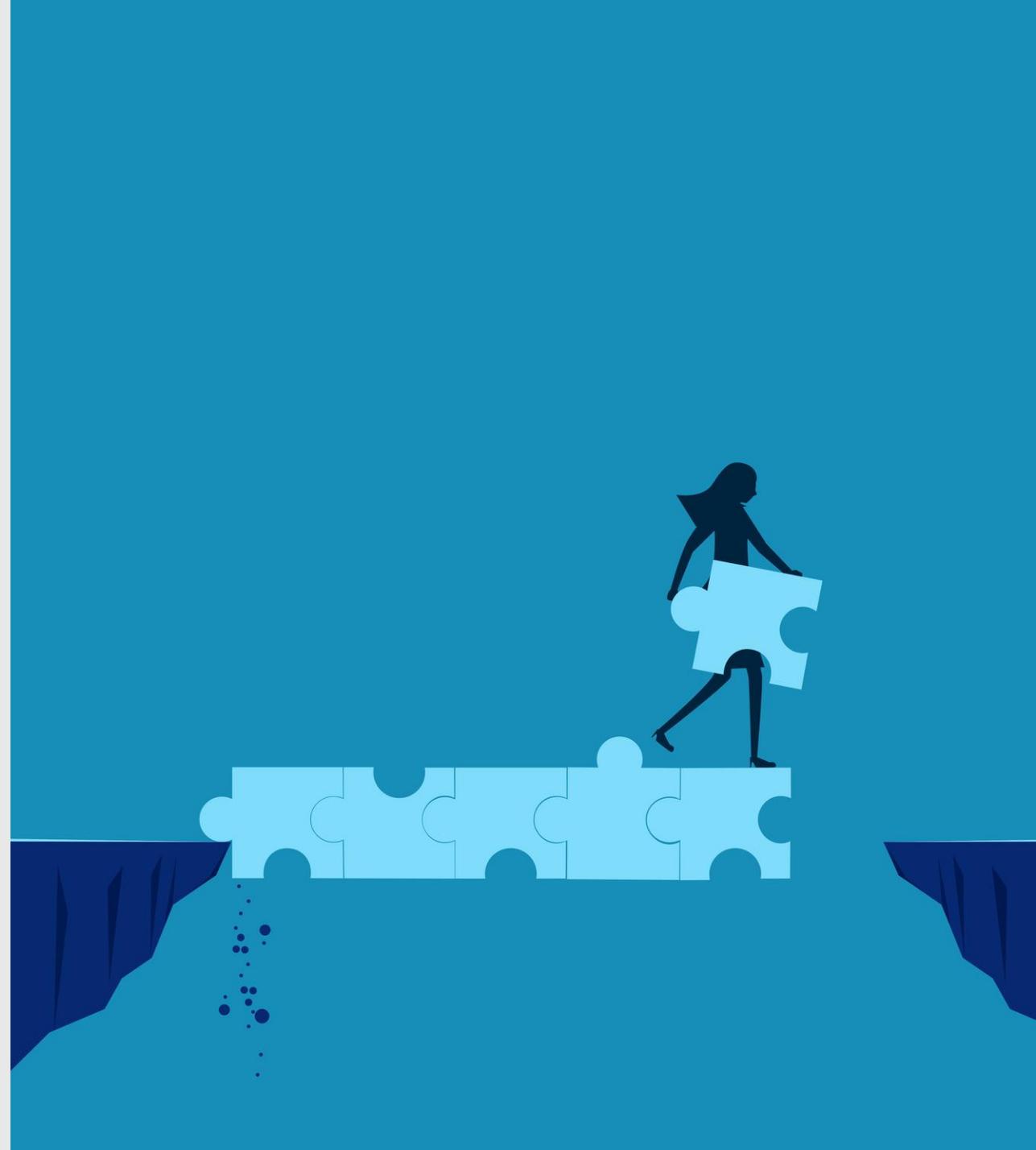




Executive Guide

Closing the capabilities gap for protecting long-term content

Keeping important information over the long-term demands different tools to mitigate against data loss & corruption





Retaining the readability & integrity of long-term digital content over its lifetime is vital for organizations

Why is the usability of long-term digital content so important?



Regulatory compliance

The information is retained to comply with an externally applied set of industry rules & legal mandates



Legal protection

The information may be needed for evidential purposes in the future & reputational risk management



Repurposing for value

The information has inherent value that can be leveraged to support daily operations or in the future

Leveraging long-term information can be a competitive advantage



Better insights & more informed decision making



Enhancing product & service innovations



Supporting marketing & branding initiatives

Records managers said more than

20-28%

of their records have >7 years retention or are permanent

"Optimizing the Automated Governance Capabilities of Microsoft 365" – MER, 2022



What is long-term digital content?

