



Data Growth is Not Your Problem. Managing Data is.

16 Essentials for Building your Content Services Strategy*

The information management industry is undergoing significant, disruptive changes. This eBook will help guide your organization to success as you navigate the road to Content Services. It will provide you with guidelines to build the ultimate infrastructure for managing your corporate information now, and well into the future.

***WARNING:** Content may offend some of you.



INTRODUCTION

Data growth is not the problem. The problem is our ability to manage these massive amounts of data.

Compare data growth with the amount of data being managed within a typical organization. Like a bad joke where no one is laughing... It is widely acknowledged that unstructured data accounts for 80-85% of the data accruing in the world. It costs a lot of money to maintain, yet is perceived as a liability instead of an asset since it remains unmanaged.

As budgets do not grow at a rate to match today's proliferation of data, the path to sustaining a successful method of information management can easily get lost in a plethora of strategic questions and financial concerns:

- Are you living in data chaos?
- Is 100% of the information that needs to be managed, being fully managed today?
- Do you understand your total data management costs and the impact to your bottom line?
- Are you extracting all the business insight value from all your data?
- Do you have confidence that all your data is secure and compliant?

Read on to identify what is necessary to build an effective enterprise information management ecosystem.

DATA GROWS AT A RATE OF
42% PER YEAR

WITHIN A TYPICAL DATA CENTRE, SO IT'S EASY TO SEE WHY

67% OF ORGANIZATIONS

VIEW ENTERPRISE CONTENT MANAGEMENT (ECM)
AND DOCUMENT MANAGEMENT (DM)

AS MISSION CRITICAL'



CHAPTER 1

Data Chaos

Although plenty of organizations have already implemented Enterprise Content Management (ECM) solutions, the sad truth is that only a rare few have figured out how to make ECM work for them.

In fact, the world's largest ECM instances have 50 terabytes of data or less. That's a frightening thought when you realize that these organizations generate petabytes (over 1000 terabytes) of data and massive volumes of information are being hidden from ECM value like collaboration, governance and compliance. How do you avoid making the same errors that the biggest players are making?

The data that lives outside of the corporate ECM is largely "unstructured data" that nevertheless must be stored and maintained. Most organizations still have hundreds of terabytes of unstructured data on-premises. For example, Forrester's research shows that the volume of files residing on internal network drives or in content repository systems continues to be substantial.

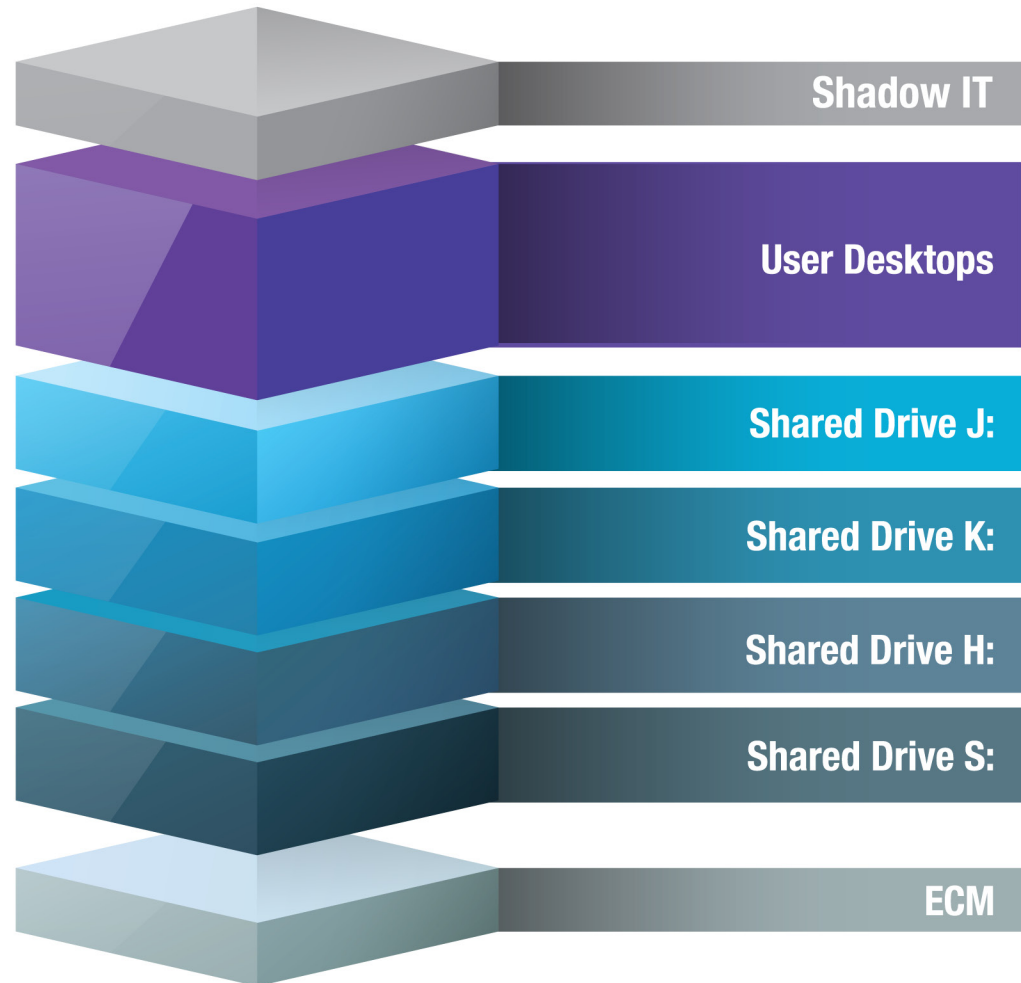
Research also indicates that 85% of document records still reside on shared drives and on end user desktops. These documents suffer under a lack of governance, metadata and other functionality that might help prolong their lifecycle and increase their value within an organization.

