



The  
**BUSINESS RECORDS MANAGEMENT**  
**BULLETIN**



A Service of **BUSINESS RECORDS MANAGEMENT**

3rd Quarter 2008

## **MEDIA SELECTION: THE CRITICAL FACTORS**

**“Eventually this stuff will have to be migrated, but I guess you knew that.”**

No, maybe they didn't know that. In a 2007 survey of records managers, they were asked if their IT departments knew that many of their organization's electronic records would have to be migrated to meet retention schedule deadlines. Of those responding, 58% said yes, they believed their IT people understood the importance of preservation planning (migrating, refreshing, copying) as it is affected by retention schedules. But 42% said no. Furthermore, another question asked if a respondent's organization had set aside a specific budget for migration, with 83% answering no. (Granted, some organizations will have the cost of migrating rolled into their general operating budgets.)

This 2007 survey was an iteration of a 2005 survey on electronic RM issues. When queried about storage media, magnetic tape was the choice of 55% for backup and 34% for archival in 2007; it was also the leader in 2005. In second place was magnetic disk which moved from 11% in 2005 to 29% in 2007 for backup, and from 11% to 26% for archival. In third place was optical disk, moving from 6% to 18% for backup (an increase of 300%), and from 12% to 23% for archival (an increase of 92%).

External to this survey and despite this galloping increase for optical disk, consider the following. On a listserv for records and information managers, an RM supervisor from a municipality stated that the wording of their city code would be changed to allow for the storage of scanned copies of original paper. Possible wording was “or optical disk imaging system process.” One respondent stated that “optical disk” would be too limiting and was appropriate “for short term records.” Another respondent suggested CDs or DVDs. A third suggested using the phrase “electronic and digital media” and termed optical “relatively unstable.”



The cost of finding and retrieving electronic information matters greatly, even more so when it applies to responding to requests for legal discovery. The cost of discovery is viewed as an uncontrolled business expense, behind ballooning health care. This grim reality is underlined by the fact that 69% to 70% of respondents said they would have difficulty retrieving information from backup or archival storage as needed for a lawsuit. Download the complete survey, *Cohasset ARMA AIIM Electronic Records Management Survey 2007*, at [www.cohasset.com](http://www.cohasset.com).

### **What do you have to consider before doing data migration?**

There are many questions to be asked before migration of legacy data can begin.

- Do you bring all or part of the data?
- Is this data currently being used? If not, is there a real need to migrate it?
- If only certain parts are to be migrated, is this determined by the date it was created, its content, or whether there are

identifying specifics within each entry?

- Once criteria are chosen, can they be extracted from the present database, and can they be imported into the new system?
- What will be the volume of records to be migrated? Will this be a factor in the function of the new system?
- Must data be kept for legal or regulatory reasons, or for a financial history of the organization?
- Will this data be accessible for daily operations while migration is going on?
- If a new system is being purchased, is the cost of the migration included within its price and service contract?

Critical analysis must be made as to the structure of data in the legacy system and its existing code, and the structure within the new system. Also to be investigated are any server processes that are running in relation to this data. A step called field mapping between the source and target may necessitate cleansing of the data to rid it of features incompatible with the new system. After the extracted data is imported into the new system, test samplings must be run and compared to the old data.

All of this is done with the intent of keeping records accessible as technology charges ahead and changes the scenery. It is a difficult decision to make—whether to migrate old records into a technology that is current and working well at this time, or whether to push ahead and migrate to a cutting edge technology that promises years of service in the future. See [www.infotech.net.org](http://www.infotech.net.org) for an overview on migration.

### **How does this mesh with your retention schedules?**

Whatever system you migrate to will have to be one that will accept the retention periods set for digital records just as they are set for paper records. Talk with the end users of records to learn about access requirements from beginning to end to determine when a record goes from active to inactive to deletion/destruction.

In some instances, data may appear on multiple media and all of these should be governed by the same retention schedule. If an electronic record has reached the end of its run and is to be deleted, it is to be deleted everywhere so that it is not available by remote access.

### **Remote access brings its own set of questions.**

The fact that staff in different geographic locations can access data at the home office has changed the way business is done. The fact that an individual can access

his or her bank account and make transactions is part of everyday life. The fact that someone can download an enormous amount of confidential information into a laptop that may get stolen is an unintended consequence of the data-driven times we live in.

Security for media is a critical factor. Encryption has become a necessity. Laws concerning security breaches in data with personal identification can come down hard on the entities owning this data—unless it has been encrypted.

The portability of devices that hold or send data has made them lethal as well as useful. In recent months there have been numerous incidents in which USB flash drives and other handheld instruments have been infected with malware. When the flash drive is inserted into a computer, that instrument and possibly its network become infected. There have been reported cases of hard disks, flash drives, MP3 players, digital picture frames and other devices being infected with malware when they were shipped by the manufacturers. Many companies have set this rule concerning portable devices: If it is not owned and maintained by the company, it is not to be plugged into the company's network.

