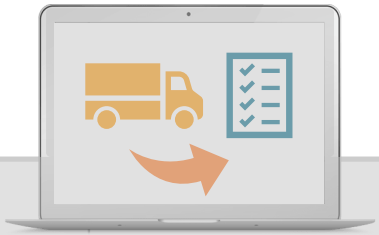

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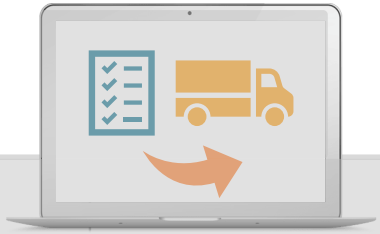

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BEST OPTION

First step – what do I have?

- What kind of info do we have?
  - Is any of it sensitive?
  - Personal data? Trade secrets?
  - Structured, unstructured?
  - Owned vs. abandoned?
  - Inside other apps?
- Where does it live now?
  - Who controls this data?
  - Are there any third parties or SaaS apps?
  - Is it still being regularly generated?
  - Are other systems or workflows dependent upon the data location?

- Where is it going? Why is it “in flight?”
  - Do we need to keep it active during the migration?
  - Is there more than one receiving party?
  - Will we need to repeat this process?
  - Do we need an audit trail?
  - What timeframe? Whose budget?
- Processes & Tools to help – AutoClassification
  - Fast/efficient content details, with minimal interruption
  - Recommended File Location (RFL)

What is AutoClassification?

File & Rich Metadata

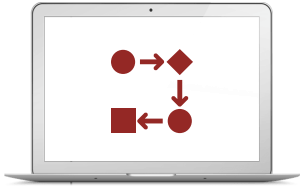
Attributes

+

Recognition Algorithms

Determine DocType

+



Disposition Algorithms

Rules & Actions

AutoClassification = Rich Metadata + Rules

Software that performs automated analysis & disposition of file/document content

Answers the question:

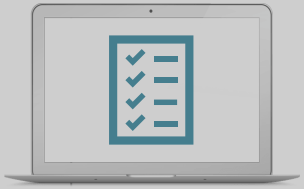
What is this thing &
what do I do with it?

What is AutoClassification?

File & Rich Metadata

Attributes

+



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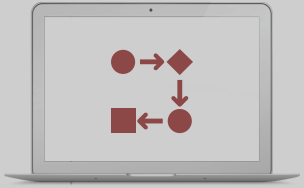


Disposition Algorithms

Rules & Actions

Language
Personal Data
Word & page count
Tone/Sentiment
Attachment Range
Security Level

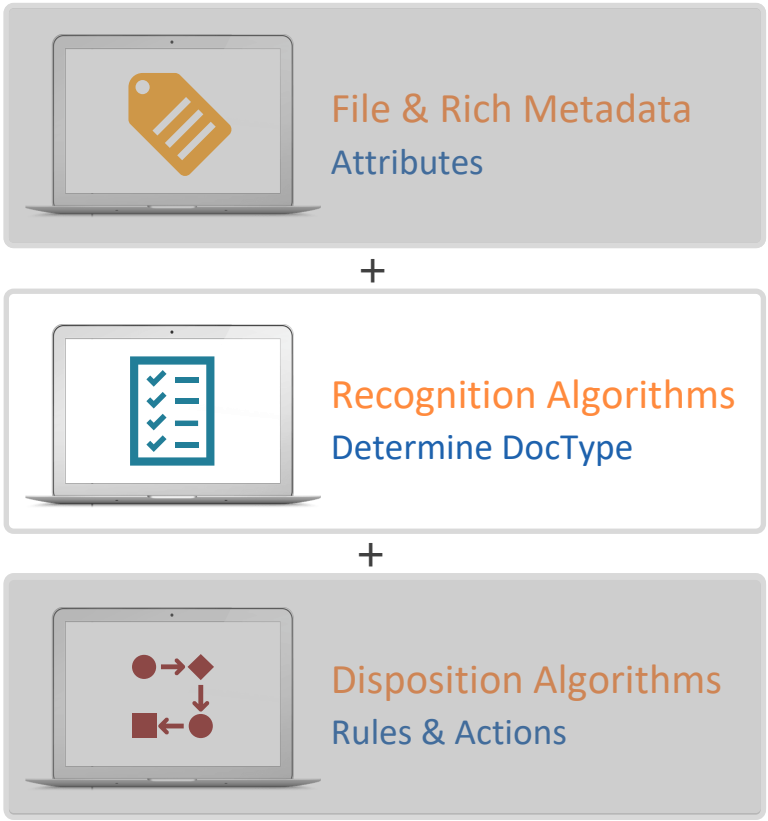
Author
Custodian
Content Owner
Recipient
Copyees (CC & BCC)
Assignee
Signatories
Patient Name

