

The Shift in Information Control

E-Discovery of Information in the Cloud and on Mobile Devices

**More devices. More applications.
More content. More third-party control.**

A mid-2011 IDC iView study, "Extracting Value from Chaos," predicted that the amount of information created and replicated in 2011 would surpass 1.8 zettabytes (1.8 trillion gigabytes) – having grown by a factor of nine in just five years. It also estimated that by 2015, nearly 20% of the information will be "touched" by cloud computing services – meaning that somewhere in a byte's journey from originator to disposal, it will be stored or processed in a cloud.

This rapidly increasing use of web-based services, as well as the rising use of mobile technologies, is an added strain for organizations already struggling to manage these exploding volumes of information and respond to litigation. How can they apply e-discovery processes to information that is beyond their immediate control?

This issue of **Hot Topic** will describe strategies for managing corporate information that is created and/or stored using cloud-based services (e.g., social media and Google mail) and mobile devices (e.g., iPads, PDAs, and laptops).

It will feature three articles, representing the records and information management (RIM), information technology (IT), and legal perspectives, and providing strategies for managing the organization's ability to:

- Implement legal holds
- Locate relevant information
- Retrieve the information
- Prove the information is authentic
- Maintain chain of custody

- Testify to and discuss how the data was created, stored, and organized, as well as how the legal hold was implemented
- Destroy information at the conclusion of its required retention to limit the volume of information subject to discovery

RIM Perspective

An organization must have a policy in place to address the compliance issues associated with information stored outside of its control. This article will help readers:

- Ensure that mobile devices and cloud computing, for example, are addressed in the organization's enterprise content management strategy
- Develop and implement a records management policy that ensures information outside the organization's immediate control is managed properly multiple locations

IT Perspective

Confidence in the organization's ability to properly secure and adhere to compliance requirements is critical. Knowing what information the organization has and where it can be found is only part of the process. This article will help readers know how to:

- Address e-discovery issues
- Identify and adhere to laws and regulations governing the information that may be posted on social media sites
- Safeguard organizational assets, particularly confidential/proprietary/personally identifiable information
- Enforce the organization's social media policy regarding employees use at work, as well as their postings that mention the organization on personal sites
- Ensure social media content can meet auditing requirements

Legal Perspective

Along with the benefits of storing information outside the organization's confines, there is a multitude of risks that should be addressed. This article will help readers:

- Negotiate third-party service level agreements that ensure all relevant information can be preserved and produced in response to litigation
- Understand third-party systems processes and workflows well enough to properly frame legal hold instructions
- Develop and execute a litigation hold that will prevent destruction or loss of records that are stored on employee-owned devices or with a cloud service provider (e.g., perhaps off-shore and comingled with other customers' data)
- Demonstrate that the organization meets the legal requirements that records under third-party control are authentic, reliable, and have integrity



Hot Topic covers the latest information management topics that are keeping professionals up at night. Topics are addressed from a legal, IT and RIM perspective. This publication is limited to five advertisers per issue so call early to secure your spot!

Format

- 16-24 page, full-color magazine supplement (Trim Size: 8-3/8" x 10-7/8" Bleed size: 8-5/8" x 11-1/8")
- Will include an introduction that provides context for two or three additional articles
- **Hot Topic** Articles will examine different aspect and/or perspectives of the topic.
- Articles will be written by professional writers in the information management and legal industries, including freelance writers, and based on research and interviews.
 - **Hot Topic** advertisers will identify an appropriate spokesperson who can speak to pertinent issues and provide further perspective beneficial to the reader.
 - Content – including advertiser attributions – will be product-neutral.

Distribution

- Print distribution: 12,000 distributed as a special section inside *Information Management* magazine and 6,000 copies of the standalone publication to be distributed as follows:
- ARMA International Annual Conference & Expo, including all attendee bags, in onsite bookstore, at ARMA International booth, in press room, at advertisers' booths (est. 3,000)
- ARMA Central booth at other shows where ARMA International exhibits (e.g., Legal Tech, AIIM Expo, MER) (est. 1,000)
- A variety of other outlets: ARMA International chapters, new member packets, bookstore customers (est. 2,000)
- Electronic distribution: 5,000 push to ARMA International customers, plus offered as a free download from ARMA International website

Extras

- Advertisers will receive 100 copies of the publication. Additional copies are available for purchase for \$.60 each.
- Advertisers will be provided a web link for their website to the publication on the ARMA International website.
- Advertisers will be provided a 300 x 600 pixel banner on the ARMA International online version of *Information Management* magazine.

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Deadlines

Ad space: March 28, 2012

Materials: April 11, 2012

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