DATA MAPPING MADE EASIER
Lessons Learned

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Boise Valley ARMA I March 24, 2020
Failure is simply the opportunity to begin again, this time more intelligently.

- Henry Ford
Lessons Learned

1. Begin with the End
2. Design with Purpose
3. Trust and Confirm
4. Keep Content Relevant
5. Technology Limitations
Lesson 1: Begin with the End in Mind
What Purpose Will the Data Map Serve?

**Records Management**
Focuses on “records” and what, where, and when.

**Data Privacy**
Focuses on personal data and what, where, who, how, and the flow of that information.

**Discovery**
Focus is on electronically stored information (ESI), the repository, and legal hold capabilities.

**IT**
Focuses on applications and inventory.
Define Your “Success Story”

Records Management
Categorize records held and support defensible disposition practices.

Data Privacy
Support compliance with evolving privacy and security requirements.

eDiscovery
Effectively implement legal holds and demonstrate sufficiency of discovery disclosures.

IT
Identify redundancies and eliminate.
Lesson 2: Design with Purpose
Good design begins with honesty, asks tough questions, comes from collaboration and from trusting your intuition.

- Freeman Thomas, Automobile and Industrial Designer
Design | 4 Stages

- Establish Framework
- Determine Time Constraints
- Identify Resources
- Set Project Scope
Common Data Elements

Records
- Business Function/Process
- Record
- Retention
- Business Owner
- Storage Location
- Format

Data Privacy
- Personal Data Collected
- Collection Point
- Recipients
- Cross Border Transfer
- Security/Safeguards
- Storage Location

eDiscovery
- Application/Data Store
- Data Collected
- Security
- Search Capabilities
- Size
- Business/IT Owner

IT
- Application/System
- Vendor
- Business Process Supported
- Use
- Location
- Business/IT Owner
The First Step is the Most Important

It's about reasonableness, not perfection
Lesson 3: Trust and Confirm
Use a Multilayered Approach

- Surveys: Pros and Cons
- Interviews: How many? Who do you target?
- Existing Documentation: What documents are relevant?
- Technology: TARs Accuracy
Start with a Test
Implement | Refine | Deploy
Lesson 4: Keep Content Relevant
Maintain Evergreen

- The value of the data map is directly connected to its currency.
- Technology is evolving rapidly and you need to implement process for updates.
Lesson 5: Technology Has Limitations
Questions:

1. What problem are you trying to solve with the technology?
2. What requirements will the technology need to meet?
Parting Thoughts
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