

Classification – What is it? And How Can it Control the Content Chaos?



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AIIM Presents:



Classification – What is it? And How Can it Control the Content Chaos?

Theresa Resek – Director, AIIM Webinars

Leslie Owens – Senior Analyst, Forrester Research

Julie Vaccaro – IBM Classification Module & Content Assessment,
IBM Software Group

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Introducing our Featured Speaker



Leslie Owens
Senior Analyst
Forrester Research

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Agenda

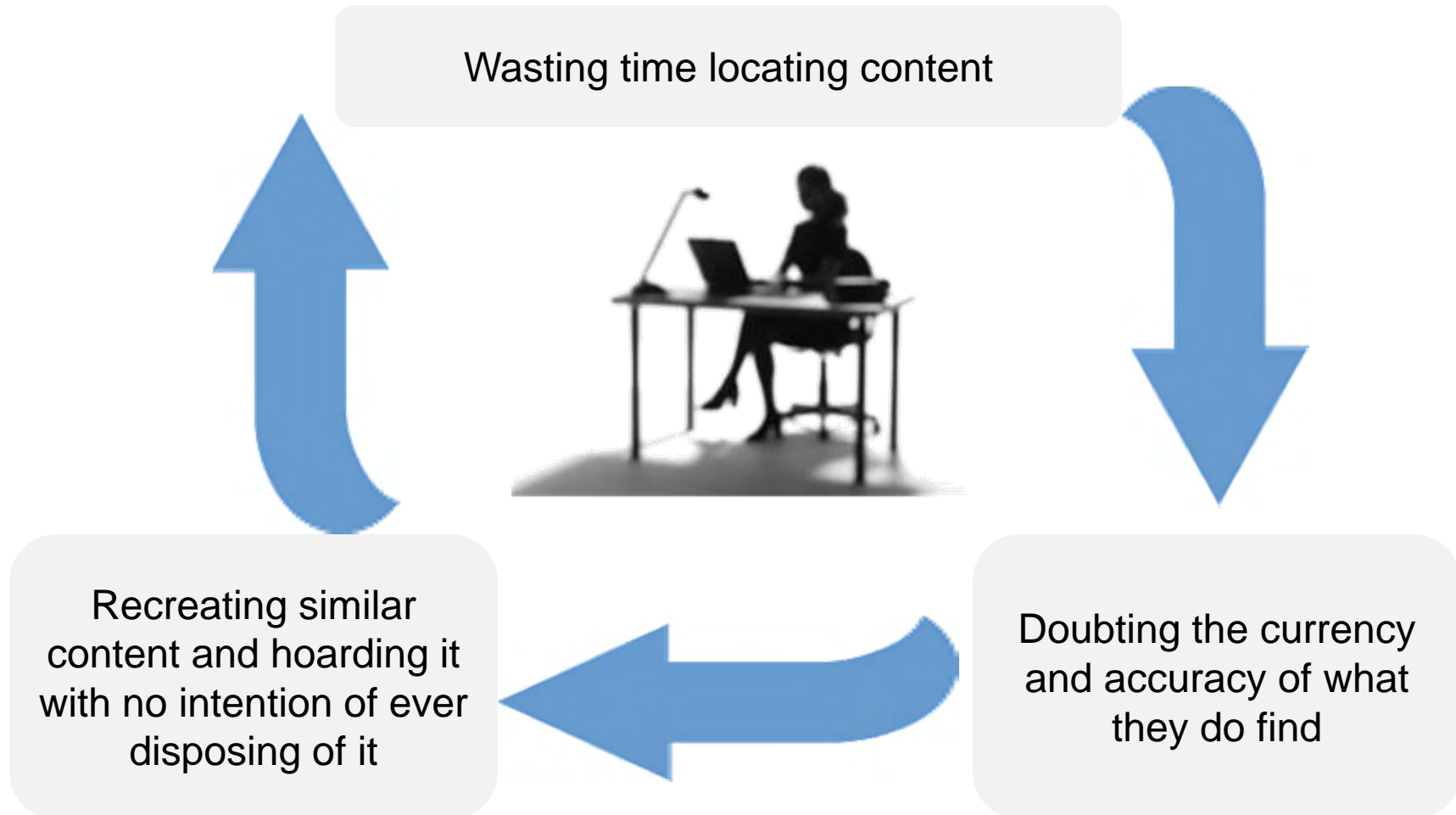
All unstructured content is not equal

How classification helps to safeguard and make the most of content that matters

Recommendations

Information workers can't find what they need in the enterprise content swamp

Workers get stuck in an endless loop



Content is easy to create, hard to manage, harder still to delete

- Increased storage is a stopgap solution.
- Expensive information management tools do nothing without a corresponding commitment to information governance.
- Unrestricted content (and metadata) proliferates without information management processes in place.



Information management processes often meet resistance

Create

- Many authors create content in many different repositories

Organize

- Manual methods for modeling and enriching content don't keep up

Access

- Information systems offer search and tagging functionality of varying levels of sophistication

