



The
BUSINESS RECORDS MANAGEMENT
BULLETIN



A Service of **BUSINESS RECORDS MANAGEMENT**

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TEACHING BEST PRACTICES TO YOUR COWORKERS

How do you get best practices into place? Do you have monthly training sessions on records and information management (RIM) procedures? Do you direct your employees to read pages of RIM instructions online or as hard copies? Do you try to uncover the worst practices that may be slowing down or confusing the RIM process in your organization? Does the word **COMPLIANCE** haunt your waking moments like a black-robed judicial specter handing down fines for your mistakes?

One way to start getting best practices into your program is to go through the process called Risk Profiler For Records and Information Management that is offered by ARMA International and NetDiligence (www.arma.org, standards/best practices). This online tool lets you assess your own records management program against the best practices emanating from ISO 15489, the records management standard that is recognized worldwide.

The user-friendly on-screen guide walks you through 90 questions in the following categories:

- Policies and procedures
- Program structure
- Classification plan effectiveness
- Records security and protection
- Active program effectiveness
- Inactive program effectiveness
- Monitoring and training.

After you have completed the questionnaire (and it does not have to be completed within one sitting), you will then receive a report card with your scores for each section and a summary of best practices; a copy of the questions and your answers with comments on best practices; and, as a way to help you improve in each section, a list of resources targeted for each section.



There are a number of documents, policies and procedures that relate to this assessment, and your organization may already have these at hand. These are listed on the ARMA site and should be gathered before starting the process. Also, it is suggested that this not be a solo effort but instead be a team approach with participation from your legal and IT departments. The process is titled Risk Profiler because the intent is to get your RIM program as compliant as it can be in relation to the laws and regulations that govern your field of operation.

Best practices come riding out of the West as well.

Located in Sedona, Arizona, The Sedona Conference is a nonprofit, 501(c)(3) research and education institute dedicated to the advancement of law and policy in the areas of antitrust, complex litigation and intellectual property rights. It is structured into Working Groups that have produced, through peer review, a series of principles, best practices and guidelines in the areas of electronic records, documents and legal discovery. These materials are free and downloadable at www.sedonaconference.org. Under each Work Group's heading, look for Publications to see the various topics being addressed.

The Working Group on Electronic Document Retention

and Production produced in April 2007 a commentary with guidelines for an e-mail retention policy. Some interesting comments came from this Working Group. "We have been struck by the fact that entities of comparable size with similar legal risk and regulatory profiles can and do successfully adopt different retention strategies." "An e-mail retention policy may exist independently of other types of retention policies or it may be part of an umbrella policies [sic] relating to retention of information, sometimes known as 'records' or 'document' management policies."

This commentary assumes a team approach to tackling e-mail retention, and presents four Guidelines for such a team. Number 2 states that there must be a current understanding of e-mail retention policies and practices actually in use within the entity. This directs the team to identify the gaps between existing retention policies and actual practice, and the costs and risks relative to those gaps. Questions arise as to the role of the user in determining how long e-mail is retained. The team should also determine who has access to personal e-mail archives on desktop or laptop. How would a litigation hold be applied to current e mail systems? These are among the questions relative to current practices and policies.

For a full reading of the four Guidelines and related commentary, use the web site above and look for Working Group Number 1.

What are best practices for dealing with employee security issues?

The number one security priority for U. S. companies in 2007 is improving employee user awareness of policies, according to the 10th annual Global Information Security survey conducted by Information Week and consulting firm Accenture. Of the respondents, 37% stated this was their priority (down from 42% in 2006). Simply trying to educate employees about security policies does not keep users from leaking customer information in e-mails, instant messages and peer-to-peer networks.

Aside from that, most users don't know how to protect their system from sophisticated hackers who exploit their system. Mark Loveless, a consultant in computer security, recounted the story of a company that sent employees to a large software conference. Some were given loaner laptops so they could work at the show. However, several of these laptops did not have security upgrades and when their users plugged into public IP addresses, hacker attacks began immediately, forcing Loveless and his crew to install a firewall.

So what is a good practice to deal with such an episode? Loveless says to teach users how to write good passwords and to protect them. Then focus on safe use of e-mail attachments. For more statistics from this survey, go to www.informationweek.com and look for the July 16, 2007 article by Larry Greenemeier titled "The Threat Within: Employees Pose the Biggest Security Risk."

To learn about sources of best practices for your RIM program, consult your storage contractor for helpful information.

Organizational Excellence in Records and Information Management Recognized

The ARMA International Cobalt Award Organizations today are faced with changing regulations, threats to their data and security and to their client's privacy. In order to be competitive, compliant, and ready for litigation and all the challenges businesses face today it is critical that organizations understand the importance of managing that records and information play as strategic assets.

ARMA International is excited to announce the unveiling of the ARMA International Cobalt Award at this year's Annual Conference and Expo. The award is designed to recognize organizations that have achieved excellence in records and information management enterprise-wide.

Excellence in records and information management is demonstrated by consistent policies, procedures and practices, by financial impact, management accountability, a company culture that recognizes the impact of managing information well and more.

When an organization's actions reflect that they understand and demonstrate the importance of enterprise wide adoption of proper records and information management procedures and realize it begins at the desk top, it is then that they have reached excellence.