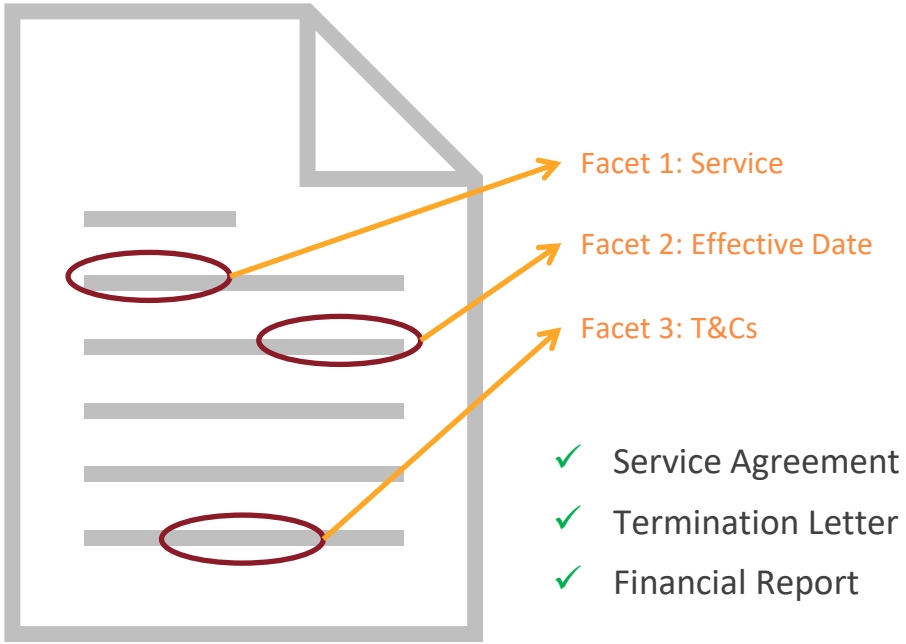
Brand
Legal Hold
Employee
Audience
Document Type

Creation Date
Signature Date
Effective Date
Last Activity Date
Expiration Date
Destruction Date

File type/extension
Created date
Last modified date
Path name
Hash value

What is AutoClassification?





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File & Rich Metadata

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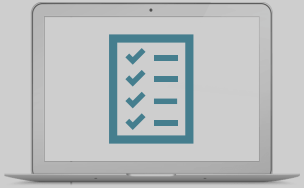

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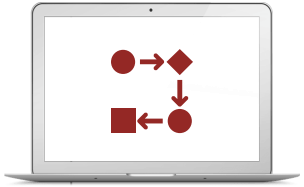


Disposition Algorithms

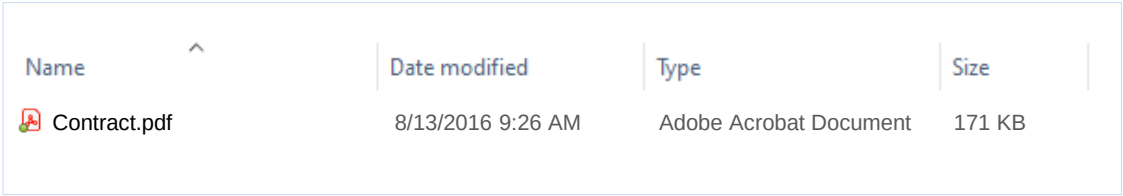
Rules & Actions

- Determine the disposition & handling of content
- Typically follow an IF-THEN format, often nested

