

Defensible Deletion

Helping State and Local Government Know “When to Say When”

Many state and local agencies are conditioned to keep all the data they collect. Not only do they believe information will be useful eventually, they hesitate to get rid of it because they believe accumulation is easier than organization.

But a storage-focused approach creates problems for agencies as data volume grows. Veritas can help state and local entities – from DMVs to state legislatures and city halls – know “when to say when.”

It’s important for government entities at all levels to understand that accumulation adds complexity and is expensive, costing organizations an estimated \$5 million a year to store 1 petabyte of data.¹

Of every \$10 spent on infrastructure, \$6.20 is spent to maintain it – that’s 62 percent of spending.

Infrastructure represents a lost investment, and no state and local government agency can afford to waste its limited resources to prop up infrastructure for storing data they don’t need.

State and local entities also surround themselves with data they never use. The Association for Information and

Image Management found in 2014 that 80 percent of an organization’s electronically stored information is redundant, outdated, or trivial (ROT).² **Once data has aged 10 to 15 days, its probability of ever being looked at again approaches 1 percent.**³ Practicing “defensible deletion” allows agencies of all sizes to shed ROT data.

More data does not equal more value. Storing this massive amount of data can place an organization at significant risk. Storage costs become excessive, the ability to meet compliance deadlines can be compromised, and a lack of oversight

can expose agencies to malicious activity. At least 32 states require entities to dispose of data that includes personally identifiable information.⁴ From Freedom of Information Act (FOIA) requests to legal actions, agencies have a need to search electronic information more than ever before. **The average cost of taking a single gigabyte of data through the eDiscovery process is \$18,000.** Why pay to search through ROT information?

$$\text{Icon of a computer monitor with a magnifying glass} \times \text{1 GB DATA} = \$18,000$$

Reducing the volume of useless data in an agency increases efficiencies, shrinks backup windows, and enables more



1 “Information Governance: Fighting Back Against the Exponential Data Curve.” http://docs.media.bitpipe.com/io_12x/io_123875/item_1157099/GA-EB_information-governance-fighting-the-exponential-data-curve_0515.pdf

2 Association of Information and Image Management. “Automating Information Governance.” June 10, 2014. <http://www.aiim.org/Events/Webinars/Archived/20140610-webinar>

3 Information Governance 101. “The Lifecycle of Information - Updated.” May 20, 2015. <http://informationgovernance101.com/>

4 National Conference of State Legislatures. Data Disposal Laws. January 2015. <http://www.ncsl.org/research/telecommunications-and-information-technology/data-disposal-laws.aspx>

effective recovery. Improving oversight through insight helps reduce the risk of exposure to malicious activity.

So, how can state and local entities break the data hoarding cycle and decide what to defensibly delete? Uniquely intelligent information governance tools allow for superior storage management policies, which help agencies improve

management of all their unstructured data.

It's time to shine a light on data. Veritas solutions clearly show state and local government entities where data resides, how it is used, who owns it, and who has access to it. These insights enable intelligent decisions for action - whether that's retention, protection, or deletion.

VERITAS DATA INSIGHT PROVIDES ENTITIES WITH THE ABILITY TO:



Gain detailed insight and visibility to inform data lifecycle management, compliance, and risk reduction initiatives



Conduct advanced analysis to identify policy violations, expose outlier user risk, or control open shares exposure without effecting information availability



Establish and execute custom actions for disposition, migration, and access control efforts

Data Insight improves categorization and storage of the data agencies should retain. Integration with Enterprise Vault can automate file retention and deletion decisions.

Old habits are hard to break, and data proliferation continues unabated throughout many state and local government agencies. Data management enables them

to keep up with massive data growth, reduce costs, and reduce risks. It's time for data to make good on its promise - to inform agencies' data retention decision-making and policy enforcement so their most important asset doesn't also become their biggest, costliest burden. It's time that state and local government organizations learn "when to say when." It's time for Veritas.

For more information, please visit www.veritas.com/solution/government