Maintain

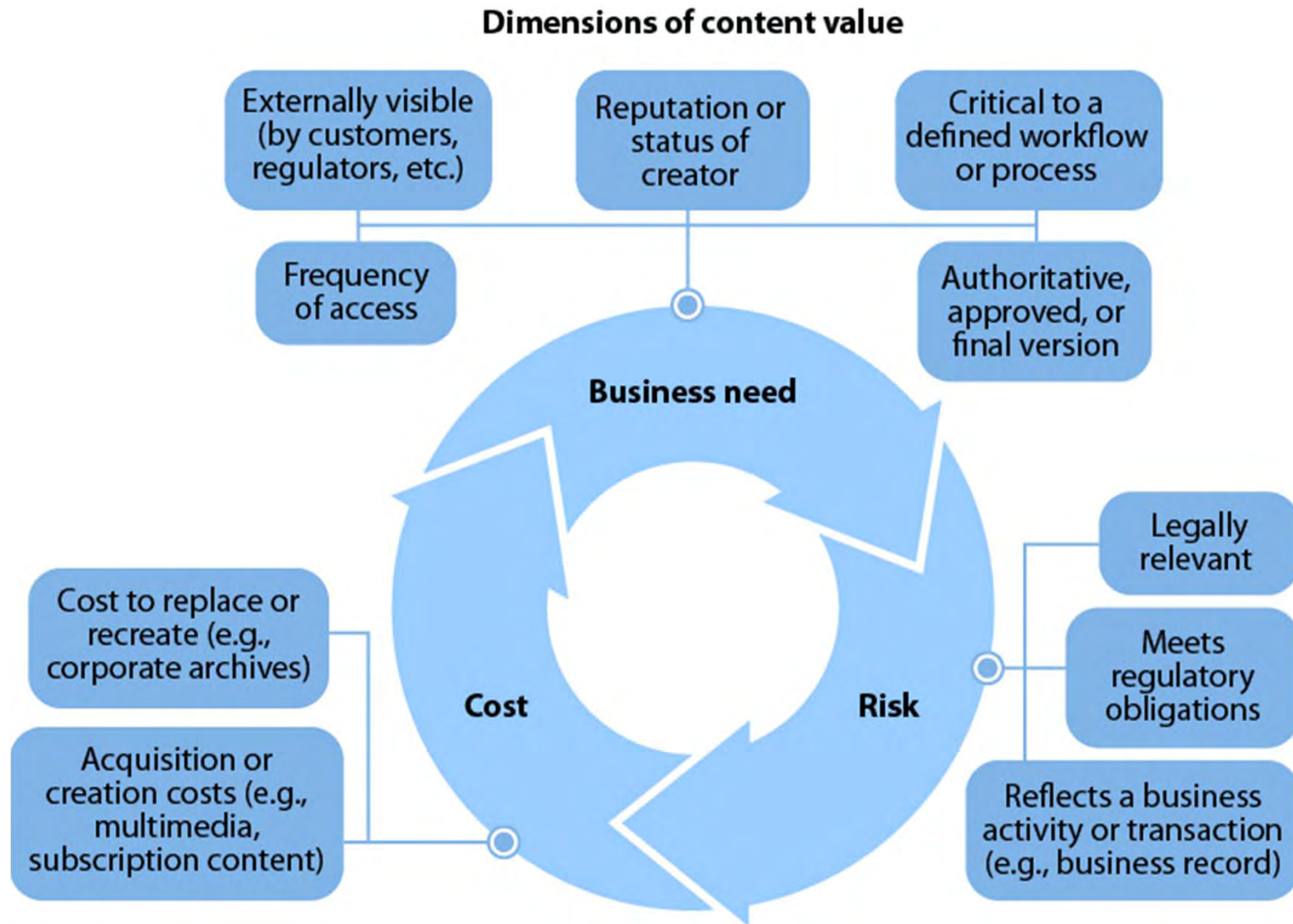
- Authors move on once the content is saved, but the content persists
 - Hard drives, Web, file shares, team workspaces, email

Dispose

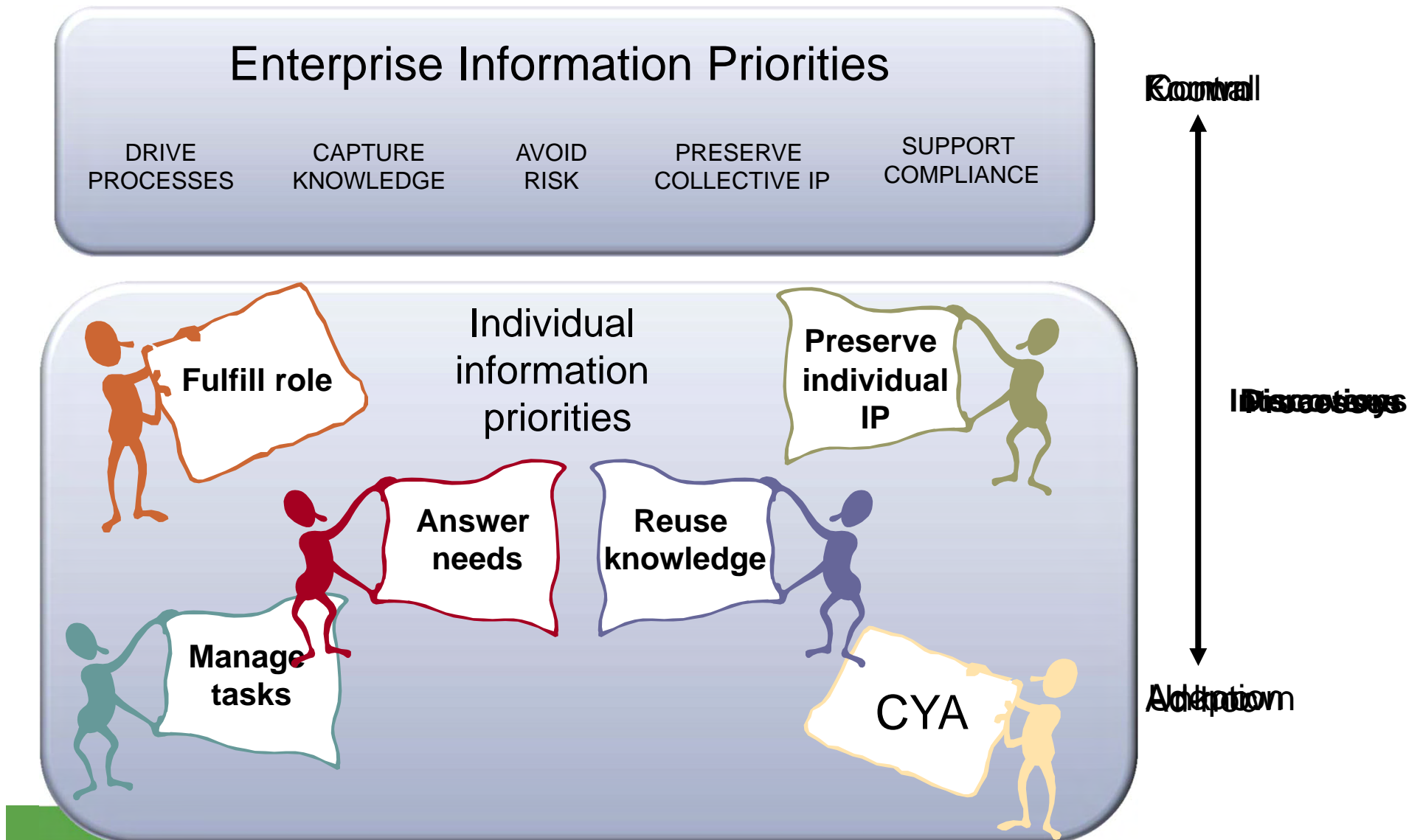
Before you embark on a sweeping enterprise information classification initiative, remember:

