

# eDJ Group

## The Importance of Information Governance (IG)

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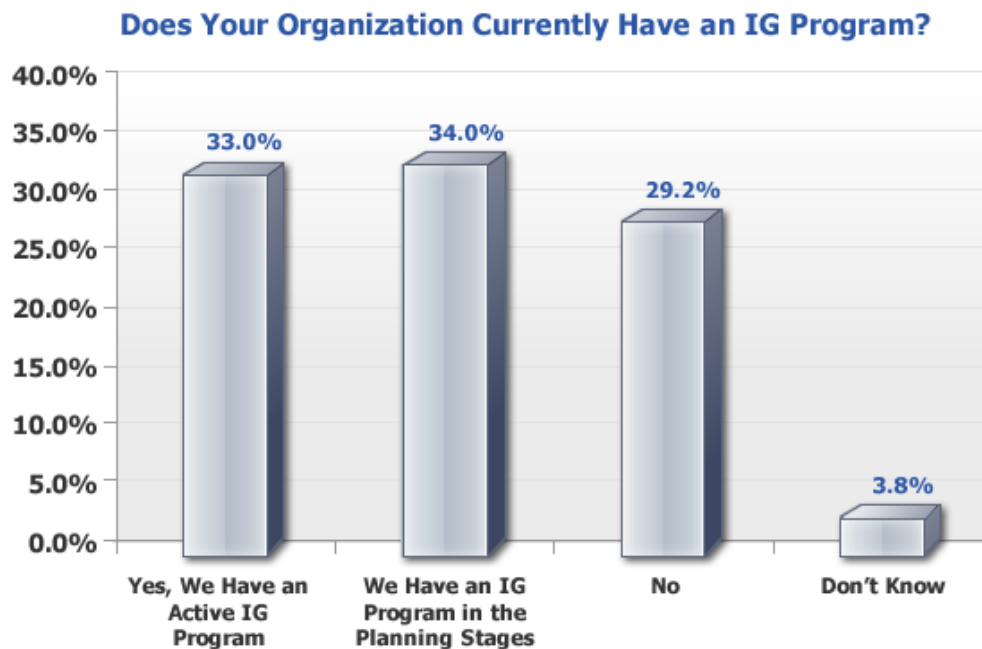


## The Importance of Information Governance (IG)

The exploding volumes of digital information are a remind of the importance of Information Governance (IG). The McKinsey Global Institute study that projects 40% growth in data generated per year . Headlines focus on getting value out of “big data,” but it is equally important to control how that information is managed and preserved is critical. As important as IG is, it is nevertheless evolving slowly throughout the corporate world.

Recently, The eDJ Group, in association with the Information Governance & eDiscovery Strategy Exchange and ViaLumina, Ltd., conducted a survey aimed at understanding how far along companies are with IG efforts. It is a slow evolution, but, there are signs of evolution in IG practices. A full third of respondents have an active IG program within their organization. Another third have IG programs in the planning stages, while the remainder do not have an active IG program or are unsure.

### IG is Slowly Expanding Within Enterprises



Source: eDJ Group and ViaLumina Spring 2012 Information Governance Survey N=106

<sup>1</sup> Source: “Big data: The next frontier for innovation, competition, and productivity.” McKinsey Global Institute, June 2011.

The forward evolution is that much fewer companies are ignoring IG than are addressing it now, either actively or in strategic plans. That a third of respondents are not actively addressing IG means two things: there are a significant amount of companies with high risk exposure to eDiscovery and litigation nightmares; and those same companies are losing the opportunity to efficiently manage information assets to positively affect business performance.

eDJ defines IG as a comprehensive program of controls, processes, and technologies designed to help organizations maximize the value of information assets while minimizing associated risks and costs. IG offers the promise of helping organizations view information management in a new way – one that capitalizes on the efficiencies that result from breaking down the artificial walls between information activities that are clearly related. The desire to better control and leverage information is common amongst many different departments in organizations (e.g., enterprise architecture, MIS, master data management, knowledge management, enterprise content management) and the umbrella of IG can bring them together. This IG umbrella, however, must have strong, high-level executive leadership and visibility to all members of the enterprise. Establishing a culture of information responsibility – whether around information usage, storage, or sharing – is critical.

Organizations seeking to get serious about IG also need to get serious about the corporate governance piece of Information Governance. More than any other aspect, success in IG depends upon strong and clear corporate governance structure and reporting relationships. Moreover, it may require rethinking existing relationships with a view to creating the harmonized and broad vision that IG requires.

One of the roadblocks to effectively tackling IG programs is a lack of understanding of which department is responsible for IG. Because IG is so broad, it requires diverse IT skills, legal and regulatory knowledge, and library sciences know-how in order to execute initiatives. These skill sets, however, cross various departments. This confusion about responsibility for IG is part of what makes it such a challenging market – everyone recognizes the need for IG, but few understand what it takes to execute on IG. IG is complex beast, requiring expertise from a diverse set of organizational employees, often with conflicting requirements.