It is a category of information, which is often very valuable to an organization, and can be made up of both simple individual file formats, for example PDFs, and more complex 'multi-part' formats such as emails with attachments or content from Microsoft Teams. Each package of information is typically retained for 7 or more years (e.g. 10, 20, 50, or 75 years) or permanently (i.e., forever). Nearly all private & public institutions, both large & small, already have information like this, often in large volumes, & they will be producing more & more everyday.

Examples



Long-term retention

Engineering, CAD & building plans
Building maintenance
Property, assets & planning
Financials & budgets
Pension files
Contracts
Medical files



Permanent retention

Decisions & committees
Organization policies & board minutes
Articles & bylaws
Intellectual property & trademarks
Litigation case files
Personnel files
Vital records



How does it differ from other categories of information?

Long-term content is stored, accessed & used, over many years & over multiple technology cycles. With ever changing enterprise systems & employees leaving, organizations need to confidently know exactly where this information is kept, that it will remain secure & protected, & it can be efficiently retrieved & used when called upon. One of the critical issues facing this category of information is how digital files are rendered unreadable (therefore unusable), as file formats & the technology needed to use them become obsolete.

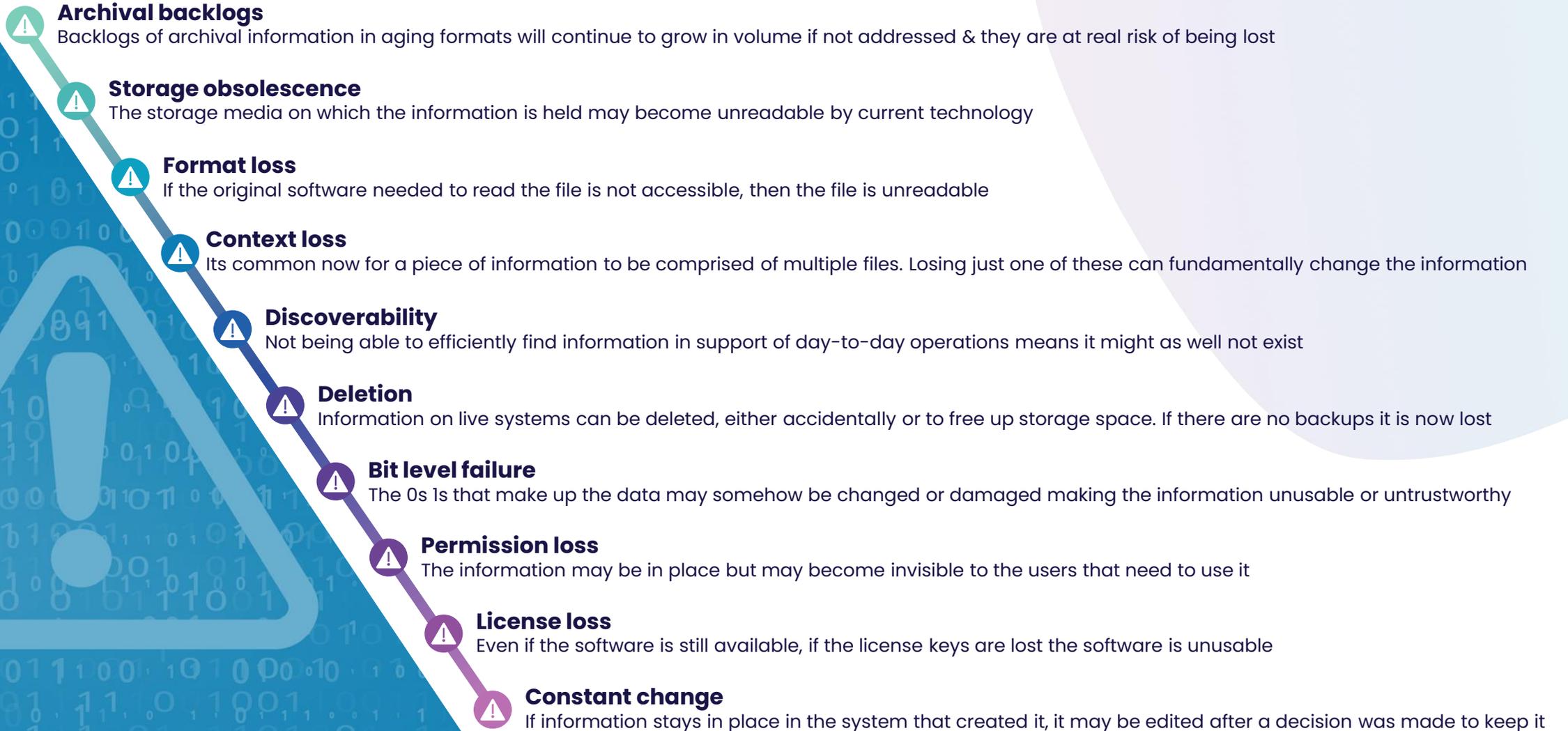


Typical triggers for retaining long-term & permanent content:

