

---

---

# INDUSTRY NEWS

AUGUSTA  
DATA  
STORAGE

---

---

A Service of Augusta Data Storage, Inc.

4th Quarter 2010

## TO DIGITIZE OR NOT TO DIGITIZE

There has been talk of paperless offices for several decades, only to see paper use continue to grow each year. Recent trending indicates that a growing number of documents are "born digital" and remain in that form throughout their useful life. E-mail is just one of many examples of these types of digital records. What is less clear to some records and information managers are whether documents that are already created as paper documents should be converted to digital format.

### MORE TO DIGITIZING THAN MEETS THE EYE

When some people think of digitizing, they tend to oversimplify the process. Because the intent of most conversion activities is to eliminate the original medium, (usually paper or film), there are substantial steps related to quality control that must be followed carefully. Otherwise, digital images may not be legible or may not be captured at all. In addition, care must be taken to ensure that any documents can be retrieved. This involves indexing and capturing metadata. The National Archives and Records Administration is engaged in a major conversion of documents contained in the archive so that they can be placed in the online catalog for easier access by researchers and the public. They provide the same cautions in describing the conversion process.

"For the purposes of this document, "digitizing" should be understood not just as the act of scanning an analog document into digital form, but as a series of activities that results in a digital copy being made available to end users via the Internet or other means for a sustained length of time. The activities include:

- Document identification and selection
- Document preparation (including preservation, access review and screening, locating, pulling, and refile)
- Basic descriptive and technical metadata collection sufficient to allow retrieval and management of the digital copies and to provide basic contextual information for the user



- Digital conversion
- Quality control of digital copies and metadata
- Providing public access to the material via online delivery of reliable and authentic copies
- Providing online ordering for reproduction services at quality or quantities beyond the capacity of an end user
- Maintenance of digital copies and metadata".

It should also be understood that the conversion costs related to digital information do not stop at the moment the capture process is complete. There are recurring costs related to server power, cooling and maintenance. Media and format refreshment and periodic migration of data related to operating system, software, media type and hardware. Again, NARA's project document illustrates this, in part, by holding out digitizing as an example of conversion in order to preserve information on more fragile or outdated media types.

"We continually reformat at-risk archival materials so that they may continue to be used by the public. A paper document may become so fragile that we need to create a copy for public access; or, a video recording made in an outdated format, such as Betamax, must be transferred to a modern format that can be viewed on current equipment. As supplies of traditional analog reformatting media diminish due to market forces,

digitization is becoming a key activity in NARA's preservation reformatting strategy. We are in the process of adopting a digital workflow for preservation reformatting which will yield tremendous access opportunities as well. NARA commits to leveraging the work done to convert these materials by making them available online to users."

### **JUSTIFYING THE COSTS OF DIGITIZING**

The cost of digitizing paper records can be substantial. According to one study by the City of New York records management department, imaging conversion projects for archival paper records took 16 years to break even in the most optimistic scenario and in the most pessimistic scenario would not ever break even. This kind of financial investment must, therefore, be carefully considered prior to launching a project that may have very low or nonexistent return on investment to the organization.

What about preservation as a justification? Many manufacturers cannot produce sufficient test data to establish high confidence in any digital preservation medium for permanent records retention. Media types are simply too unstable at this time, or there has not been sufficient time to do thorough testing. In the example used above, the National Archives and Records administration to facilitate both preservation and expanded access. Because they are a national archive, NARA's preservation timelines are either very long or permanent. This puts them in a different category than most organizations that are preserving records for a more limited period. In cases where records may be damaged (by mold, vinegar syndrome in x-rays, etc.) digitizing to facilitate preservation would be a very good strategy.

Equally good would be selective digitization of vital records as a part of a program of protection through redundancy. In this scenario the original records would be retained but a digital copy would also be created and stored at a different location, such as in a media vault maintained by your information management vendor. This places a copy of the material outside the hands of potential saboteurs. A similar strategy has been employed by some archives using a method known as hybrid capture. In this type of approach information was captured as both a digital file for work use and also as a film image for permanent retention. Some of the most important drivers of digital conversion today are to facilitate frequent retrieval of archival information, improve workflow in the organization, or facilitate distributed sharing of documents across the enterprise.

