



DATA MAPPING MADE EAS(IER)

Lessons Learned

**Soo Y Kang | General Counsel & VP of Consulting | Zasio Enterprises, Inc.
Boise Valley ARMA | March 24, 2020**



Failure is simply the opportunity to begin again, this time more intelligently.

- Henry Ford

A hand holding a map in front of a road and trees. The background is a blurred outdoor scene with a road, green trees, and a blue sky. The text 'Lessons Learned' is overlaid on the left side of the image.

Lessons Learned

1

Begin with the End

2

Design with Purpose

3

Trust and Confirm

4

Keep Content Relevant

5

Technology Limitations



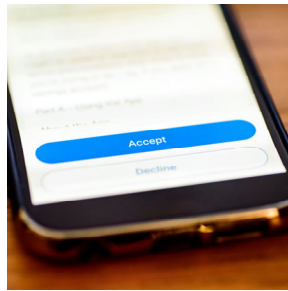
**Lesson 1:
Begin with the End in Mind**

What Purpose Will the Data Map Serve?



Records Management

Focuses on “records” and what, where, and when.



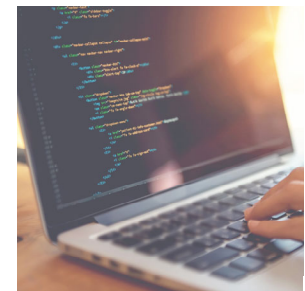
Data Privacy

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

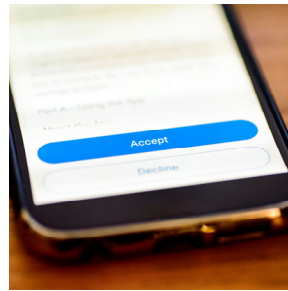
Focuses on applications and inventory.

Define Your “Success Story”



Records Management

Categorize records held and support defensible disposition practices.



Data Privacy

Support compliance with evolving privacy and security requirements.



