

## Intelligently Navigating Rising Oceans of Data

“Every two days we create as much information as we did from the dawn of civilization up until 2003.” Eric Schmidt, Google

### DROWNING IN DATA

A number of studies in recent years amplify a trend that many business professionals have known for years. Electronic documents are being created, downloaded and saved within organizations at exponential rates. In 2001, the size of the digital universe was 6,500 petabytes. This year, the digital universe is expected to reach 1.2 million petabytes, and it's growing by tenfold every year. To give you some perspective, that's 7.6 million Libraries of Congress. **The volume of data rises from the ground to your knees.**

This phenomenon has been very obvious to IT professionals, who have so far managed the growth through purchasing more storage systems. As data centers run out of physical, electrical and cooling capacity, cloud storage provides a temporary solution using the same old approach – add more storage. **The volume of data rises up to your waist.**

IT is perfectly fine with deleting old data files when provided permission. However, IT cannot proactively delete old content until the knowledge workers within the organization assign business value to their electronic files. While records managers have evangelized the need for classification of electronic files, most solutions have relied upon user input, resulting in heavy resistance from knowledge workers. **Data rises to your neck.**

The Legal department needs to access data files across an entire organization in order to preserve and collect documents as required by the rules of litigation discovery, monitoring for regulatory compliance or auditing for strong corporate governance. Legal departments are finding that it is increasingly more difficult and expensive to find a document hidden in an exponentially rising ocean of documents. **You are drowning.**

## STOREDIQ CUSTOMERS (sample)

VMware  
MGM Studios  
Pitney Bowes  
BP  
Blue Cross Blue Shield  
James Hardie  
Hawker Beechcraft  
College Board  
DLA Piper  
Hologic  
Atlantic Health  
St. Vincent Health  
Intrust Bank  
Fifth Third Bank  
Madison Capital  
Medical Mutual of Ohio  
Impax Laboratories, Inc.  
Eisai Pharmaceuticals  
Discover Financial  
American Express  
US Bank  
ResMed  
American Eagle Outfitters  
Transocean  
Edward Jones  
Live Nation  
Cameron Energy  
Raytheon  
Dept. of Homeland Security  
Duke Energy

## TIME TO SWIM

When you analyze the problem of Big Data, where the volume of data in your organization exceed billions or trillions of email messages and user files, across the silos of eDiscovery, Records Management, Compliance and Storage Management, it may seem daunting to find a place to start. Where to begin? **It's time to swim.**

## WE KNOW IT WORKS, WE'VE DONE IT REPEATEDLY

Industry-leading companies rely on StoredIQ's award-winning solution to manage their information more efficiently to reduce cost and risk. Quickly deployed within the enterprise and with minimal IT effort, StoredIQ is up and running within an hour, delivering immediate ROI. StoredIQ's software-based appliance automates the entire information management process across the enterprise and across geographical locations. With StoredIQ, companies have saved millions in storage, responded quickly to litigation and reduced eDiscovery cost by 80%; they have safe-guarded their trade secrets, met industry related compliance mandates such as HIPAA and SEC 17a-4 and avoided sanctions and fines for non-compliance.

## IT'S NOT MAGIC, IT'S OUR TECHNOLOGY

The StoredIQ Information Intelligence Platform is an enterprise-class, software-based appliance designed to discover, assess, and manage data across the industry's broadest range of sources, including storage, email, archiving, content, document and records management systems; as well as cloud-based data. You need little more than space, power, a network connection and typically less than an hour of time and the StoredIQ system is active and ready to begin work on your network.

## OUR APPLICATIONS PROPELL YOUR SUCCESS

Built on top of the StoredIQ Information Intelligence Platform is a suite of purpose-built applications that facilitate comprehensive solutions in eDiscovery, Records Management, Compliance and Storage Management.



## INFORMATION GOVERNANCE APPLICATIONS

DiscoveryIQ

RecordsIQ

ComplianceIQ

StorageIQ

## INFORMATION INTELLIGENCE PLATFORM

### EDISCOVERY

A Gartner Group study demonstrated that performing eDiscovery tasks in-house can reduce the IT and legal costs by up to 50% over outsourcing. This cost savings is significant, as Gartner also calculates that the full cost of having one GB of data reviewed by attorneys can cost up to \$18,750. However, even mature organizations that are currently performing eDiscovery in-house can realize additional cost and efficiency improvements by expanding the amount of internal services they are performing and replacing disparate point-solutions with an integrated foundation platform.

**DiscoveryIQ** allows organizations to respond rapidly and efficiently to litigation and investigations while significantly reducing associated cost and risk. DiscoveryIQ allows Legal and IT teams to easily find and target specific data, prevent it from accidentally being deleted, to save the data in a secure location and reduce the volume of data that needs to be read by attorneys. Failure to do these tasks in a legally defensible manner increases the risk that organizations can be fined by Courts or even automatically lose their case because of mishandling of data (when a judge executes an Inference Ruling). Our eDiscoveryIQ application enables immediate execution of the following tasks.