### **FREQUENT RETRIEVAL**

If there is only one copy of a document in archival storage, the document must be transported to you in some way: physically delivered, sent via fax, or scanned when requested (called scan on demand) and e-mailed. Some types of archival information may be

retrieved frequently. If this is the case then the costs of physical delivery or labor costs to pull and fax documents will increase to the point where digital conversion costs may be completely justified. The types of documents involved will vary widely by organization; working with your records and information management vendor to identify some of these types of documents may help reduce overall retrieval costs while improving operational efficiency.

### **SEARCH ENHANCEMENT**

As Google™ has clearly demonstrated, the ability to search information quickly can help enhance productivity and improve workflow within an organization. According to Network World, "Butler Group, a London-based IT research and analysis organization, this week released a report titled 'Enterprise Search and Retrieval,' which concludes that 'ineffective search and discovery strategies are hampering business competitiveness, impairing service delivery and putting companies at risk.' Specifically, the research firm contends that as much as 10% of a company's salary costs is 'frittered away' as employees scramble to find adequate and accurate information to perform their overall jobs and complete assigned tasks." There are many other studies that have been mentioned online; all of them identify a percentage of employee hours wasted looking for information.

Labor is the most significant cost item for most organizations. If there is an identified problem with time wasted in searches for archival information, overall productivity may improve when information is digitized. A cost comparison of labor savings versus the cost of digitizing could make a digital conversion pay dividends to the organization.

### **ENTERPRISE USE**

One of the most obvious reasons for digitizing information is to make it accessible to multiple persons in different locations at the same time. If there is a need to use archival information across the enterprise then this is clearly a circumstance where the business imperatives of the company far outweigh the costs of conversion.

### **CONCLUSION**

Conversion from physical copies of archival records to digital copies is an expensive process that is not likely to return the investment for many years, if ever. However, there are certain business needs that may be more important than the costs of conversion. Being able to distribute information across the enterprise, protection by redundancy, enhanced search capability, frequency of retrieval, and conversion to a digital medium to preserve fragile or obsolete media types are all good reasons to consider an imaging conversion program.

## 2010 Emmett Leahy Award Recipient Announced

The Emmett Leahy Award Committee is pleased to announce that Adrian Cunningham of the National Archives of Australia received the 40th Emmett Leahy Award for Outstanding Contributions to the Information and Records Management Profession at the Awards Dinner at the Annual Convention of the Records Management Association of Australasia (RMAA).

Named after Emmett J. Leahy, the Emmett Leahy Award is presented annually to recognize an individual whose contributions and outstanding accomplishments have had a significant impact on the records and information management profession. It is differentiated from other awards in the following ways:

- \* Membership in a professional organization such as ARMA, the SAA, AIIM, RMAA, or the ICA, among others, is meritorious but it is not a threshold requirement.
- \* Demonstration of service to a profession also is meritorious but it is not a differentiating requirement.
- \* Authorship of professional and presentations is commendable but it is not a threshold requirement.
- \* Original contributions that fundamentally moved the information and records management discipline in a direction that it might not otherwise have gone is a threshold requirement.

The Emmett Leahy Award Committee selected Adrian Cunningham as the 40th recipient of the Emmett Leahy Award because of his leadership efforts in both the National Archives of Australia and the International Council on Archives to promote collaboration and innovation have resulted in the development of world leading strategies, frameworks, standards, tools and guidelines for electronic records and information management. These initiatives have resulted in improved integration with and value to business systems and processes. The guidelines and practices have been adopted in many organizations globally and internationally recognized because of the value they bring to record keeping practice in both the public and private sectors.

His leadership and initiative led to the development of the ICA's Principles and Functional Requirements for Records in Electronic Environments – ICA-Req. The

basic requirements are being further expanded for use through guidance and training materials that are being developed through a joint initiative of the ICA Section on Archival Education and Training, the International Records Management Trust and 9 participating ICA-member countries. As a result of this initiative, good recordkeeping has been cited as a regional priority. Funded by AusAID, eleven records management guidelines have been developed together with introductory and promotional materials. While focused on PARBICA, these works will be transferrable into other geographic areas.

In addition Adrian Cunningham has participated on international standards development committees, university advisory board and most recently management the development of PARBICA's Recordkeeping for Good Governance Toolkit. He has written numerous articles that have been translated and published internationally. In addition to his full-time work, and participation on various international committees, he has written numerous articles that have been translated and published internationally. Furthermore, he has shared his knowledge and experience to the international community through seminars presented in over 17 countries for both English and non-English speaking audiences.