- It's inefficient (and impossible) to manage all content with rigor.
 - Be prepared to articulate the case for why classification is necessary
 - Identify content categories that can go unmanaged or semi managed
- Enterprise information management priorities trump individual information management priorities
 - Align with enterprise objectives like reducing risk and cutting costs

Consider the value of content before you manage it



Persuasive classification strategies align with *enterprise* information priorities



Agenda

All unstructured content is not equal

How classification helps to safeguard and make the most of content that matters

Recommendations

What is the purpose of classification?

- Organize things into groups
- Create relationships between things
- Control variations of expressing concepts
- Capture and model discrepancies in language
- Track administrative, technical and descriptive metadata about information



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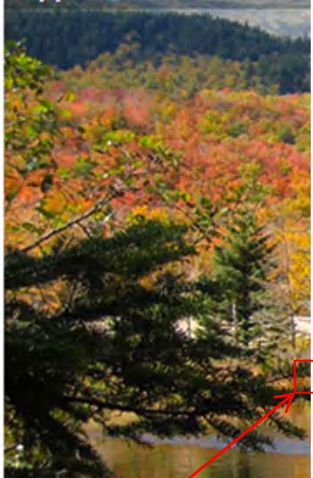
Southwest US

Trips by Activity

Backpacking

Climbing

Appalachian Trail Hut to



1 2 3 4 5 6



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Climbing Helmets
Climbing Holds
Climbing Packs
Crash Pads

Rock Protection

Pulleys
Quickdraws
Rock Climbing Shoes
Ropes
Caving and Canyoneering
Webbing and Cord
Slings and Runners
All Climbing Gear

Snow and Ice

Avalanche Safety
Crampons
Glacier Glasses
Ice Axes
Ice Tools
Mountaineering Boots
Snow and Ice Protection
All Snow and Ice

Climbing Shops

Bouldering Shop
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Men's Climbing Clothing
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Climbing Sale and Clearance
All Climbing

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Information assets can be classified in many ways depending on business objectives

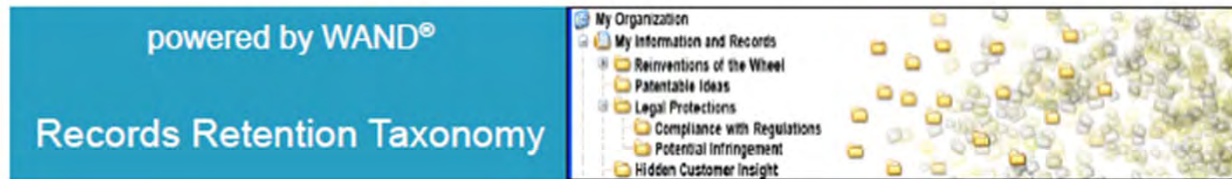
- Security level (e.g., Confidential)
- Retention metadata (e.g., Series #, Series name, retention period)
- Subject / topic (e.g., Competitive intelligence)
- Location (US>California>Palo Alto)
- Process/Function (product development)
- Product line (Widgets>Widgets 2.0)
- Source information (e.g., Nielsen)
- Document type (e.g., market study)



Existing classification schemes within reach

- Organization charts
- Intranet site map
- File plans
- Asset inventories
- Lines of business
- Geographic regions

Pre built classification schema are available for purchase



Data Points:
Categories: 370
Synonyms: 680

Consumer Information
Credit Applications

Document Formats
Audio
Databases
Emails
Images
Instant Message
...

Employee Related Records
Benefit Plan Documents
Company Policies
Employee Demographics Records
Payroll Records
1099 Forms

General Business Records
Annual Reports
Articles of Incorporation
Board Committees
...

Healthcare Records
Medical Billing Records
Patient and Physician Communication
...

Legal Records
Business Licenses
Business Permits
Capital Stock and Bond Records
...

Information classification often starts with security

Policies, standards, guidelines and procedures:

- Define classification terms (e.g., sensitive, proprietary)
- Detail how standards will be implemented
- Outline actionable procedures to operate in alignment with standards
- Link to relevant laws and regulations
- Identify chain of command, roles, responsibilities

