

CASE STUDY

“Managed Email”

Finally, An Enterprise Reality!

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ARMA Nebraska Chapter Monthly Meeting

Wednesday January 21, 2009

Company Background

- Specialty and performance materials
- More than 100 facilities
- Operations in 27 countries
- Headquartered in Philadelphia, PA
- 8500 employees in North America
- 16500 employees including international
- Annual sales revenue: approx US\$8.2 billion

"Managed E-mail"

Instead of retaining and storing every e-mail that comes and goes through the mail system;

Employees now manage each e-mail with the appropriate level of control based on the e-mail's business value

Status

- Rolled out to over 6,000 employees in North America
- Eventually be rolled out to 16,500 employees worldwide

2001 - LN Mail replaces cc:Mail / Enron / LN Plug-in failed

2002 - ECMR Framework Document / Sarbanes-Oxley

- Goal
 - daily management / separation and isolation of the tens of thousands of e-mail records from the millions of nonessential e-mail in company's messaging system
- “Structurally sound and business-flexible solution”
 - satisfy stringent legal and regulatory requirements
 - without interrupting business processes
 - mesh with existing IT infrastructure
- ECMR Framework Document

Why Make Email the First Priority?

- Largest volume and fastest growing set of electronic records
- Most inconsistently organized among users and between departments
- Archives often on hard drives that are:
 - not backed up
 - on removable media that are easily lost/stolen
 - difficult to find and produce when required
- Business costs and exposures could no longer be overlooked
- Good opportunity to develop concept / train users

2003 - Policy / Budget /Resources / Major Discovery

2004 - Standards / User Interviews / Tech Dev / MER

- Decision-making / approval process
 - Sponsorship – GC / CIO
 - EOCIS (Information Security)
 - Steering Team
 - Executive Council
 - Leadership Council
- ECMR Team with resources to design / implement
 - Records Management, IT and Legal
 - Link to domestic / international e-standards
- Strategy and communications
 - Consulting services retained

Requirements Definition

- Unneeded records are disposed of regularly in the normal course of business
- Users have reasonable space for working files, and the records they need at their fingertips
- Official company records storage* that:
 - Is organized in record categories that directly relate to business and regulatory requirements
 - Provides for the appropriate period of retention
 - Ensures record access, trustworthiness, security/privacy
- Legal Hold process in place with centralized control that covers all relevant information on any media

* *Replaces personal archives; existing archives made read-only*

2005 - POC's / Tech Dev / RFP / ARMA

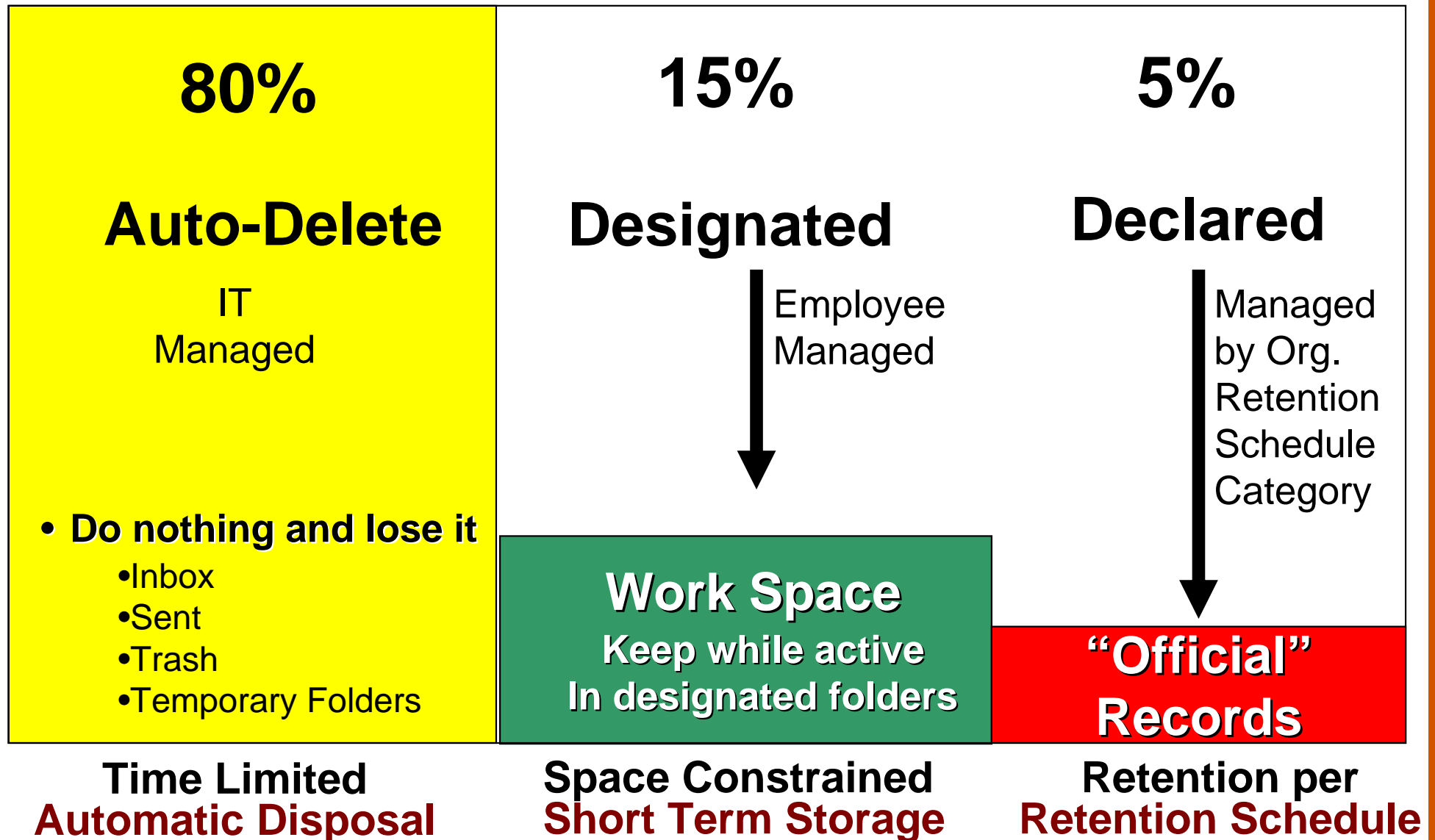
2006 - Vendor Selection / POC's / Tech Issue Mitigation