### **About the Emmett Leahy Award**

The Emmett Leahy Award is the highest award for individual accomplishment in the records and information management profession. Given in honor of Emmett Leahy, the renowned and legendary pioneer of information and records management, the award annually recognizes an individual whose contributions and outstanding accomplishments have had a major impact on the records and information management profession. Selection of the award recipient is made by the Emmett Leahy Award Committee that is composed of the past ten recipients of this prestigious award. Past recipients have included users, educators, archivists, records managers, and consultants - both within North America and internationally. The expenses of the Emmett Leahy Award Committee are underwritten by the Huron Consulting Group as part of its commitment to the promotion and celebration of excellence in records management.

The Emmett Leahy Award Committee is an independent entity and is not affiliated with any professional organization or association. The selection of the annual Emmett Award recipient is the exclusive responsibility of the Emmett Leahy Award Committee.

For more information visit  
<http://www.emmettleahyaward.org>

## National Archives and Records Administration Releases Federal Web 2.0 Use Study

Washington, DC...Have government agencies embraced new social media? The National Archives and Records Administration (NARA) shares the answer in its new study: A Report on Federal Web 2.0 Use and Record Value.

The report is online [<http://www.archives.gov/records-mgmt/resources/web2.0-use.pdf>]

The report explores how Federal agencies are using web 2.0 tools to create and share information. Tools examined include internal and external blogs, wikis, social networking, and other collaborative web-based technologies.

Archivist of the United States David S. Ferriero, a blogger and Tweeter himself, stressed the importance of such virtual outreach: "Social media and other web 2.0 tools are key aspects in furthering transparency and open government and through this study NARA provides a foundation for understanding and addressing the records management challenges these tools present."

Six Federal agencies were assessed on their use of and policies regarding web 2.0 tools. Representatives from an additional 19 Federal agencies participated in a focus group session.

The study concludes that based upon function and use, records created should continue to be appraised based upon business, evidential, informational, and contextual values.

Study recommendations include clarifying the statutory definition of a Federal record, addressing transfer requirements for permanent web 2.0 records into NARA's holdings, mitigating public expectations of content longevity, and integrating records management into agency social media policy.

For further information and discussion about the report, see NARA's National Records Management Program Blog, Records Express [<http://blogs.archives.gov/records-express/>].

## ARMA International Web Seminar

**Title:** Developing MoReq2010 – an ERMS Specification for Diverse Industries and Applications

**Level:** 3-4

**Domain:** Technology

**Viewing Period:** Today – Tuesday, December 3, 2010

**Facilitator:** Jon Garde – Author of MoReq 2010

### Description:

In 2001, MoReq (Model Requirements for the Management of Electronic Records) was the first functional specification for electronic records management that applied equally to the private and public sectors. MoReq2, the 2008 upgrade, introduced testing and certification for compliant solutions.

The MoReq 2010 project is an innovative refactoring of the MoReq specification by the DLM Forum. Its goal is to provide a flexible and modular architecture underlying MoReq so that it addresses diverse industry sector requirements and application compliance requirements. Although developed in Europe, MoReq is widely used internationally.

### Specifically, this web seminar provides information on:

1. MoReq2010 and its objectives
2. Outcomes of the Phase 1 consultation
3. The architecture of the draft specification
4. Interesting and significant functional requirements
5. Supplier and product testing and certification
6. Future developments
7. How you can participate in the final public consultation process

### Learning Objectives:

Upon completion of this web seminar, participants will be able to:

- Describe the wider applicability of MoReq and how it compares to other industry standards
- Explain how MoReq2010 is being positioned to address industry sector requirements, growing regulatory requirements, and ever-changing corporate IT architectures
- Describe MoReq2010's unique modular architecture and how it can be used to specify a corporate EDRMS without the need for customisation
- Describe the value of compliant solutions and how to check that they are properly tested and certified
- List where to go for more information and training on MoReq2010
- Describe how to take part in the development of the final version of MoReq2010

<https://www.arma.org/eweb/DynamicPage.aspx?webcod=ARMAISeminarCurrent>



**Augusta Data Storage, Inc.**  
3122 Mike Padgett Hwy.  
Augusta, GA 30906  
706-793-0186  
888.299.0186