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3 REASONS WHY THE C SUITE MUST FOCUS ON DIGITAL PRESERVATION

Archived files don't offer long-term readability value, nor will they likely meet compliance or regulatory scrutiny over the long-term. There's more at stake.

Managing long-term digital records effectively is a critical challenge for businesses today. Ensuring that regulatory, brand, legal and other essential business information remains accessible and usable is not just about organizational efficiency—it's a cornerstone of compliance and preserving institutional memory. Yet, the sheer volume of data, coupled with the rapid evolution of technology, poses significant hurdles. Outdated systems and inadequate archiving practices can leave valuable information vulnerable to security risks and obsolescence, jeopardizing its accessibility and value.



Many organizations still depend on separate, IT-administered archiving solutions that involve manual processes and offer limited search capabilities. This approach is no longer sufficient in today's digital landscape.

There is a shift towards embedded Digital Preservation archiving—a proactive approach to maintaining long-term records in reliable formats for generations to come. This technology not only ensures data accessibility and reduces the risk of format obsolescence but also facilitates compliance with regulations and supports timely responses to Freedom of Information Act (FOIA) requests.

Preservica's CEO, Mike Quinn, and Chief Product Officer, Stuart Reed, recently participated in a webcast hosted by Redmond Magazine. They discussed the crucial differences between digital archiving and Digital Preservation, emphasizing why the C-suite should prioritize Digital Preservation as a

strategic imperative for ensuring long-term success and resilience in information management practices.

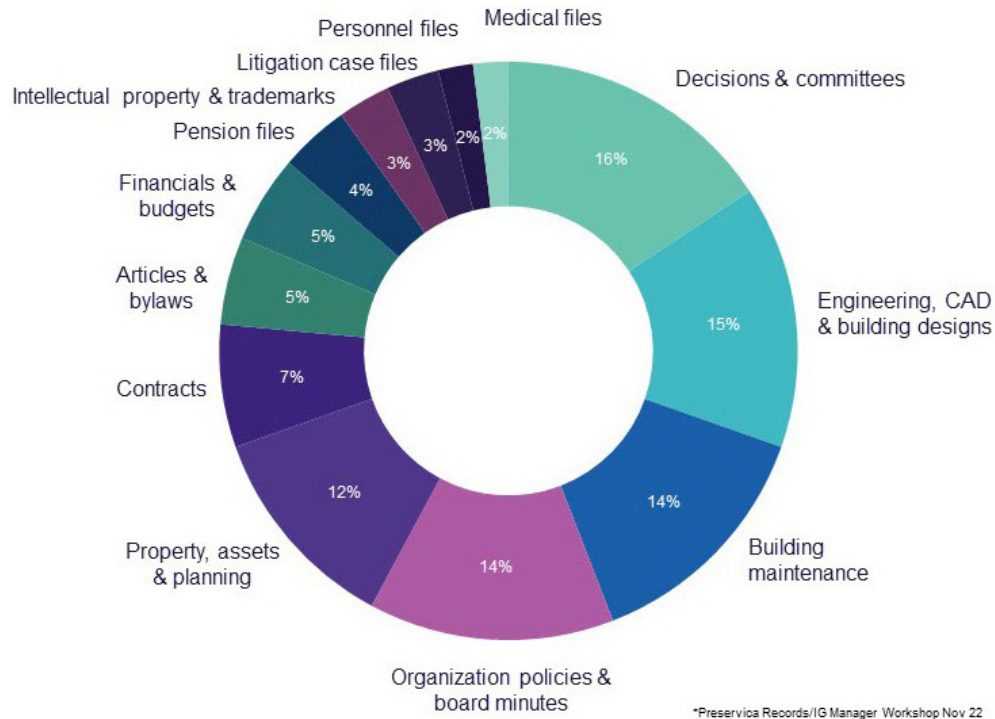
DIGITAL ARCHIVING VS. DIGITAL PRESERVATION: WHAT'S THE DIFFERENCE?

Long-term and permanent digital records are no longer limited to traditional business document types but now cover multiple media types and formats. They may be maintained to ensure legal or regulatory compliance, or they may be operational records of enduring corporate value, such as assets related to product innovations. Much of that content falls under regulations that spell out how they must be preserved, and for how long, regardless of their original formats or the media types in which they were created, Quinn said.

Archiving those records or files may store bits of information about them, but they're generally only

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WHAT'S IN OUR LONG-TERM AND PERMANENT DIGITAL RECORDS?



valuable for a shorter amount of time, and don't ensure future users will be able to make sense of the information as it was originally presented or created.

On the other hand, digital preservation ensures long-term use because it overcomes the challenge of "digital obsolescence," Quinn said: "It maintains the integrity of a complete digital asset, no matter the media type."

Digitally preserved content will always be found, read and used instantly, for decades to come.