Enterprise-wide Information Governance

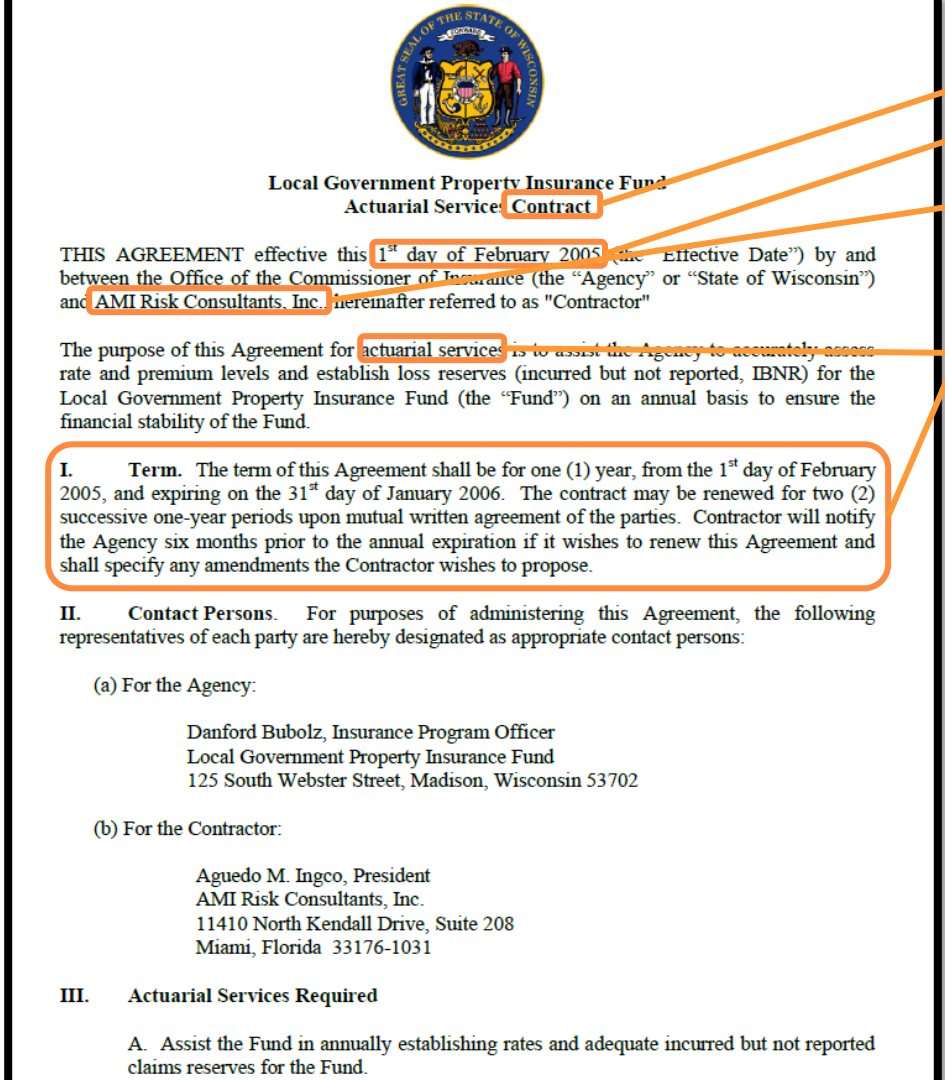
Classification	ROT	Retention	Legal Hold
eDiscovery	Data Privacy	Data Security	Migration