Public access to online records can have its own pitfalls. In November 2007 the BBC News reported that the online Land Registry covering England and Wales would remove online versions of scanned mortgage deeds and leases. These would now be available only by visiting one of its offices or putting a request in writing. The triggering incident involved a man who had rented a property, then used the website to download the deed and get the property owner's signature. He used this signature to forge a power of attorney and transferred the property into his name. He then took out a sizeable mortgage and disappeared.

### **Speaking of critical factors in selecting media...**

...even Hollywood struggles with this question. In November 2007 the Academy of Motion Picture Arts & Sciences released a white paper from its Science and Technology Council that “describes an industry embracing digital filmmaking without any proven way to store digital information for the long term or retrieve it for later use.” The paper states that the current 2K digital cinema standard is inferior to the quality of 35mm film and that digital storage media have a much shorter lifespan than film. Read the 11-04-07 article at [www.variety.com](http://www.variety.com). Talk with your storage contractor to determine the media that are right for your needs, now and in the future.

## **New Book Provides Organizations with Job Description Guidelines for Records Management**

Well trained, reliable employees play a major role in the success of any organization, especially when they're responsible for managing one of the organization's most important assets: its records and information. Fortunately, finding the right person with the right skills has gotten a whole lot easier.

It starts with the job description, the first step to finding the right candidate. ARMA International's new book, *Job Descriptions for Records and Information Management*, is the perfect place to start.

*Job Descriptions for Records and Information Management* is a guide for hiring managers and human resources departments involved in creating effective job descriptions. It is to be used as a guideline for records and information management (RIM) positions and can be adapted to fit each individual organization's needs.

This new publication contains descriptions that are based on ARMA International's *Records and Information Management Core Competencies*. The RIM core competencies define the skills and knowledge needed to successfully manage an organization's records and information. A combination of these two resources is a sure way to create descriptions that will result in the hiring of excellent information management employees for any organization.

For more information or to purchase *Job Descriptions for Records and Information Management*, visit the ARMA International bookstore at [www.arma.org/bookstore](http://www.arma.org/bookstore).

## **ICA PROVIDES MODULES FOR ELECTRONIC RECORDS MANAGEMENT AND SOFTWARE FUNCTIONALITY**

At their recent quadrennial congress in Kuala Lumpur a joint working group within ICA presented completed modules for the management of electronic records. The modules are available for download from the ICA website at the following URL:  
<http://www.ica.org/en/node/38972>.

The modules are targeted for use by records managers, software designers, standards setting organizations and government entities. The scope of the modules is explained in this excerpt from the introduction:

“A variety of functional specifications for records management software has been developed in the international community. In 2006, the International Council on Archives agreed to develop a harmonized, generic suite of recordkeeping functional requirements for software products based on existing jurisdiction specific specifications, and to do so in a manner consistent with the International Standard on Records Management, ISO 15489. It is hoped that this suite of guidelines and functional requirements will assist jurisdictions that are developing, or looking to adopt, their own functional specifications, as well as inform the update and revision of previously existing standards. The application of this set of functional requirements is not only meant to inform the development of electronic records management software, but also to aid in the incorporation of recordkeeping functionality into generic business information systems software products, as well as specific line-of-business systems. These specifications can also be used by the private sector (for example, multinational corporations) as a stand-alone tool.

The aim of the Principles and Functional Requirements for Records in Electronic Office Environments project is to produce globally harmonized principles and functional requirements for software used to create and manage electronic records in office environments. There currently exist a number of jurisdiction-specific functional requirements and software specifications. The project's objective is to synthesize this existing work into requirements and guidelines to meet the needs of the international archival community and to enable that community to liaise, in a consolidated manner, with the global software industry.

The primary focus of this suite of guidelines and requirements is the creation and management of electronic records. While the modules support the long-term preservation of digital records, processes to achieve this are beyond the scope of the project. It is anticipated that the application of the requirements will be global in nature. Therefore, it is impossible, given the wide juridical range of potential applications, to include detailed implementation guidelines. In addition, as the ultimate testing environment for the basis of these modules is yet to be determined, inclusion of specific software test cases or scripts was deemed beyond the scope of the modules.

“The requirements are aligned with the records management principles in the International Standard on Information and Documentation – Records Management – Part 1 – General, ISO 15489, which sets out the records management requirements that also apply when records are captured and managed within electronic records management systems.

“The reference metadata standard for these requirements is ISO 23081 – 1: 2006, Information and Documentation – Records Management Processes – Metadata for Records, Part 1 – Principles. The high-level metadata element set found in ISO/TS 23081 – 2: 2007, Information and Documentation – Records Management Processes – Metadata for Records, Part 2 – Conceptual and Implementation Issues provides the basis for the requirements.

“The requirements are core, high-level and generic requirements for records. Readers seeking guidance in other areas of software functionality not addressed in this document should refer to other more detailed specifications such as US DoD 5015.2 and MoReq2. Readers should also take account of other relevant jurisdiction-specific standards, statements of requirements and specifications.”

For more information about ICA projects contact the International Council of Archivists at [www.ica.org](http://www.ica.org).