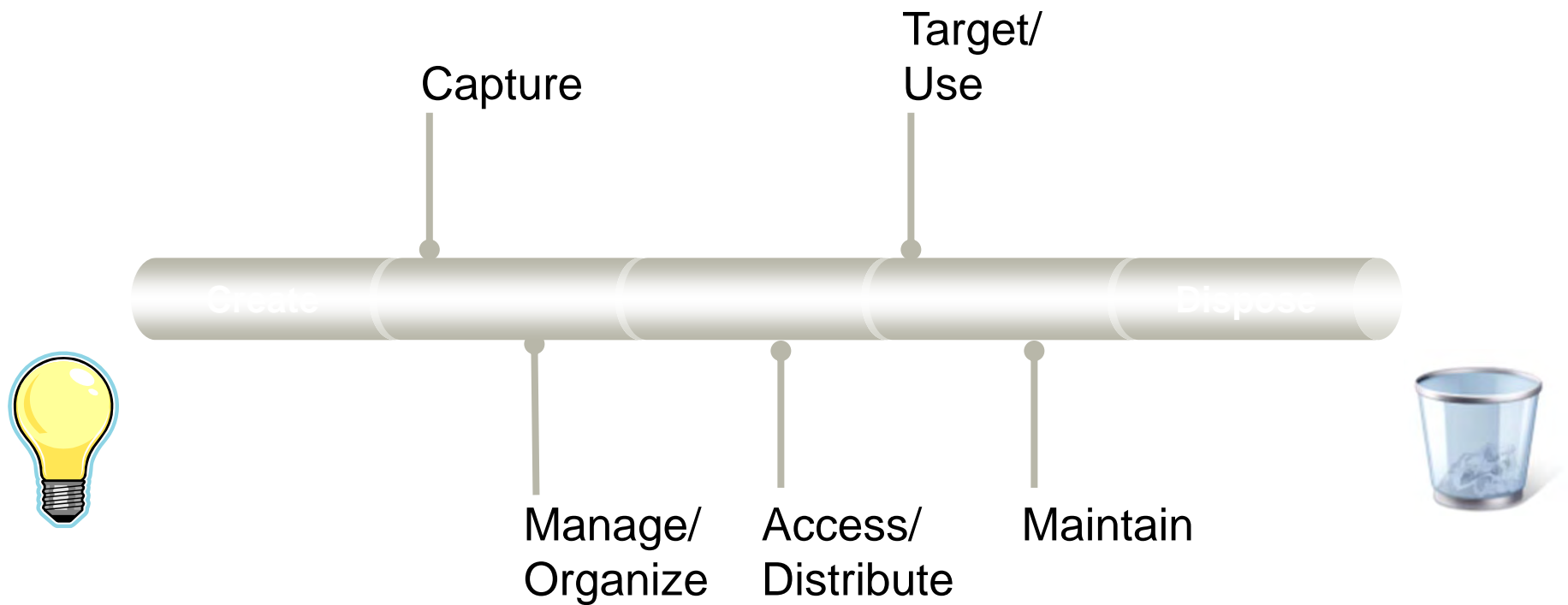


A classification strategy reflects your organization's vision for how information is managed and used

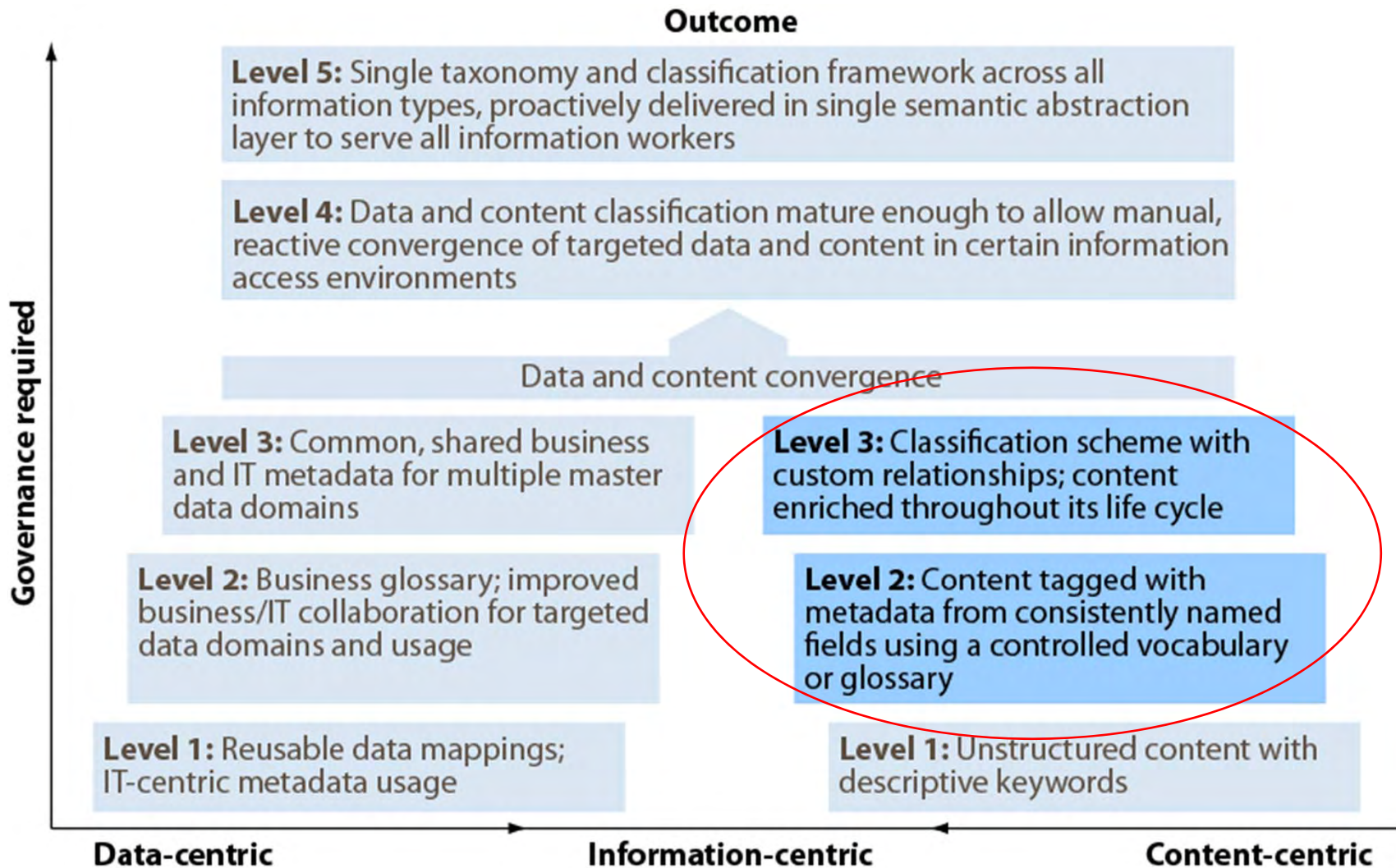
Includes:

- Business process examples
 - Look for well defined processes such as help desk support or sensitive restricted processes such as quarterly results release
- Flow charts, task maps
- Defined methodology or approach
- Governance/ enforcement plan with affected functional areas (security, legal, GRC, content management, records management)

Key decision: when and where will classification take place?