- Found major deficiencies in tools that existed to address our requirements
 - Poor integration of records retention functionality particularly a lack of event management
 - Awkward user application interface with no tools for the management of their email
- Spent two years designing and testing with a vendor to develop a workable software
- Still did a RFP because field was improving
- Selected IBM Content Manager/Common Store with Integro Email Manager

Three “New Ways” to Group Email

- Non-Business information that is no longer useful to you and can be destroyed
- In-progress information you have created or received that is directly related to your current work activities. Includes short-term reference materials or personal information useful only to you in conducting company business
- Final information directly related to your assigned work activities or information required for the company to have adequate records. These records are defined in the Corporate Records Retention Schedule

Need all 3 zones for success...



Auto-delete Zone

- 48 hours
 - Trash
- 14 day retention:
 - To Do (after completion)
- 60 day retention
 - Inbox, Sent
 - Messages not in designated/declared folder structure
- 3 year retention:
 - Calendar entries

Work Space Zone

- 100 MB limit:
 - Messages in work in progress folder/subfolders
 - Drafts, copies, personal
- Greater than 100 MB limit
 - Role-based need only
 - Documented exception(s)
- Discontinued all employee controlled archiving
- Considering a two year maximum retention

Company Records Zone

- Only have 5% to categorize/customize
 - Self-configuration/selection tool for record categories
 - Push out record categories when the work process has an identifiable discipline – by role or developed by user
 - Work process-based auto-classification
- Dashboard concept showing status of “zones”
 - Physical space noticeable / electronic space is invisible
- Company records not counted in size limits

2007 - Production Pilot / National Roll-out

2008 - Survived / Stable Production Env / Expanding

- **Records Retention Schedule**
 - buckets / self-select / role push-out
- **Roll out methodology**
 - individual program versus a group program
 - scheduling database / roll-out memos
- **Training**
 - Self Paced Learning
 - others depending on learning style / “Essentials”
- **Audit and Compliance**

Lessons Learned – Management and IT

- Executives easily distracted during a multi-year project
- Project champions strong/weak at various times of project
- IT understands how to support the project but it is hard to actually get IT leadership committed to the Program
- Software is not the solution – it is part of the solution
 - Don't let software be your de facto set of requirements
 - Define requirements appropriate for your organization
- Technology was and still is the weak link
 - Current tools generally ignore end user needs

Lessons Learned - End User

- People for the most part will cooperate but getting their work done is the most important thing to the company so alignment with their work processes is essential
- Confirmed suspicions that “records management” is a new concept for many and not one most want to learn
- Discovered critical importance of training for different learning styles
- A group of exceptional customers will need a special strategy (e.g. executives, special roles, known whiners)
- Communication/Change Management is as big a job as what you are actually implementing

Q & A

We welcome your questions and comments!



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Lotus Notes Email Infrastructure

- LN Client Version 6.5.3 / 6.5.4 Mail Template Design
- Domino Server Version 7.02FP2
- 15 Dedicated Mail Servers (Globally)
- Approx 300,000 – 340,000 messages routed per server, per business day
- Approx 14,000 active mail users

Infrastructure Support

- 3 FTE's support the 'back-end' infrastructure
- 3 FTE's support 'administrative' functions of Notes/Domino (User Registration, etc.)