To find out if your organization is excellent visit www.rimexcellence.com for all of the information and to apply for The ARMA International Cobalt Award!

ARMA International Unveils Records Management Core Competencies

ARMA International is pleased to announce the availability of the long-awaited RIM Core Competencies. The release of the publication was announced at a special session during the ARMA International 52nd Annual Conference & Expo in Baltimore, Oct. 7.

The publication details the core competencies that records and information management professionals need to be a success at the various stages in their career. These competencies will enable individuals to identify gaps in their current skills and knowledge so they know where they need more development. They also will be useful to managers and human resources professionals in defining descriptions for existing and new records and information management-related positions.

The Core Competencies create a common bond of understanding and a common language for performance requirements. This document is a valuable tool for anyone working in the information management field. A download of the publication is available on ARMA International's website at www.arma.org/competencies. A print version will be available for purchase in the ARMA International Bookstore) by Nov. 15. The release of the core competencies is the result of a two-year development process that included the input of a 12-member writing team, 40 RIM subject matter experts who created the draft, 300 subject matter experts who validated the competencies.

Digital Documents: Business Assets – or Risk?

New Book Shows How to Manage Documents for Maximum Benefit

Most business documents today are “born” digital – and they include far more than conventional word processing files and spreadsheets. Organizations have to consider how to manage e-mail, text messages, instant messages and more. In addition, today's business environment often demands that organizations convert paper documents to digital format so they can be economically stored and quickly accessed, sometimes by multiple, concurrent and remote users.

Digital documents can provide a significant business advantage, or they can be disastrous depending on how they are created, indexed, stored and retrieved. Digital

Document Management by industry expert William Saffady is the essential resource for those who need an introduction to digital document management and those who are responsible for implementing or maintaining a document management system. It covers the most important aspects of digital document technology, implementation and applications, including:

- Technologies and methods for creating digital documents
- Document indexing and data entry concepts and methods
- Storage requirements, file formats, devices and media for digital documents
- Common digital document issues, complications and concerns

Complete with a step-by-step worksheet-based method for calculating implementation costs for records management applications and model request for proposal, this book provides the tools needed to manage digital documents for their maximum business advantage.

For more information or to purchase Digital Document Management, visit the ARMA International Bookstore at: www.arma.org/bookstore.

BRM receives NAID Certification

Over the past several months, Business Records Management (BRM) locations in Johnstown and Erie have received AAA certification from the National Association for Information Destruction (NAID) for secure document destruction procedures. In Erie, BRM is the first and only information management company to be so certified.

The AAA NAID certification is the highest level of certification in the shredding 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.

Both locations underwent lengthy audits prior to being awarded the certification, and are required to subject themselves to annual security audits and occasional surprise audits in the future to maintain the certification. The NAID Certification Program establishes standards for secure destruction processes, including such areas as facility and vehicle security, employee hiring and screening, operational destruction process and insurance. At BRM, the same employees who face NAID scrutiny also control the

company's other services, including records storage and management, backup tape storage and email archiving.

"Identity theft is the fastest-growing crime in the country, and the security of company records is one of the top critical issues that businesses face," said BRM president Steven Wright. "Our clients have always known that their information is in good hands whether it's being stored or destroyed, and this certification provides them with an added assurance."

NAID is an international watchdog organization for the information destruction industry. The association enforces the ethical standards and high security of companies that provide destruction services, and educates business, industry and government of the importance of destroying discarded information.

"Many companies offer information destruction services, and that number grows constantly. The reality is that the security and stability of these companies varies considerably," said NAID Executive Director Robert Johnson. "Some firms have less than acceptable security. In a few instances, we have discovered companies that misrepresent their capabilities."



Only NAID certified service providers bear this logo.

To verify that a firm is NAID Certified, visit: www.naidonline.org/certified

Employee Profiles



Tracy Kaib joined BRM in June 2004 as the Executive Assistant to BRM's President, Steven B. Wright. Her roles include supporting Steven in all endeavors and pulling all the strings together, both inside and outside of BRM, but she doesn't limit herself to

those activities. She enjoys working with people and has been pleased to contribute to the continued success of BRM and its president.

Tracy was born in Pittsburgh, PA but raised in Marietta, GA. Outside of the office, she enjoys spending her time with her daughter, Abby, and her significant other, Guy. She enjoys life to its fullest and loves country music, camping, traveling, helping others and Christmas. Tracy feels that her biggest accomplishment is her daughter.



John Pudliner has been a member of the BRM team since 2005, and has been in the industry since 1999 with Stonycreek Shredding and Storage. John is the Operations Manager at the Johnstown facility, and he organizes, plans, staffs, executes, and approves all activities for that

location. Under his direction, BRM achieved AAA NAID certification in June 2007.

John enjoys being part of the growth that has taken place in this industry. His favorite part of working for BRM is to be responsible for offering services to the Central Pennsylvania business community that had not been previously available.

In his spare time, John enjoys spending time with his wife and two children, hunting, fishing and cutting fire wood. He really loves the outdoors.

Congratulations eNewsletter 4th Quarter Winners

Congratulations to **Ms. Sharon Rosati** of Ericsson, and **Mr. John Walter** of Innovative Systems. They both received a \$50 retail gift card.

On behalf of everyone at BRM, thanks again and we hope you have a great time shopping!



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