

INFORMATION IS...

INSIGHT

Information Economics: A New Way of Thinking

**Carolyn Casey, Sr. Manager. Global Solutions
Iron Mountain**

AGENDA

A New Way to Think About Your Information

Components, tools

ROI

Bonus: Food Fads



Food Fad #1



Goes in pies, smoothies, pancakes and veggie soufflés

Definition



Information Economics is...

managing and leveraging information created and received by an organization to impact its bottom line.

In today's information-based economy, no business can succeed without an enterprise-wide information strategy.



INFORMATION ECONOMICS

Information impacts the bottom line!

Lower Risk

Unlock Value

Contain Costs



Competitive Advantage

Information Economics: What's Involved?

Mitigate Risk	Contain Costs	Extract Value
Monitor, enforce compliance	Consolidate vendors	Identify high impact data for competitive advantage or monetization
Defensibly destroy	Destroy eligible information	Increase accessibility
Know where information is	Automate classification	Enrich business decision making
Get rid of ROT	Tier storage	
Update rules "real time"	Rationalize applications	
Classify content	Data analytics to make informed decisions	
Protect PII		
Train employees		

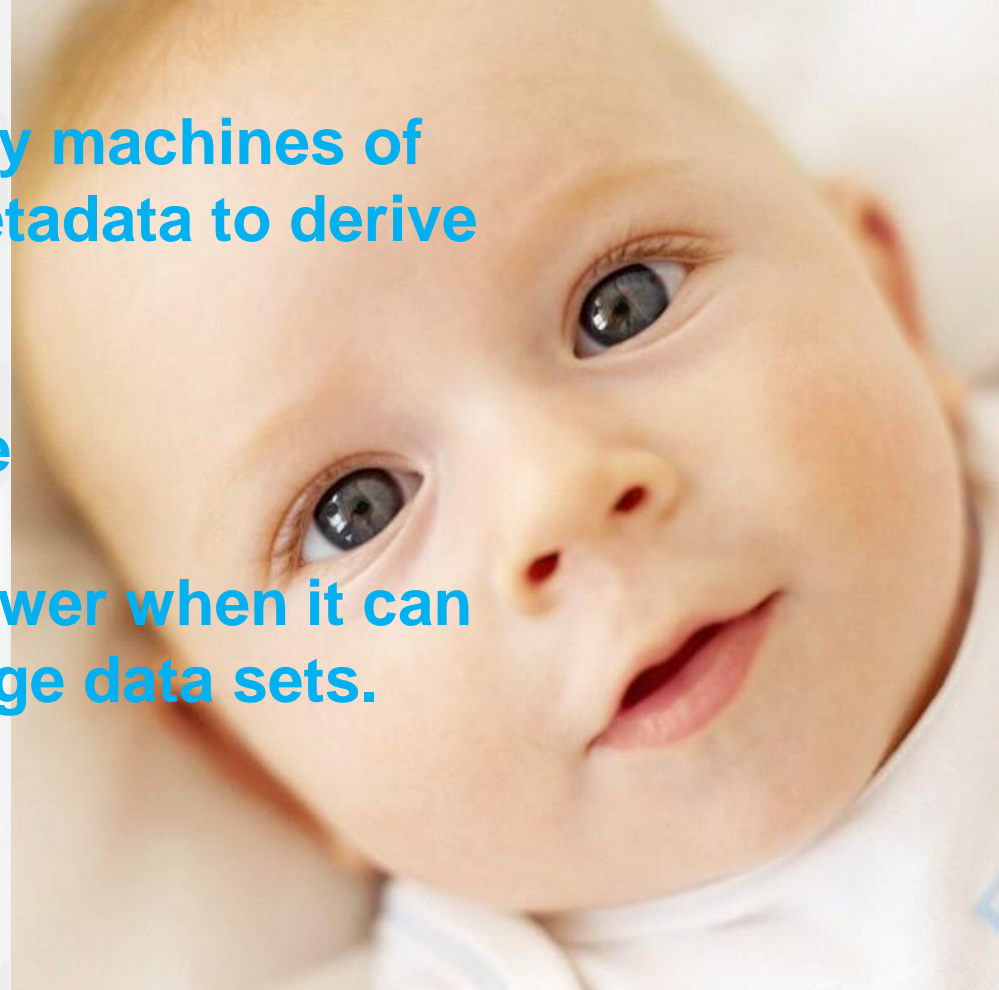
Foundational elements required to make high impact data accessible

Analytics

Analytics is the detection by machines of patterns in content/data/metadata to derive insights.

Real impact - Infancy stage

**Analytics shows its true power when it can derive insight from very large data sets.
Think BIG DATA.**



Example early legal analytics offering

Lex Machina

What We Do Features Custom

How It Works

CAPTURE



All 94 US District Courts



Patent Information



ITC §337 Investigations

PREPARE

Lexpressions™ Engine



Lex Machina Data



Judges, Lawyers, Parties, Patents

DELIVER



Legal Analytics

Early Case Assessment

District and Judge Profiles

Party Profiles

Peer Company Benchmarking

Law Firm Profile

Case Law Trends

Outside Counsel Identification

Industry Study

Patent Portfolio Analytics

Auto Classification

Auto-classification is a sub-set of analytics that classifies a digital object to a category.

Information Buckets

- Tag/Categorize
- Classify



Food Fad #3



Ancient grain, great source of protein

Automated ID offsite eligible physical records

39%

Law Firms

61%

All Organizations

Automated Deletion - Electronic Comms.

Email, Instant Message, etc

45% All Organizations

2013 Cohasset Benchmarking Survey, sponsored by Iron Mountain

Food Fad #7



**A seed with healthy Omega-3 fatty acids
may require dental floss**

Information Map

INFORMATION MAP

The ability to know what information lives in what systems and storage repositories.



Risk

Cost

Value

INFORMATION ECONOMICS:
A New Way of Thinking

Return on information

Thank You!