- | Adhering with policies & retention schedules for specific record categories
- | 'Decluttering' enterprise systems to improve performance and/or reduce costs
- | Keeping records of historical & cultural value (e.g., executive decisions about COVID-19)
- | Migrating content from one system to another
- | Retaining records at the end of high-value projects
- | Decommissioning legacy file storage solutions

There are multiple threats effecting the usability of long-term content

If unaddressed, these threats can significantly impact an organization's ability to access, trust & use its information when it's needed



"When all you have is a hammer, everything looks like a nail"

Long-term content needs more than regular backup & archiving

Regular archiving, storage solutions & ubiquitous enterprise content management systems all fall short when it comes to ensuring the information they hold remains useable & trusted in 10, 20, 30, or even a 100 years' time.

To be compliant with IG policies for long-term information, prevent data loss or corruption & ensure it is actionable, files must be continuously protected against file format obsolescence & their authenticity easily proved.



Q

"Which SaaS & PaaS environments currently in use in your organization are you most concerned about data loss, accidental deletion, lack of recovery, lock-in, or discovery & auditing challenges?"

A

Microsoft 365 | 52%

Google Workspace | 26%

Oracle SaaS | 17%

Salesforce | 16%

RDS | 11%

Source: IDC Info Snapshot – Long-Term Access to Actionable Data as a Competitive Advantage (sponsored by Preservica – Feb 2024)

Active digital preservation archiving

Active digital preservation archiving is a purpose-built tool, specifically designed to continually protect & preserve the usability of long-term digital content

Active digital preservation archives keep long-term content:



Readable

Files are protected from format obsolescence with continuous migrations to the latest approved formats & files can be opened & read even without the original application



Trusted

Secure access to content must be controlled & governed & each files authenticity & integrity can be evidenced using features such as checksums, file identification & audit trails of every action



Discoverable

With the right user permissions, the archive can be easily searched & the right information found quickly & understood in context



Complete

Complex information packages with multiple files & metadata must be kept as complete packages to maintain essential context whilst still preserving each individual files integrity & readability



What is active digital preservation archiving?

Active digital preservation archiving combines a set of precision strategies to reduce the risks associated with the specific threats facing long-term content, aiming to make the information quickly & usefully available far into the future in a way that can be fully understood & trusted.



Long-Term Information Health Check

Is your important content at risk?

Complete this self assessment & identify if information is at risk

Yes

1 Is our legacy system content retained and maintained in a manner which ensures continued access & readability over decades?

2 When called upon can each files integrity & trustworthiness be easily proved?

3 Can obsolete formats in your information estate still be used by the organization?

4 Can files & metadata be consistently transferred to an archive securely, especially at scale?

5 Can the full context of our information be retained as a complete package?

6 Can archived content be easily searched, retrieved & then used on-demand - even if original file formats are now obsolete or unsupported?

If you can't say yes to all the questions it is likely your long-term content today is at risk of data loss



Protect data over the long-term with Active Digital Preservation™ by Preservica



- ✓ Keep digital assets secure & trusted for the long-term
- ✓ Eliminate the risk of data & file format obsolescence
- ✓ Quickly upload & manage your data at scale
- ✓ Provide self-service discovery & access for your communities
- ✓ Integrate with AI/ML services & your wider ecosystem
- ✓ Deployment & storage models to fit your needs

Trusted by government, corporate & education organizations worldwide to protect the ongoing readability & integrity of billions of digital assets

500M+ Digital collections protected

1094 Different file formats preserved

4000+ User organizations

A family of solutions to fit different preservation & archiving needs

Starter

Everything you need to start preserving digital content

Professional

More power, customization & capacity for larger organizations

Enterprise

Performance, security & integration in a dedicated private cloud

Preserve365®

Active Digital Preservation™ that's part of the Microsoft 365 experience



Get in touch today & take the first step towards protecting your valuable long-term information



Contact us

A clear vision for the future

Our vision is a world where digital preservation is easy and automated, available to institutions of all sizes and a seamless part of the systems that manage our digital records. A world where the potential of our digital memory is harnessed to enrich and protect our cultural, social, business and political lives.