- **Litigation Hold & Notifications:** Immediately implement a litigation hold on active electronically-stored information (ESI) on network servers, storage systems, laptops, or cloud-based data—without disrupting end users.
- **Early Case Assessment (ECA):** For your next matter, analyze content in its native location—prior to collection—to make more informed legal decisions far earlier in the discovery process.
- **ESI Collection:** Collect files from remote personal computers or content from Microsoft SharePoint servers without the need to hire consultants, accurately identifying the smallest legally defensible set of data reducing legal risk and potential sanctions for spoliation.

### RECORDS MANAGEMENT

Records Management, unfortunately too often seen as an expensive and necessary evil, is actually a solid starting point to realize bottom line financial gains. Approximately 50% of the data currently stored online within a typical organization is old, obsolete or unnecessary to retain. Not only does defensible deletion significantly reduce legal and compliance risks, but it also yields tangible ROI in the IT storage budget.

**RecordsIQ** can rigorously manage digital records according to corporate, legal, and regulatory requirements. Organizations can use RecordsIQ to properly identify, classify and manage all information, enabling them to mitigate risk and comply with regulatory and internal governance requirements. RecordsIQ automates data classification for retention and defensible data deletion, removing or archiving as much as 50% of total email and user file data across the enterprise. Our RecordsIQ application enables pragmatic implementation of the following projects.

- **Defensible Deletion:** Delete content with no business value (eTrash) or is older than allowed by your records retention policy in a legally defensible manner.
- **Automate Records Identification and Classification:** Automate the identification and classification of records according to business value without the need for end-user input.
- **Automate Records Policies:** Automate the execution of electronic records policies by taking action on your data including copy, move, or delete based on records policies.

## COMPLIANCE

Failure to comply will cost you. Noncompliance with the Payment Card Industry (PCI) Security Standards can result in fines of up to \$500,000 per incident if credit card data is compromised. Recently a major U.S. bank was censured and fined \$400,000 by FINRA on findings that it failed to enforce its anti-money laundering rules by accepting third-party checks for deposit into a customer's account that, contrary to the procedures, did not identify that customer by name. To get a big picture perspective, a study conducted for PricewaterhouseCoopers stated that the cost of compliance failures at a typical company with more than \$1 Billion in revenue is \$81 million dollars per year.

**ComplianceIQ** enables companies to reduce risk and comply with corporate governance, industry-specific compliance mandates, and government regulations. With this auditable solution, companies can automate their information governance strategy to protect their trade secrets, comply with privacy regulation (PII, PCI, HIPAA) as well as regulatory compliance mandates, (FINRA, FDIC 6.3, FCPA). Our ComplianceIQ application enables organizations to implement better controls in order to reduce the risk and cost of non-compliance.

- **PII Compliance:** Identify and manage email and user files that contain Personally Identifiable Information (PII) in order to prevent loss or theft of customer or employee information.
- **PCI Compliance:** Comply with PCI security standards by controlling and managing customer credit card data located in email and user files.
- **FINRA Compliance:** Comply with FINRA Rule 4511 and 4512, preserving books, records and customer account related information.
- **HIPAA Compliance:** Comply with HIPAA regulations regarding the privacy, security and long-term archiving of patient and employee health care-related information.

## STORAGE MANAGEMENT

In a paper titled "Storage Economics" written by David R. Merrill, Chief Economist, Hitachi Data Systems, he identified that the Total Cost of Ownership (TCO) for storage is composed of 20% in Capital Expenses (CAPEX) and 80% in Operational Expenses (OPEX). One of the major areas of operational expense is the enablement of data mobility – whereby the management of data is controlled by the data lifecycle, not the storage system lifecycle.

**StorageIQ** helps organizations optimize the use of existing storage resources by moving data to less expensive storage platforms and deleting old or irrelevant data in a manner consistent with an organization's records destruction policy. Our StorageIQ application allows IT teams to easily automate the following critical storage disciplines.

- **Storage Analysis & Monitoring:** Analyze existing and future data storage utilization in order to proactively design more accurate and reliable storage plans and budgets.
- **Storage Optimization:** Reclaim existing high performance storage space in order to reduce storage costs by using automated rules-based policies to move older data files that have not been accessed in years but still need to be retained to less expensive storage platforms.
- **Storage Migration:** Facilitate moving to new or less expensive storage platforms, such as cloud storage, by migrating large volumes of data while preserving all metadata and security permissions.

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## YOU CAN DO IT NOW, QUICKLY

Enter StoredIQ. Our mission is to enable organizations to reduce the cost of managing their ever-increasing amounts of information created in documents, spreadsheets, presentations and emails throughout their enterprise. We're focused on delivering powerful information management products that can provide the comprehensive data insight and control that corporate counsel, compliance managers, and records managers need to make the best and most informed decisions, while meeting the stringent requirements that IT departments demand.

## RIDE THE WAVE

StoredIQ's ability to help your organization reduce your costs and risk associated with eDiscovery, Records Management, Compliance and Storage Management exceed the overview you just read. We encourage you to read our case studies of how our customers have achieved their results at our website [storediq.com](http://storediq.com). Finally, we invite you to talk to us about your specific environment so we can jointly identify quick, tangible "wins" that can be achieved using the StoredIQ Information Intelligence Platform. You can contact StoredIQ at 512.334.3100 or [info@storediq.com](mailto:info@storediq.com).