### **53rd Annual ARMA International Conference & Expo**

In exciting Las Vegas, Oct. 20-23, 2008. Attendees from the fields of records management, information technology (IT), legal, health care, government, business, are invited to take advantage of this premier educational event that will take their careers and organizations to the next level in information management.

The conference features more than 80 educational programs presented by experts in the legal, IT, and records and information professions. These visionaries will cover topics such as how to make information management best practices part of your organization and will provide solutions, tools, and ideas for the issues facing businesses today.

Registration for the 53rd Annual Conference & Expo will begin June 2 at:  
[www.arma.org/conference.collecting information](http://www.arma.org/conference.collecting information).

## **Business Records Management Receives Top Industry Certification for Second Straight Year**

JOHNSTOWN, PA - Business Records Management, a leader in records and information management in Pennsylvania, has completed re-certification from the National Association of Information Destruction (NAID).

Business Records Management (BRM) was first recognized for secure document destruction procedures on June 20, 2007, and this re-certification will be valid for an additional year. The AAA-Certification is the highest standard in the industry. It is awarded to companies that adhere to stringent and comprehensive document destruction methods, while meeting security requirements that are designed to protect the privacy and confidentiality of all shredded information.

NAID is an international non-profit trade association for the information destruction industry, and its members are companies involved in providing those services. The organization educates business, industry and government of the importance of destroying discarded information and the value of contract destruction services.

BRM undergoes a yearly audit in order to retain certification. Only security professionals with the Certified Protection Professional accreditation conduct the audits, and the accreditation is issued by the American Society for Industrial Security. The NAID Certification Program establishes standards for a secure destruction process, including such areas as security, employee hiring and screening, operational destruction process, and insurance. BRM is also subjected to surprise audits to maintain the certification.

Business Records Management operates facilities in Johnstown, Pittsburgh and Erie. BRM provides information management services to over 3,000 organizations throughout western Pennsylvania, Ohio, West Virginia and parts of Maryland and New York. BRM services include Document Storage and Management, Secure Document Shredding, Disaster Recovery, Software Escrow, Backup Tape Storage and Rotation, Email Retention, Imaging and Records Management Consulting.

### **Johnstown Shred Day—September 20, 2008**

On Saturday, September 20, Business Records Management held its first Shred Day, in conjunction with NAID's National Shred Day and Forever Broadcasting's Going Green Symposium in Johnstown.

Approximately 125 parties were in attendance, and 54 parties witnessed their shredding (43%).

Shred Day generated 5600 pounds of paper, compressed into three bales.

Local media from WJAC-TV, WKYE-FM, the Tribune-Democrat, and Bedford Gazette promoted the event. Prize drawings were held throughout the day, which were announced live on WJHT-FM.

“An identity is stolen every four seconds,” said BRM president Steven Wright. “Identity theft destroys people’s credit, insurance and Social Security benefits. Because of our extensive document destruction experience and nationally recognized NAID AAA-Certification, BRM is committed to educating the public through special events such as Shred Day.”

According to Robert Johnson, executive director of NAID, “Studies have shown that most identity thieves obtain personal information they use to commit their crime from low-tech sources such as dumpster diving. Law enforcement agencies across the country at all levels strongly recommend that personal information be destroyed before it is discarded. Business Records Management is doing a great public service by providing this service free as a means of promoting secure destruction throughout the year.”

## Employee Profiles



**Elise Shaffer** is the contract administrator at BRM in Pittsburgh. She has been with BRM for about six years. Elise started in 2003 in the Customer Service department before being promoted to Supervisor and then moved into

her current position. Elise enjoys working at BRM and every day is a challenge in that she feels she is always learning something new about the record storage industry. Elise believes the best aspect of working at BRM is the relationships she has built with so many of the clients over the years.

Outside of work, Elise is a wife and mother. She has been married to her husband Don for 10 years and they have two daughters - Madison, 11 ½, and Abigail, 9 ½. Her family likes to go fishing, and Elise believes there is nothing more relaxing than waiting for a fish to grab onto the line. Elise also loves to read; however, between work and her family, she doesn't have much time for that anymore.

Elise does believe, though, that every day we are here on earth is a gift, and that life should be led to its fullest.



**Suzanne Gais** is the receptionist in the Pittsburgh office since September. Her favorite part about BRM is the people she's met at BRM. Suzanne graduated from West Virginia University with a degree in Journalism.

In her free time, Suzanne likes to read and some of her favorite authors include Neil Gaiman, Chuck Palahnuik, and Stephen King. She also likes industrial and hard rock music and enjoys strategy, adventure, and online computer games.

In her free time, Suzanne enjoys spending time with her husband, Steve. Suzanne and her husband also have a pug named Orson, and a cat named Sallie along with a ball python and two fire bellied toads.

### ***Congratulations eNewsletter 3rd Quarter Winners!***

Congratulations to **Darcy Newbold** of the Heinz Family Office and **Megan Williams** of Perkins Eastman Architects PC. They each won a \$50 gas card.

On behalf of everyone at BRM, thanks again and congratulations!