The Information Classification Maturity Model



Agenda

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How classification helps to safeguard and make the most of content that matters

Recommendations

Recommendations

- **Get buy-in**
 - Find passionate business stakeholders and other roles within IT (such as storage, infrastructure, archiving, and security)
- **Define your classification target(s)**
 - Establish guiding principles around what high-value information looks like, based on business goals like risk management, embedded innovation, improved customer satisfaction, and cost reduction.
- **Slate classification processes into your information lifecycle(s)**
 - Identify systems, information, and existing schema. Know the gaps and opportunities in your existing tools. Define a practical approach in light of current state, vision and existing functionality.

Thank you

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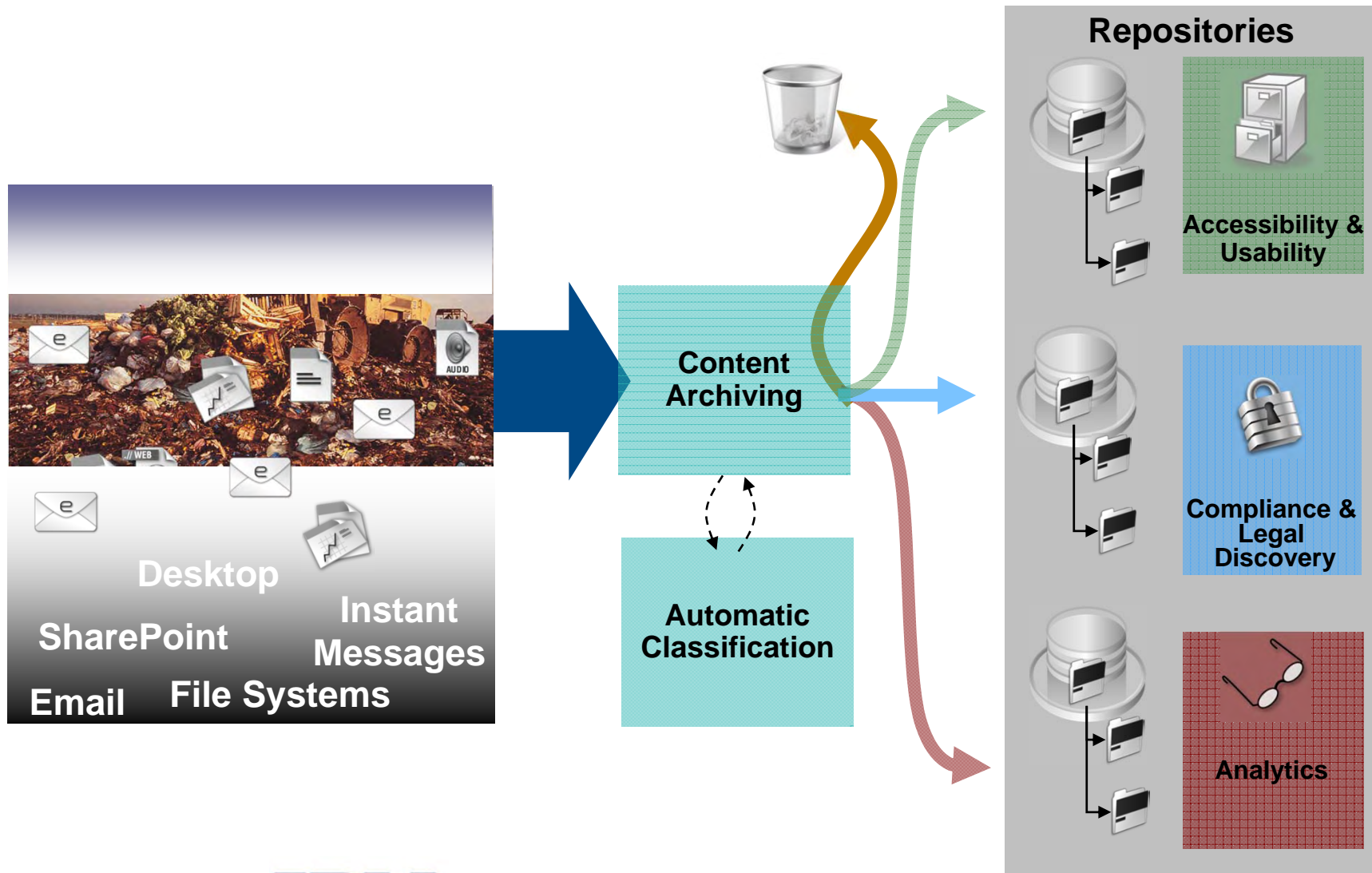


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Why Organizations need Classification?