AutoClassification turns this…



Name	Date modified	Type	Size
Contract.pdf	8/13/2016 9:26 AM	Adobe Acrobat Document	171 KB

Into this…



Local Government Property Insurance Fund
Actuarial Services Contract

THIS AGREEMENT effective this 1st day of February 2005 (the "Effective Date") by and between the Office of the Commissioner of Insurance (the "Agency" or "State of Wisconsin") and AMI Risk Consultants, Inc., hereinafter referred to as "Contractor"

The purpose of this Agreement for actuarial services is to assist the Agency to accurately assess rate and premium levels and establish loss reserves (incurred but not reported, IBNR) for the Local Government Property Insurance Fund (the "Fund") on an annual basis to ensure the financial stability of the Fund.

I. Term. The term of this Agreement shall be for one (1) year, from the 1st day of February 2005, and expiring on the 31st day of January 2006. The contract may be renewed for two (2) successive one-year periods upon mutual written agreement of the parties. Contractor will notify the Agency six months prior to the annual expiration if it wishes to renew this Agreement and shall specify any amendments the Contractor wishes to propose.

II. Contact Persons. For purposes of administering this Agreement, the following representatives of each party are hereby designated as appropriate contact persons:

(a) For the Agency:

Danford Bubolz, Insurance Program Officer
Local Government Property Insurance Fund
125 South Webster Street, Madison, Wisconsin 53702

(b) For the Contractor:

Aguedo M. Ingco, President
AMI Risk Consultants, Inc.
11410 North Kendall Drive, Suite 208
Miami, Florida 33176-1031

III. Actuarial Services Required

A. Assist the Fund in annually establishing rates and adequate incurred but not reported claims reserves for the Fund.

DocType = Contract

Effective Date = 2/1/2005

Party Two = AMI Risk Consultants, Inc.

Term = 1 year
Renewals = two 1 year terms

Keywords = Actuarial Services

Elsewhere: exhibits, amendments, signatories, jurisdiction, cover page, etc.

RecordType = Contract

RecordClass = AP/AR Contract

Retention = Expiration + 5Y

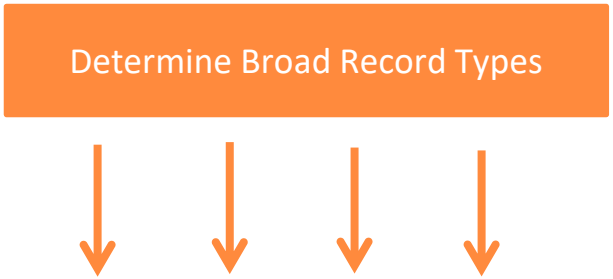
Handling = Delete after authorization

Sensitivity = Confidential (protection/redaction based on user access class)

What disposition? (Retain, delete, archive, migrate?)

Which becomes this…

Top Down vs. Bottom Up



- Implement downward onto departments
- Individual employees “make it fit” into provided classifications
- RIM personnel are encyclopedic experts on Record Types
- Onus is on: department/employee
- Non-records managed by time

- Implement upward from content analysis
- SMEs design rules & classifications around known content types
- Onus is on: centralized IG team
- Non-records managed by value over time

ROT

It’s the best place to start

What is ROT?

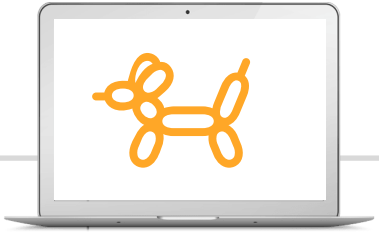
Content with no business, legal or regulatory value

Redundant

- Duplicates
- Backups & cloud storage
- Litigation Databases
- Shared/collaborative sites

Obsolete

- Past Retention
- Last accessed date
- Versions & updates



Trivial

- Personal content
- Cookies & markers
- Spam
- Low value docs

Auto Classifying ROT (junk)