85%
**OF DOCUMENT RECORDS
STILL RESIDE ON
SHARED
DRIVES
AND ON END USER
DESKTOPS**

WHAT WE WERE PROMISED



THE CURRENT REALITY



How did business end up in this state of information management chaos?



Shared Drives

Shared drives are inexpensive and work intuitively with every desktop application. They are easy for IT to set up, easy to use and simple to learn. Starting over twenty years ago, users dumped all their information into shared drives and have continued to rely on them because users like them. It is well known that shared network drives have limited security and auditing; are vulnerable to bulk copying, lost information, destruction of data; and have limited search capabilities.

So, the industry came up with...



ECM

ECM platforms enable content to be captured and controlled throughout its lifecycle with robust features, such as compliance, security and workflow controls. ECM brought forth the theory that everyone should stop using shared drives in exchange for total data governance, but it missed the mark. **ECMs required users to change and adapt, which consistently falls short in user experience and operability.** That may account for the abysmal 5% adoption rate seen by so many organizations.

Experience with ECM led organizations to...



Enterprise File Sync and Share (EFSS)

Easy to use, EFSS also allows users to access and share content on any device with anyone. **Where EFSS falls short is that it creates information silos; requires users to decide what information to subscribe to; and prevents all data from being managed properly.** Syncing requirements also means that EFSS exponentially increases an organization's data storage. In short, EFSS creates information chaos.

There are a couple conclusions that must be drawn about information management: organizations require information governance; and, users demand simple, intuitive interfaces. The great divide between these two factions has led to an abundance of research and articles eager to point the finger at users being the hurdle to a successful information management strategy.

Shinydocs believes that changing the way your information is managed, should not mean changing the way users work.



CHAPTER 2

Digital Workplace: Eliminating the great divide

One of the most common excuses for failed information management strategies is the lack of end user "buy-in". ECM brought capabilities that solve real business problems—like auditing, archiving, workflow, metadata tags, collaboration and document sharing. These capabilities must never go away as there is a great deal of business value derived from these capabilities. Unfortunately, ECM failed to understand that making the user change for the benefit of this value was **never going to work**.

Change is disruptive and often counter-intuitive. That's why it's more important than ever to **focus on user experience**. Imagine information management that embraces your current work culture and optimizes your technology investments — that is the transformation from ECM to modern Content Services.

**DEFINING A POLICY DOES
NOT MEAN USERS WILL
AUTOMATICALLY COMPLY**

CHAPTER 3

Information Management Done Right... third time's a charm

ECM and EFSS were the first and second failed attempts, the future is Content Services. According to Gartner Group, ECM will ultimately disappear and give way to this new era.

Shinydocs has developed a list of **16 Content Services requirements** organizations should expect. Your ideal solution should allow you to:

01 Access all content the same way, whether it is on-premises or cloud.

Users need a consistent experience for accessing data regardless of where the data resides.

02 Access all content intuitively on desktops, web, and mobile.

Even leading vendors are guilty of delivering different experiences from one device to another.

