A case study in data mapping – Are you ready for a new norm?

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What is a records management data map?
What is the value-add?

— **Records Information Management (RIM)**
  - Policy; record retention; standards; life cycle management

— **Legal**
  - eDiscovery; legal holds; compliance; consistency

— **Privacy**
  - Confidential information; risk; PCI; PII

— **Compliance**
  - Regulatory; industry specific; FINRA, SEC; audits

— **IT security**
  - Cybersecurity; access controls; breach detection
A case study in data mapping – planning

— **Develop RIM program roadmap**
  - Define RIM program objectives
  - Tie RIM program success to understanding where records reside
  - Demonstrate how data map supports RIM program objectives

— **Executive buy-in**
  - Value triggers

— **Identify RIM committee to support**
  - One or more members per department
  - Designated records liaison for project and beyond

— **Educate RIM committee members**
  - What is RIM
  - RIM program charter
  - RIM program roadmap
## A case study in data mapping – execution

<table>
<thead>
<tr>
<th>Step</th>
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<tbody>
<tr>
<td>Define the data elements that are needed in the data map</td>
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<tr>
<td>Develop questionnaire to capture data elements</td>
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<tr>
<td>Administer questionnaire to pilot group</td>
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<tr>
<td>Refine questionnaire</td>
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<tr>
<td>Administer questionnaire to business users</td>
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<tr>
<td>Transform data from questionnaire</td>
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<tr>
<td>Validate and cleanse data</td>
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<tr>
<td>Compile data and populate database</td>
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<tr>
<td>Finalize data map application</td>
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A case study in data mapping – execution

— Questionnaire
A case study in data mapping – execution
A case study in data mapping – execution

— Inconsistency Report
A case study in data mapping - metrics

**Project statistics:**

- Lines of business: 10
- Business units: 70+
- RIM Committee Members: 68
- Business records types: 2,349
- DMQs submitted: 62
- Data elements: 86+
Quick tips and lessons learned

— Define scope of tool up front – be stingy with data elements!
— Choose data collection tool carefully – understand capabilities and limitations
— Consider phased implementation to reduce scope
— Plan for IT support and maintenance of data map
Thank you

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