"Watch list" terms

Date

+ No further content

+ Heavy graphics

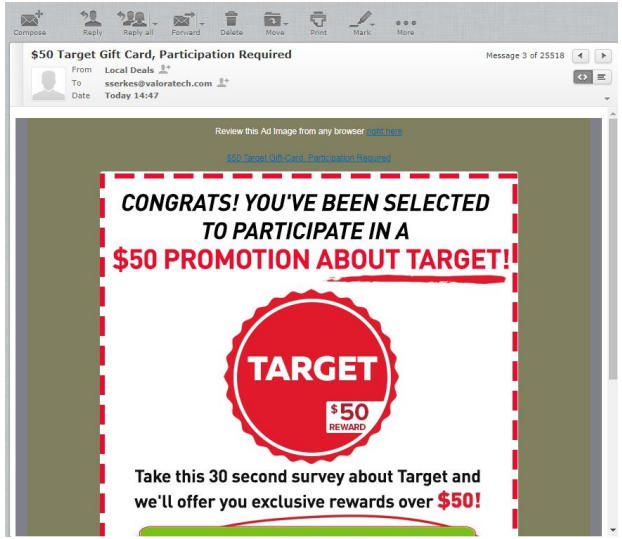
+ 4,000 ID copies

- **Implied status: Junk/Remove All**

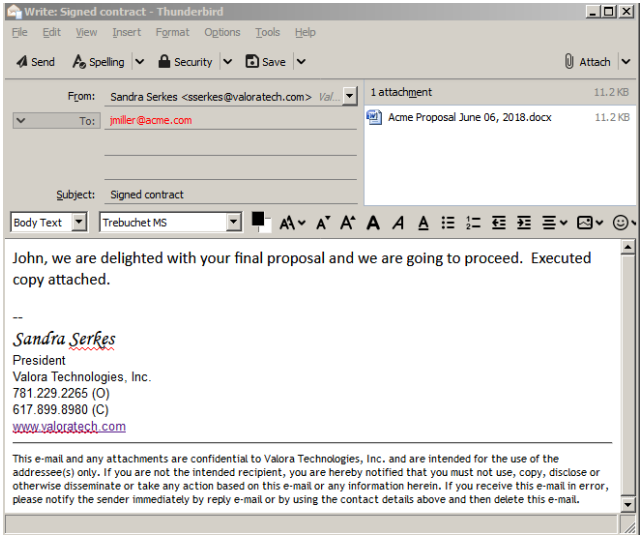
Time-based vs. Value-based

Should these 2 files be treated the same?

Classic Spam



Really Important Content



Typical ROT & Retention Classification Tags

ROT YES/NO

- Simple umbrella classification Yes/No
- Summary of ROT Detail

ROT DETAIL

- Redundant: Identical Dupe
- Obsolete: File Extension, Past Retention, Temporary, Draft
- Trivial: Auto-Reply, Low Business Value, Non-Record, Code or Executable, Thumbnail, Logo, File Path, File Type, Logo

DUPLICATE TYPE

- Identical (Hash) Duplicate
- 99% (Functional) Duplicate
- 75-98% (Near) Duplicate
- Unique

EXPIRATION DATE

- Calculated from Date Hierarchy (differs by Records Type)
- Creation Date, Hire/Start Date, Termination Date,
- Often triggered by events

RECORD CLASS

- Based on Document Type, Source, Custodian/Author, Jurisdiction, Keywords, Personal Data/Sensitivity