Accessibility, Usability, Compliance, Discovery, Analytics



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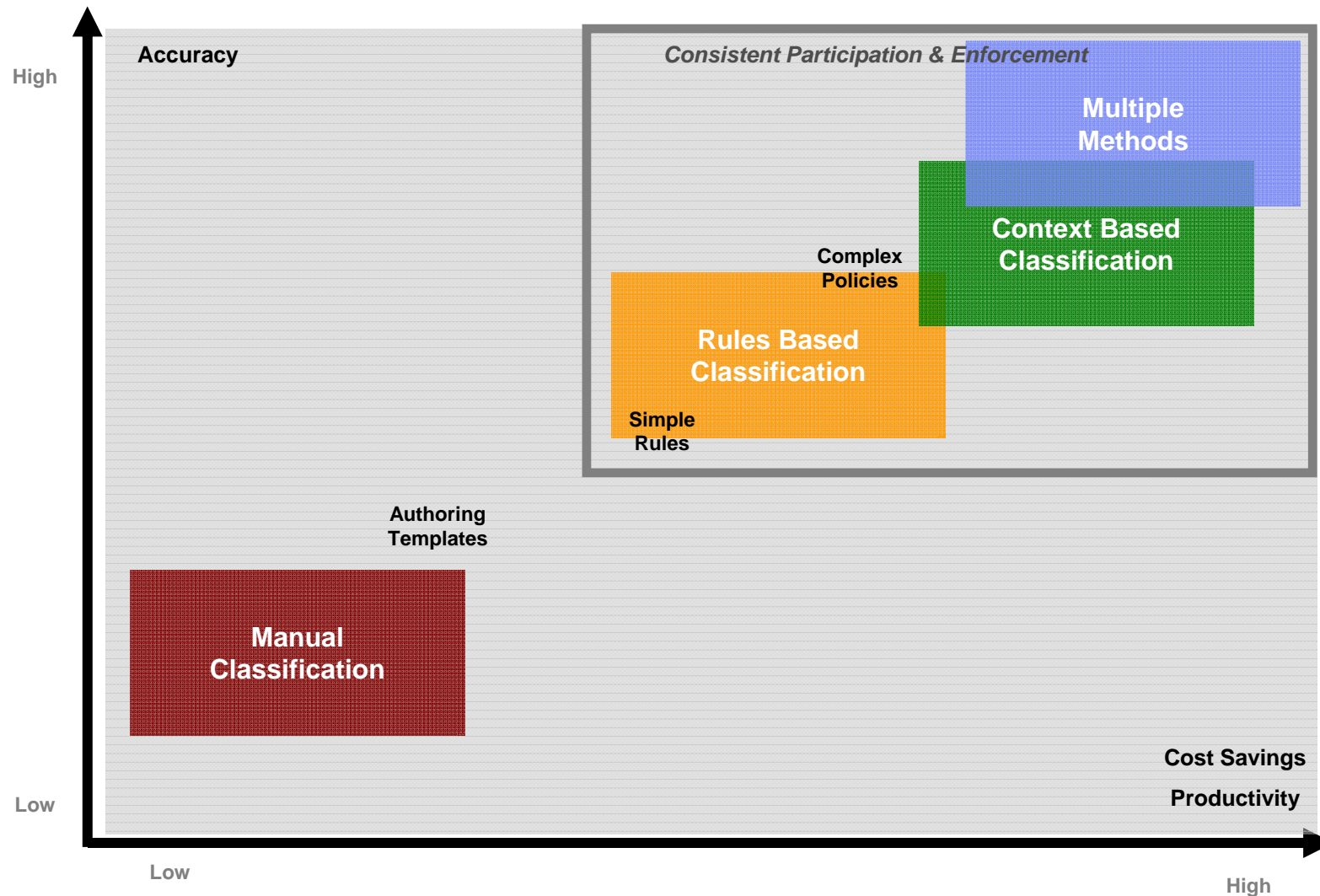


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Classification Methods

What are the options to classify unstructured content?



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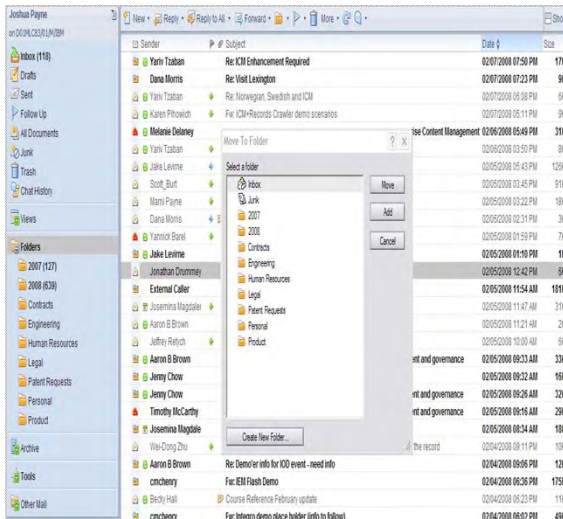
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Classification Methods



Manual



- Time consuming
- Inaccurate
- Inconsistent

Rules-based

To: Bob Smith <Bob.Smith@hotmail.com>
From: Bill Roker <broker@financialadv.com>
Subject: Market Movement

Bob,
Hope you're doing well. I've got a sure thing going with the stock we spoke about on the phone. I think its time to pull the trigger for my client. The client's name is John Doe. His social is 123-45-6789. He's totally on board and he's excited to take advantage of this new offer.

Talk to you tomorrow,
Bill

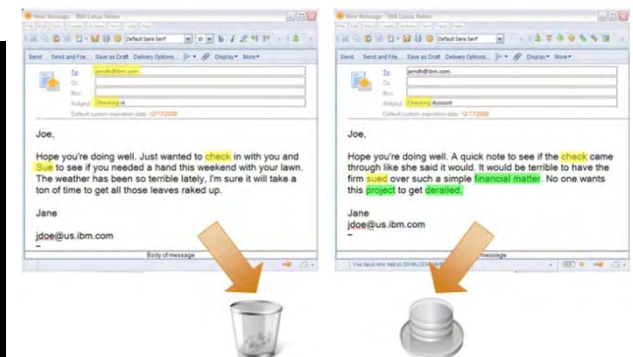
Bill Roker
212-555-1234
Financial Advisors, Inc.

Simple Rules: IF the body contains the word "sure thing" THEN folder = Compliance Investigate

Contextual Policies: IF the sender belongs to the "broker" group AND sends an external email with the phrase "sure thing" THEN folder = Compliance Investigate