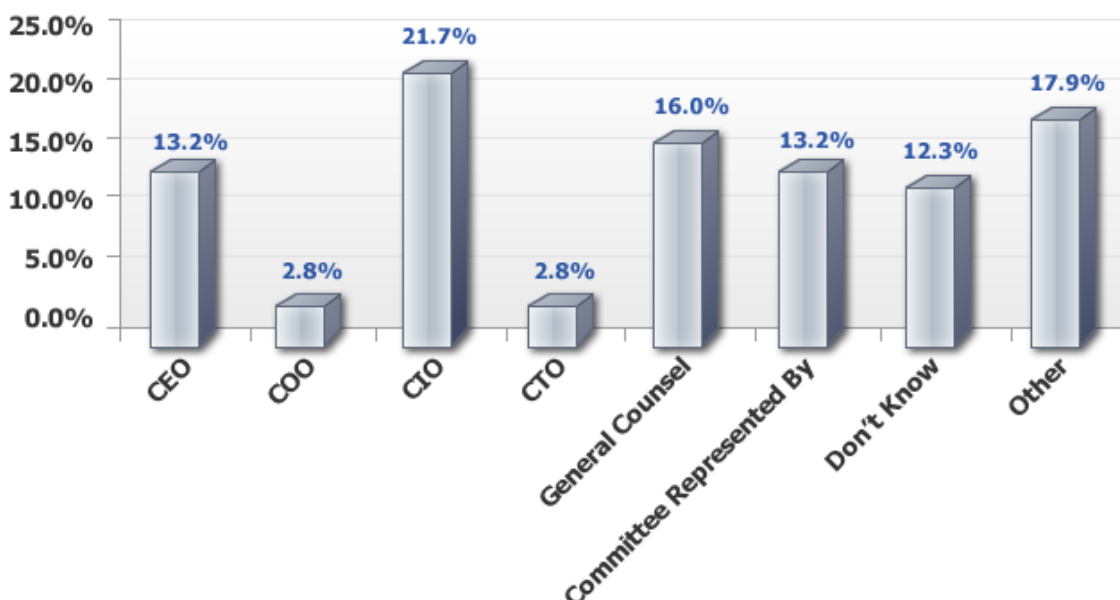
- Business units and process owners need to be able to easily create information and have it flow efficiently (either to others for collaboration purposes or to applications for consumption).
- Legal needs to address the nuances of managing responses to litigation discovery requests and directing case strategies.
- Compliance needs to ensure that information assets are retained in accordance with any relevant regulations.
- Infrastructure and operations managers must store information in the most cost-effective manner possible.
- Records managers need to classify information assets and make sure the correct retention policies are applied.

Corralling all of these subject matter experts for a strategic IG program is like herding cats. For many organizations, a centralized records and information management team can be the glue that allows the many component skills within IG mesh together.

Whether a company can afford a centralized IG group or not, executive leadership is going to be critical to IG success. Our survey respondents were clear – there is not a common standard for which executive owns IG responsibility.

## Still No Common Standard for Executive Ownership of IG

**Which C-level Executive Currently has Ultimate Responsibility for IG at Your Organization**



Source: eDJ Group and ViaLumina Spring 2012 Information Governance Survey N=106

No specific executive gets more than 22% of the vote. That the CIO is the most named executive is logical. But in reality, many CIOs manage IT infrastructure versus managing information. Certainly, the IT infrastructure is where information lives, but in many cases, “ownership” belongs with information stewards (those that create and use information or business process owners whose processes run on information assets).

It would be great if there could be a common answer for which executive should own IG, but the truth is that the right executive may vary by organization. What is clear is that a C-Level organization must own responsibility and accountability for IG. In addition, the right executive leader must be savvy in the ways of securing proper budgets for projects and have excellent consensus building qualities. While it sounds trite, the key to IG success

is cross-functional communication and cooperation.

Good IG programs build a corporate culture where responsibility for information is a core tenet. Employees understand policies and are incented to abide by them. That culture can only develop under a high-level executive who truly believes in IG. With new forms of high-velocity information assets such as social media gain traction, IG will be more important than ever. Smart organizations will select the right C-Level executive who can instill a culture of information-responsibility, is savvy enough to understand the subtle nuances of the business case for IG, and is willing to be held accountable.

## About the eDJ Group

eDJ Group offers unbiased information and pragmatic advice, based on years of experience and proven industry best practices. Whether researching a technology or service solution, conducting an eDiscovery Bootcamp or finding the right expertise to answer your specific questions, eDJ Group is the source for all eDiscovery professionals.

We are committed to helping eDiscovery professionals get the information necessary to excel in their professions, rather than offering legal advice or counsel. We operate with the utmost integrity and commitment to our clients on these guiding principles:

- **Independence** – All research, reports, advice and services are agnostic and conducted independently without influence by sponsors.
- **Highest Ethical standards** – All content is honest perspective based on real experience and interactions with thousands of practitioners; detailing both successes and failures without favoritism.
- **Pragmatic, Experienced Expertise** – All services are conducted by industry experts with decades of experience in eDiscovery and strictly vetted by the eDJ Group founders.

For further information about the eDJ Group and their research, please contact Barry Murphy ([barry@edjgrouping.com](mailto:barry@edjgrouping.com)) or Jason Velasco ([jason@edjgroupinc.com](mailto:jason@edjgroupinc.com)).

## About the Information Governance & eDiscovery Strategy Exchange

Taking place on **19-21 September in Washington D.C.** and the **27-29 November in Munich, Germany**, the **Information Governance & eDiscovery Strategy Exchanges** bring together 60-80 of the world's leading Judiciary, General Counsel, and Global/ Regional Heads of Litigation, Compliance, eDiscovery, Legal IT and Records Management for a unique opportunity to learn from and network with the legal world's leading minds. Strategic



corporate decision-makers, leading analysts and a selection of the most innovation solution providers gather to exchange knowledge and discuss best practice on aligning business strategy with legal and IT requirements, to ensure predictability and defensibility for what lies ahead.

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