RETENTION PERIOD

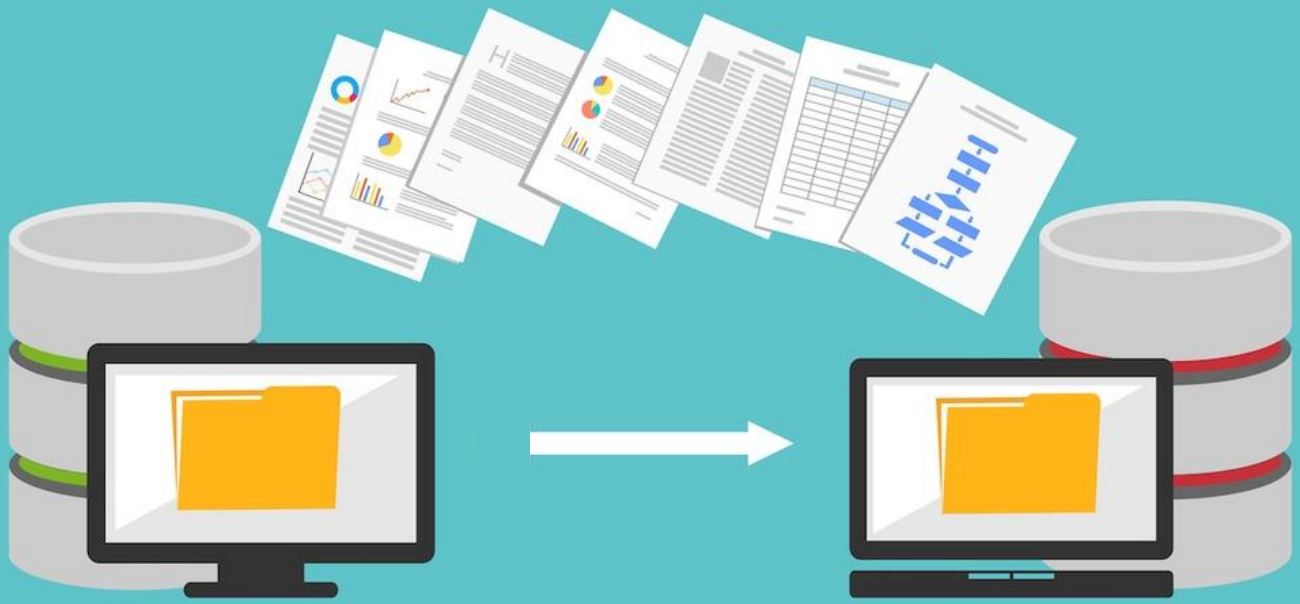
- Direct inherit from Record Class (Rules)

EXPIRATION HANDLING

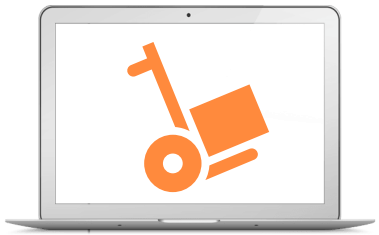
- Automatic Deletion
- Approval Required for Deletion
- Quarantine
- Permanent Record

