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CASE STUDY "Managed Email" Finally, An Enterprise Reality!

Sandy Hostetter, Manager ECMR
Rohm and Haas Company

Jim Coulson, Managing Director
Huron Consulting Group

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Company Background

- Specialty and performance materials
- More than 100 facilities
- Operations in 27 countries
- Headquartered in Philadelphia, PA
- 8500 employees in North America
- 16500 employees including international
- Annual sales revenue: approx US\$8.2 billion

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"Managed E-mail"

Instead of retaining and storing every e-mail that comes and goes through the mail system;

Employees now manage each e-mail with the appropriate level of control based on the e-mail's business value

Status

- Rolled out to over 6,000 employees in North America
- Eventually be rolled out to 16,500 employees worldwide

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2001 - LN Mail replaces cc:Mail / Enron / LN Plug-in failed
2002 - ECMR Framework Document / Sarbanes-Oxley

- Goal
 - daily management / separation and isolation of the tens of thousands of e-mail records from the millions of nonessential e-mail in company's messaging system
- "Structurally sound and business-flexible solution"
 - satisfy stringent legal and regulatory requirements
 - without interrupting business processes
 - mesh with existing IT infrastructure
- ECMR Framework Document

Why Make Email the First Priority?

- Largest volume and fastest growing set of electronic records
- Most inconsistently organized among users and between departments
- Archives often on hard drives that are:
 - not backed up
 - on removable media that are easily lost/stolen
 - difficult to find and produce when required
- Business costs and exposures could no longer be overlooked
- Good opportunity to develop concept / train users

2003 - Policy / Budget /Resources / Major Discovery
2004 - Standards / User Interviews / Tech Dev / MER

- Decision-making / approval process
 - Sponsorship – GC / CIO
 - EOCIS (Information Security)
 - Steering Team
 - Executive Council
 - Leadership Council
- ECMR Team with resources to design / implement
 - Records Management, IT and Legal
 - Link to domestic / international e-standards
- Strategy and communications
 - Consulting services retained

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Requirements Definition

- Unneeded records are disposed of regularly in the normal course of business
- Users have reasonable space for working files, and the records they need at their fingertips
- Official company records storage* that:
 - Is organized in record categories that directly relate to business and regulatory requirements
 - Provides for the appropriate period of retention
 - Ensures record access, trustworthiness, security/privacy
- Legal Hold process in place with centralized control that covers all relevant information on any media

* Replaces personal archives; existing archives made read-only

2005 - POC's / Tech Dev / RFP / ARMA

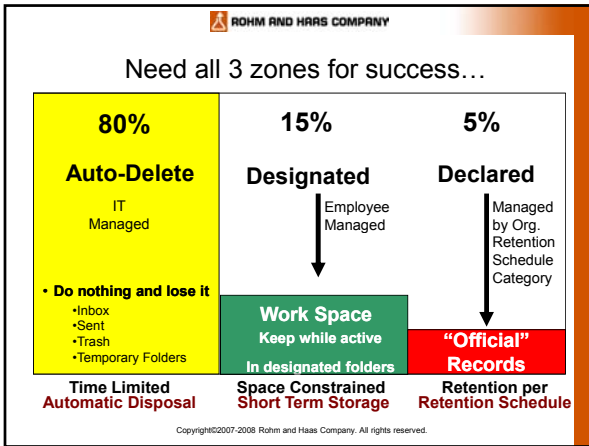
2006 - Vendor Selection / POC's / Tech Issue Mitigation

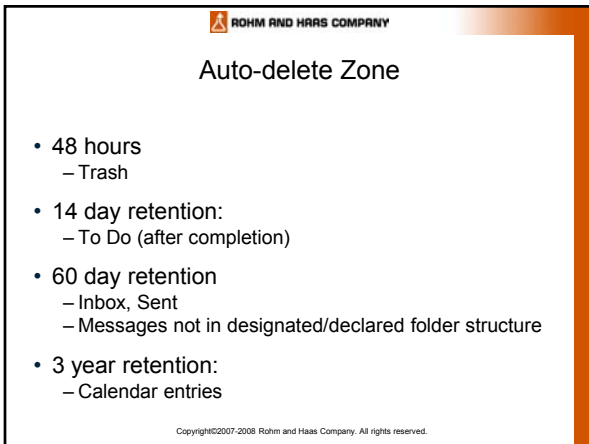
- Found major deficiencies in tools that existed to address our requirements
 - Poor integration of records retention functionality particularly a lack of event management
 - Awkward user application interface with no tools for the management of their email
- Spent two years designing and testing with a vendor to develop a workable software
- Still did a RFP because field was improving
- Selected IBM Content Manager/Common Store with Integro Email Manager

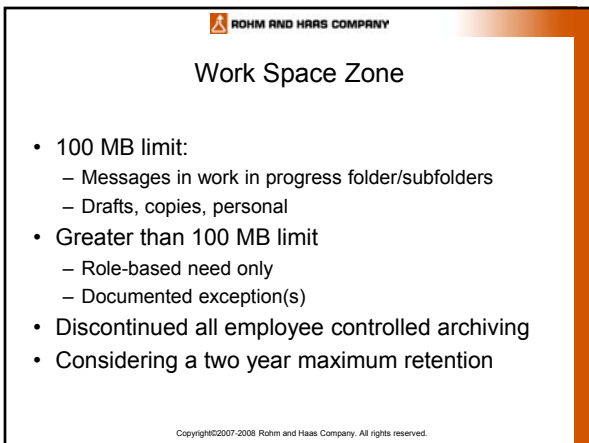
Three "New Ways" to Group Email

- Non-Business information that is no longer useful to you and can be destroyed
- In-progress information you have created or received that is directly related to your current work activities. Includes short-term reference materials or personal information useful only to you in conducting company business
- Final information directly related to your assigned work activities or information required for the company to have adequate records. These records are defined in the Corporate Records Retention Schedule

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Company Records Zone

- Only have 5% to categorize/customize
 - Self-configuration/selection tool for record categories
 - Push out record categories when the work process has an identifiable discipline – by role or developed by user
 - Work process-based auto-classification
- Dashboard concept showing status of “zones”
 - Physical space noticeable / electronic space is invisible
- Company records not counted in size limits

2007 - Production Pilot / National Roll-out
2008 - Survived / Stable Production Env / Expanding

- Records Retention Schedule
 - buckets / self-select / role push-out
- Roll out methodology
 - individual program versus a group program
 - scheduling database / roll-out memos
- Training
 - Self Paced Learning
 - others depending on learning style / “Essentials”
- Audit and Compliance

Lessons Learned – Management and IT

- Executives easily distracted during a multi-year project
- Project champions strong/weak at various times of project
- IT understands how to support the project but it is hard to actually get IT leadership committed to the Program
- Software is not the solution – it is part of the solution
 - Don't let software be your de facto set of requirements
 - Define requirements appropriate for your organization
- Technology was and still is the weak link
 - Current tools generally ignore end user needs

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Lessons Learned - End User

- People for the most part will cooperate but getting their work done is the most important thing to the company so alignment with their work processes is essential
- Confirmed suspicions that "records management" is a new concept for many and not one most want to learn
- Discovered critical importance of training for different learning styles
- A group of exceptional customers will need a special strategy (e.g. executives, special roles, known whiners)
- Communication/Change Management is as big a job as what you are actually implementing

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Q & A

We welcome your questions and comments!



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