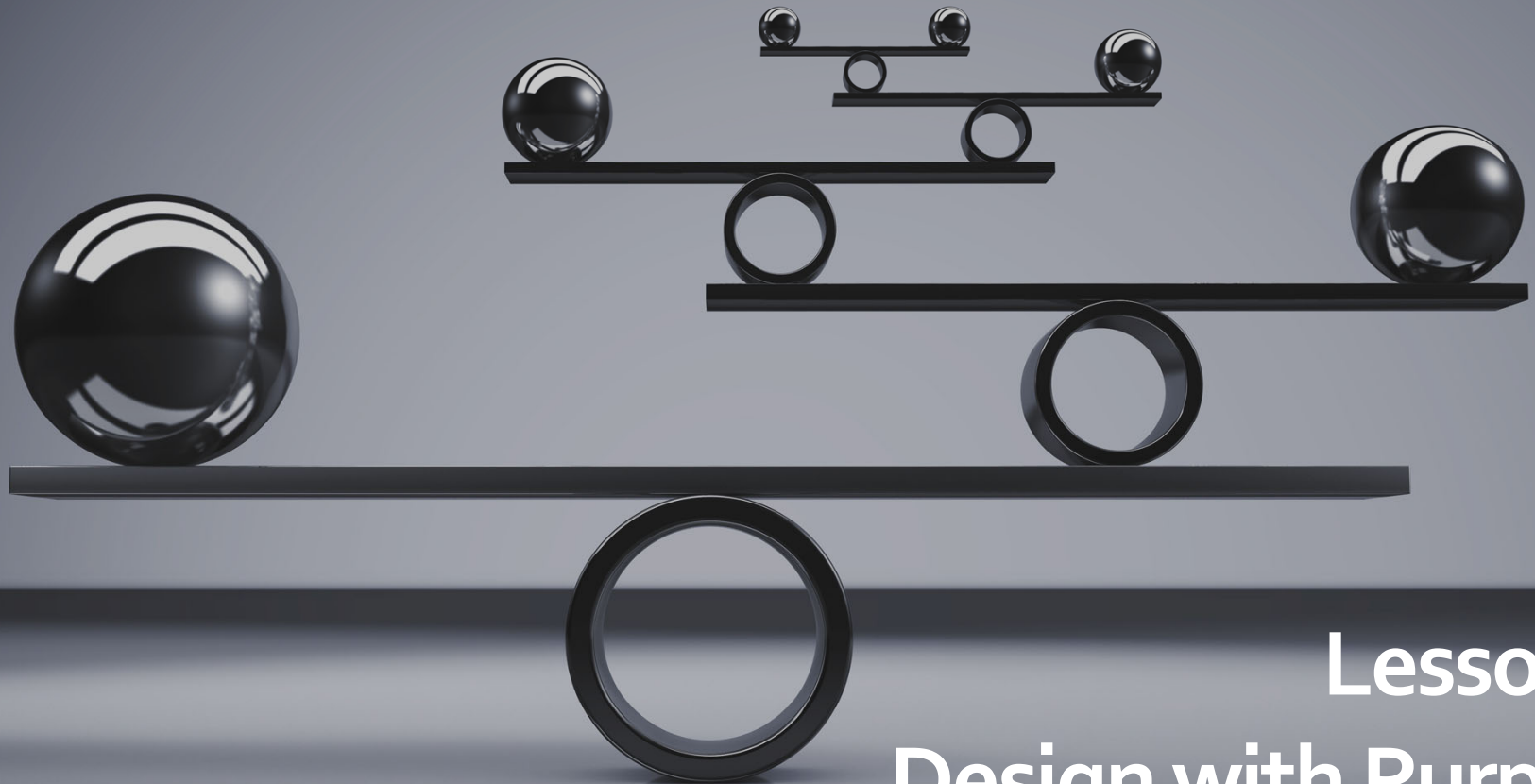
eDiscovery

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

Its about
reasonableness, not
perfection





**Lesson 3:
Trust and Confirm**

Use a Multilayered Approach



Surveys

Pros and Cons



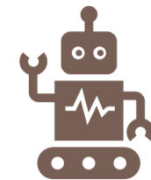
Interviews

How many?
Who do you target?



Existing Documentation

What documents are
relevant?



Technology

TARs
Accuracy



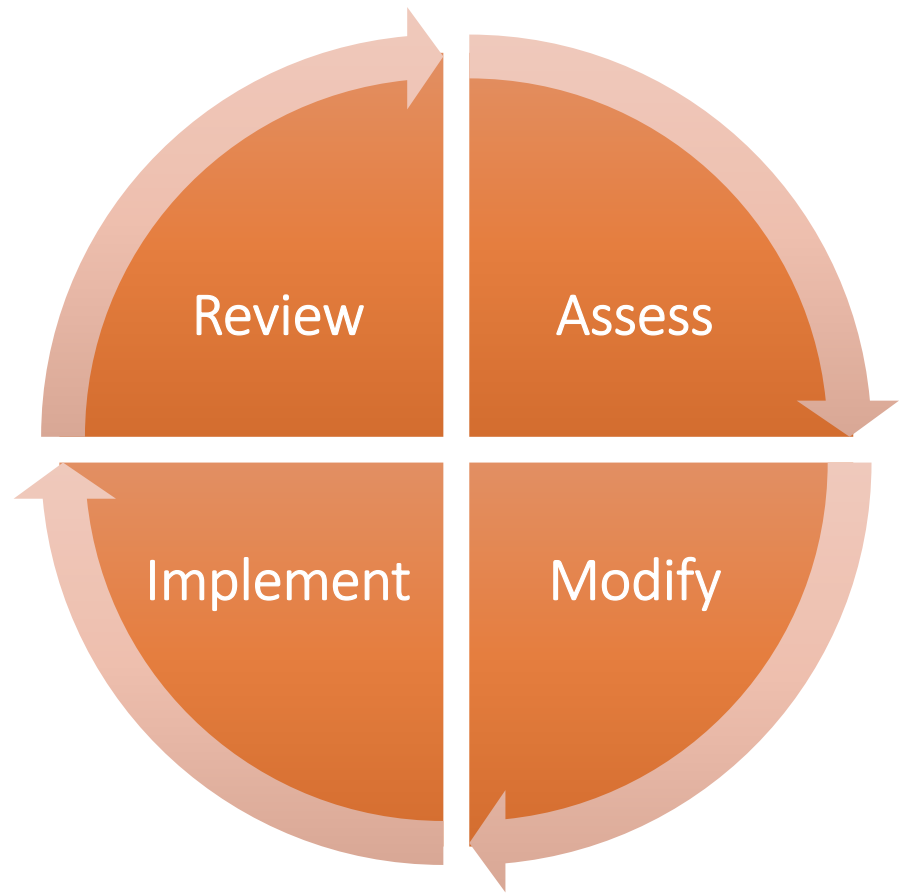
Start with a Test
Implement | Refine | Deploy



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.



A close-up photograph of a chain-link fence. The fence is made of interlocking metal links, and the background is slightly blurred, showing a wooden fence and some greenery. A semi-transparent text box is overlaid on the left side of the image, containing the text "Lesson 5: Technology Has Limitations".

**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

Contact Details



Soo Y. Kang
Zasio Enterprises, Inc.



208.375.8299



soo.kang@zasio.com



<https://www.linkedin.com/in/sookang2/>