Getting content ready

Moving content

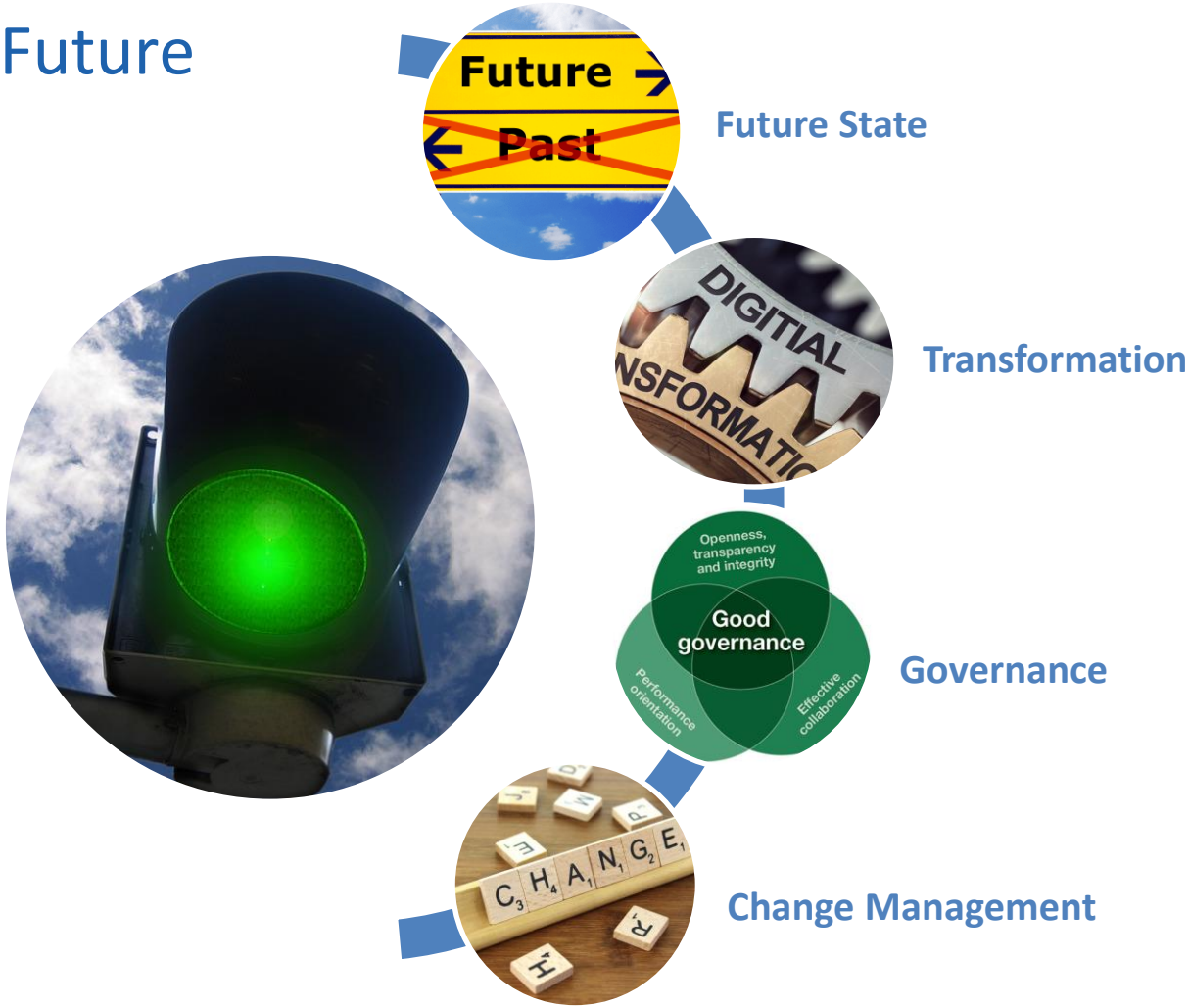


At & after the migration



- User Adoption
  - Where will there be resistance?
- Clever Ideas
  - Tombstones, links & shortcuts
  - User approval reports
  - In-app videos & contextual help
- Repeatable Process
  - This won’t be the last time data migrates!

Looking to the Future

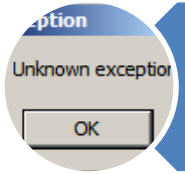


Common Mistakes to Look Out For (and Avoid!)

"One Size Fits All"

"We'll Clean It Up Later"

"Not Starting at the Beginning"



"Not Accounting for Exceptions"

Thank you – Q&A

Sandy Serkes
President & CEO

Valora Technologies

www.valoratech.com

David Quackenbush
EVP & Chairman

Gimmal

www.gimmal.com

Sapient Upcoming Webinars

DATE	TITLE	PRESENTED BY
February 23 In Partnership with ZL Technologies	**Clean Up File Shares Defensibly**	Kaan Volkan, ZL
March 7 In Partnership with Contoural	**Can Automatic Updates to Your Records Schedule Create Compliance Risk?**	Mark Diamond & Tom Mighell, Esq., Contoural
April 4 In Partnership with Contoural	**Who Should Own Records Management?**	Mark Diamond, Contoural
April 18 In Partnership with MicroFocus is Now OpenText	**Applying AI to Organize and Manage your Repositories**	Don Prekop, MicroFocus is Now OpenText

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