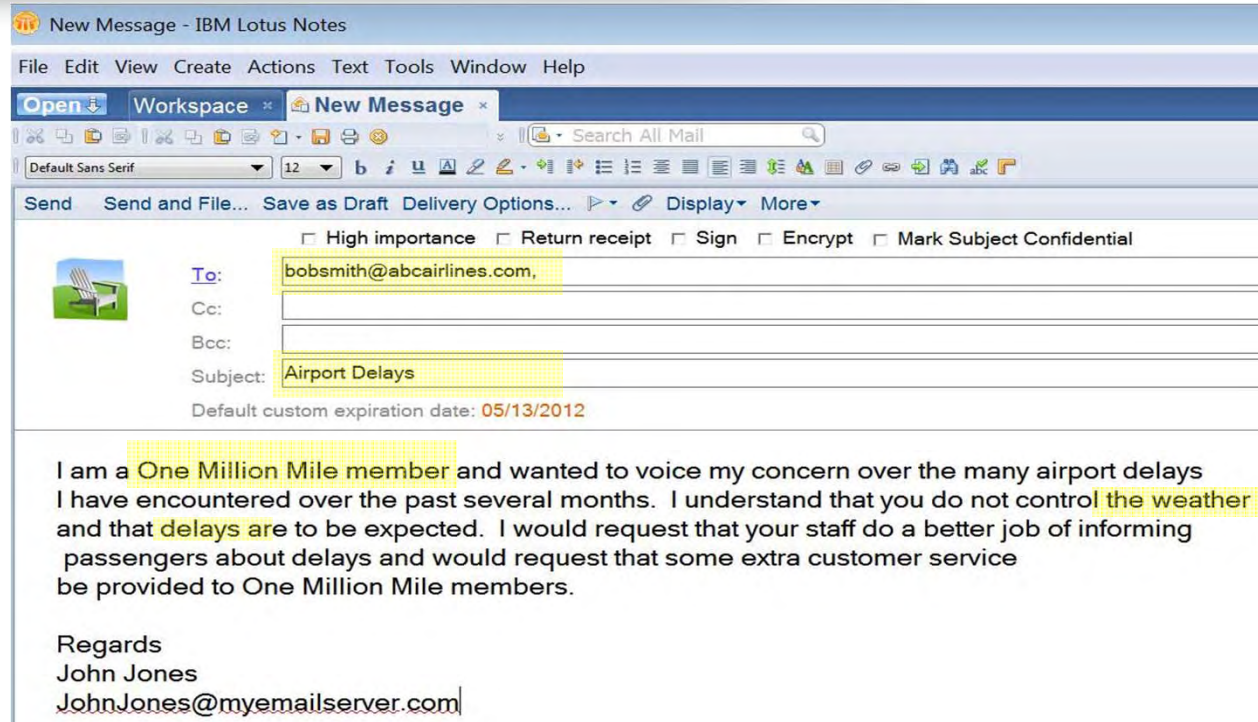
- Coarse, not granular enough
- Rules subject to changing environment
- Expensive to maintain
- Coordination between IT and LOB

Context-based



- Creates category profiles through Natural Language Processing/text analysis
- Compiles a training set with concepts and words that typify the incoming documents
- Uses statistical analysis to compare incoming content with the profiles of the trained categories

Comparison of Classification Methods



- **Manual classification might yield “Correspondence” or “Complaint”**
- **Rules-based classification needs rules for “One Million Mile”, “delay”, “weather” and what else?**
- **Context-based Approach**
 - Accessibility: Presidential, High Value Client
 - Usability: Routed to a High Value Client Representative
 - Compliance: High Value Retention Rules
 - Analytics: Analyze content for High Value Client feedback

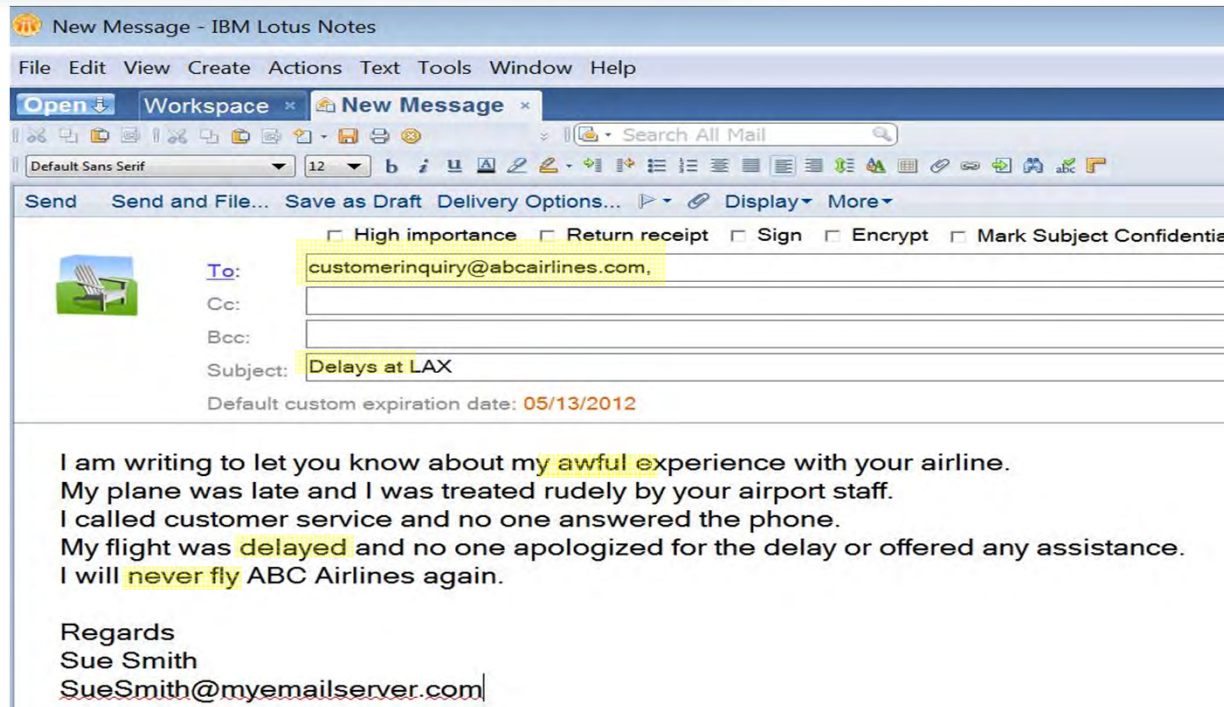
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Comparison of Classification Methods



- Manual classification might yield “Correspondence” or “Complaint”
- Rules-based classification needs rules for “awful”, “delay”, “never” and what else?
- Context-based Approach
 - Accessibility: Complaint
 - Usability: Routed to Client Representative specializing in “Complaints”
 - Compliance: Complaint Retention Rules
 - Analytics: Analyze content for Customer Satisfaction feedback