THREE REASONS WHY DIGITAL RECORDS NOW TOP OF MIND IN THE C SUITE

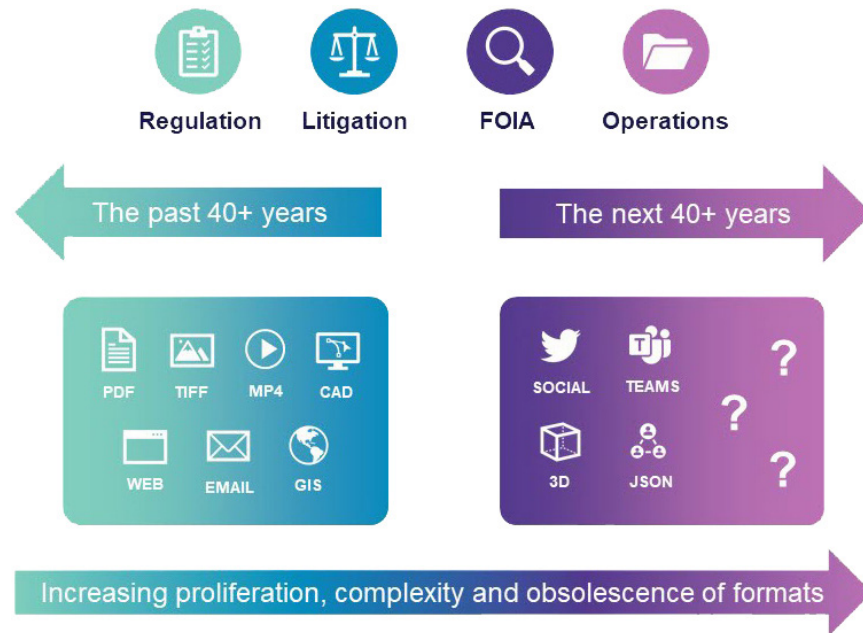
1. COMPLIANCE BEARING DOWN

General Data Protection Regulation (GDPR), the Digital Operation Resilience Act (DORA) represent only two of the many regulations companies must adhere to when working with consumer data and IT. As new data and information comes online – 2 billion

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– MIKE QUINN, CEO, PRESERVICA

LONG-TERM DIGITAL RECORDS: A COMPLIANCE RISK



documents are created globally, every day, and stored within Microsoft 365 — managing it all while maintaining increasingly complex compliance mandates presents an awesome challenge.

The concept of “digital fragility” complicates the digital content preservation challenge. “It’s the ticking time bomb of the last 40 years of digital systems and the advent of computing. We’re sitting on content that is already in unreadable formats, and now we’re facing the proliferation of new digital content types, with even more complexity,” Quinn said.

2. LEGACY SYSTEMS PRESENT COSTLY CHALLENGES

As entities decommission the old systems on which the earliest digital content was created and maintained, and migrate to new ones, in many cases those legacy systems are often kept going simply to keep old content alive.

“Up to 70% of a CIO’s budget could be tied up in maintaining legacy systems,” Quinn said, “because that content would be unusable and unreadable in modern systems. That’s a huge investment, just to

keep the lights on because you need content from decades ago.”

Beyond the money, the security risks when patches are no longer available, the energy required to keep it all running and the scarcity of IT resources qualified or knowledgeable enough to work on it, all exacerbate legacy system challenges, Reed said.

3. AI/ML REQUIRES RECORDS AND DATA

Perhaps the most pressing reason digital preservation has risen to the top of the C-level agenda is the opportunity to apply AI/ML technologies and capabilities to long-term information for competitive advantage, or “generate new content or to aid with product innovation, or customer service, or citizen service, in very clever ways,” Quinn said.

He added that as organizations rely on their long-term data within those new constructs, ensuring the old content’s trustworthiness is paramount. Not only must the long-term digital information be found, but it also must be properly secured, accurate and immutable.

PRESERVE CONTENT WHERE IT LIVES

“Microsoft 365 is now ubiquitous. It’s the go-to manager for all manner of documents and content types, and it’s growing,” Reed said.

While teams may — smartly — look to consolidate all data and information into an easily accessible and manageable centralized workspace, “they may quickly surpass SharePoint’s storage quota, in turn causing upgrade costs and the need to stand up additional sites (decentralized SharePoint sprawl),” Reed said.

Embedding preservation workflows using tools like Preservica’s Preserve365 allows teams to automate and simplify long-term and permanent records with Microsoft retention labels. Users can apply retention and preservation rules automatically when working in Microsoft Purview, or manually when using SharePoint. Whenever a file is archived and preserved, it will be retained for as long as required, ensuring that a secure, trusted and readable version will always be available, Reed said.

Setting policy and governance or retention labels within documents, folders, databases and libraries as they’re created in Microsoft workspaces minimizes many of the risks traditionally associated with manual document transfers. It also ensures that documents

and other content types can be moved securely or deleted as directed, at scale. Dynamic reviews aligned to an organization’s digital preservation policies can be applied continuously to millions of assets, identifying file or format changes and removing obsolescence issues. Group permissions and access settings can be applied to key stakeholders or other designated teams responsible for records management, directly from the Microsoft 365 admin center. Because Preserve365 also maintains an index of records or documents as they’re created, “content will remain easily searchable and readable within SharePoint even after it is permanently moved elsewhere,” Reed said.

Those capabilities solve some of the most common challenges of digital records management and governance, Reed said: “There’s no different interface, there isn’t somewhere else that the user needs to go. It’s seamless.”

To learn more about Preservica’s digital preservation software, visit preservica.com/preserve365-for-it-leaders.