03 Comply with organizational storage and data sovereignty rules.

Modern solutions need compliant access to all data ensuring physical storage and access rules are followed for regulations like SOX, GDPR, BASIL3 and Frank Dodd.

04 Scale beyond petabytes.

Most solutions are unable to handle modern data volumes and migrations are nearly impossible.

05 Share the same flexible permissions structure.

Windows has its NTFS file system permissions. ECM has its own permissions which are clearly different. EFSS has sharing. There should be consistency across platforms.

06 Share all content outside your user domain where permissions allow.

Documents should be 'shareable' outside of the organization without compromising the security of other documents and using separate systems.

07 Secure all content in transit and at rest.

There's no reason to be insecure. All data at rest should be encrypted; all transport should be encrypted.

08 Have a consistent revision and version history for all content.

Every document in every repository should have a version history.

09 Create a standard of redundant and fault tolerant content.

Business continuity and disaster recovery are no longer optional. Systems that are not able to deliver access to backup copies of content and continue operating properly in the event of a fault or failure, should not be taken seriously.



10 Apply flexible metadata to all content.

Every document should be attributable.

11 Access any content offline.

Synchronizing and reconciliation should be standard features.

12 Expire all content consistent with records management requirements.

Every document has a lifecycle that should be supported by controls to prevent data chaos.

13 Apply taxonomies described by parent-child and metadata relationships to all content.

Documents should live in many taxonomies and be accessible through faceted browsing, search, and traditional taxonomies.

14 Search all content by metadata and full text.

Why do we tolerate shared drives with no search? It accounts for 85% of our corporate documents and much of the value is hidden from end users.

15 Allow file sizes to scale to many gigabytes.

The corporate world is characterized by large media files and fast end-to-end communications. Systems shouldn't choke on large files any longer.

16 Prevent information silos and retain all content in a single repository.

Information silos create data chaos and lead to information loss during times of employee turnover. All content should be stored in a properly permissioned enterprise library.

CHAPTER 4

Content Services Value

Now that you've identified some elements essential to building a strategy for Content Services, what can you expect now?



RISK
MANAGEMENT

Reduce risk of non-compliance and security breaches — With all active data under management, data fidelity is easily maintained across locations and business units. This reduces corporate risk and facilitates regulatory compliance.

- Protect your organization's brand and reputation
- Respond more quickly and easily to audit requests
- Collaborate securely outside of the firewall



OPERATIONAL
EFFICIENCY &
EFFECTIVENESS

Increase productivity — Providing employees access to the best, most accurate content is critical to making better decisions, faster. Migrate shared drives and legacy systems with ease. Seamlessly remove the barriers that lead to information siloes. Users gain more business insight, share information and collaborate more easily.

- Locate information quickly and easily
- Eliminate learning curves associated with multiple systems
- Drive 100% adoption and ensure total information governance
- Eliminate costs associated with change management strategies
- Eliminate data chaos



LOWERED
TCO

Reduce data management costs — Reduce the real costs associated with unmanaged data. Dispose of redundant and obsolete data at the right time and proactively manage record retention policies.

- Optimize your storage costs
- Reduce eDiscovery costs with more effective search on all your data
- Provide a single repository for enterprise information and eliminate costs of maintaining multiple systems
- Reduce downtime with improved search capabilities

CHAPTER 5

What's Possible Today

Organizations transforming to a digital enterprise are finding it daunting. Traditional data management methods require employees to change the way they work.

When it comes to the organization and migration of enterprise data, Shinydocs is the evolution of business as usual. We are committed to simplifying the process... and we do with it without changing the way people work.

With Shinydocs, there are 6 core capabilities you can implement and achieve today:

1. Access and search the **entire** Enterprise Data set
2. Work with **every** desktop application
3. Familiar and consistent user interfaces across **all** devices: desktop, web and mobile
4. Leverage commoditized storage **without** vendor lock-in
5. **Software-led** data management
6. Grid computing power for **all** migration and deduplication processes

*Give us 60 minutes and we will
prove it with our Quick Start POCs*

Schedule a conversation with one of our experts to find out how Shinydocs can help you execute on smart, intuitive information today.



GET STARTED

SCHEDULE A CONVERSATION

WITH ONE OF OUR EXPERTS TO FIND OUT

HOW SHINYDOCS

CAN HELP YOU EXECUTE ON

SMART, INTUITIVE

INFORMATION TODAY

INFO@SHINYDOCS.COM