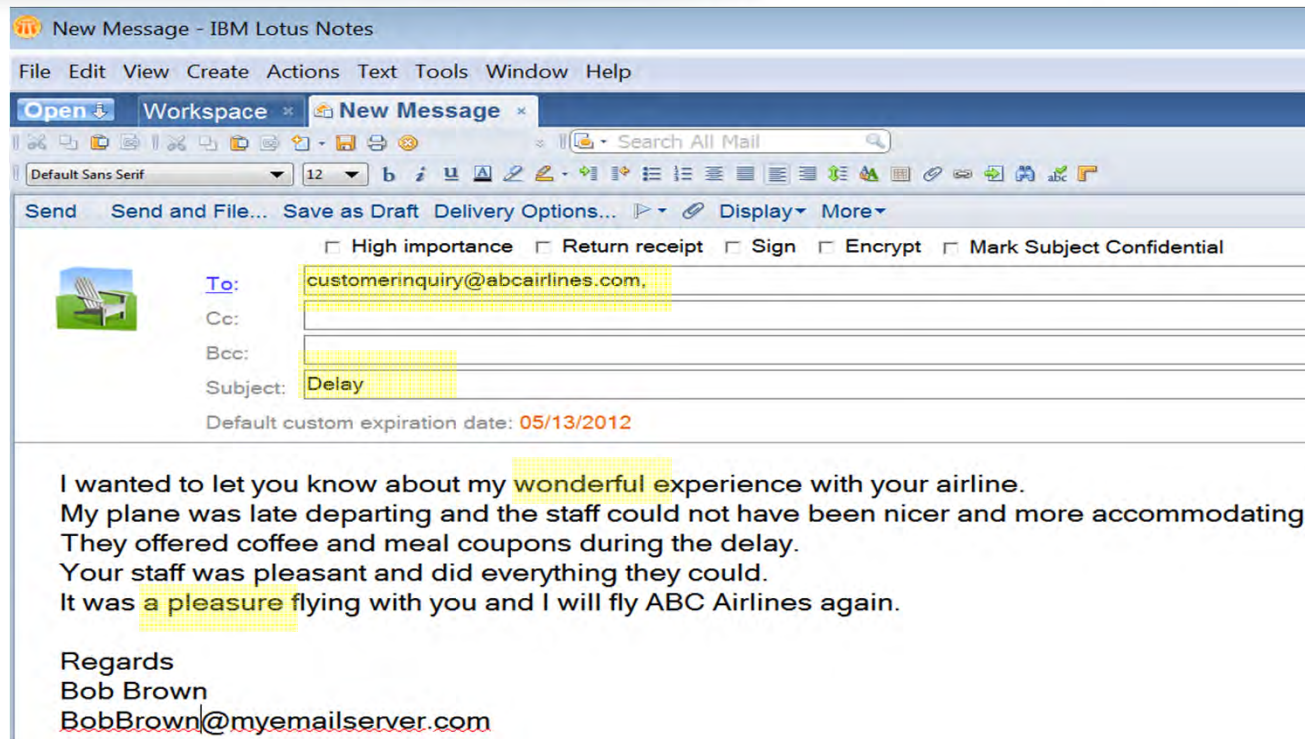
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Comparison of Classification Methods



- **Manual classification might yield “Correspondence”**
- **Rules-based classification needs rules for “wonderful”, “delay”, “pleasure” and what else?**
- **Context-based Approach**
 - Accessibility: Compliment
 - Usability: Routed to Client Representative for up-sell/cross-sell opportunities
 - Compliance: Compliment Retention Rules
 - Analytics: Analyze content for Customer Satisfaction feedback

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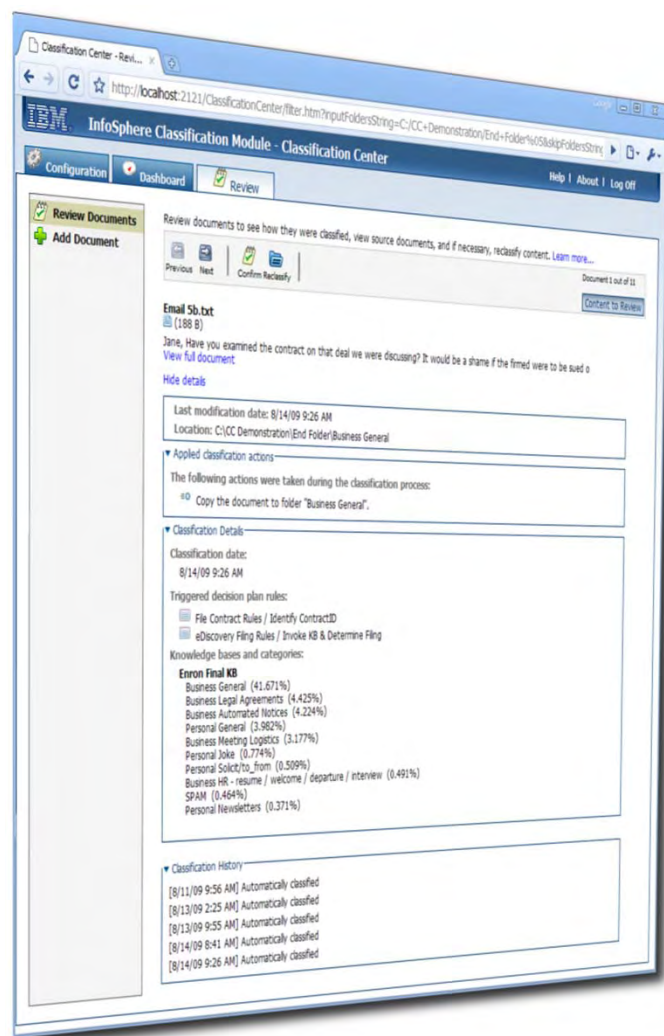


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IBM Classification Module

Automating content sensitive decisions



- Intelligent application of policies via automatic, advanced classification
- Combines best automated methods: context-sensitive and rules-based
- Acquires domain specificity from your own content through training
- Unique learning technology for adaptive classification improves accuracy over time
- Enterprise-wide, single-source of content classification
- Integrated with IBM ECM applications: Content Collector, Enterprise Records, Content Analytics and Search, eDiscovery, Content Repositories and more
- Market proven, scalable platform

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Next Steps



- Learn how classification can help you improve findability, usability, compliance, and analysis:

<http://www-01.ibm.com/software/data/content-management/classification/>

- See how other organizations are using IBM Classification Module:

<http://public.dhe.ibm.com/common/ssi/ecm/en/imw14166usen/IMW14166USEN.PDF>

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