

# INFORMATION ARCHITECTURE

Governance driven modern enterprise content management

# CISO's Information Protection Challenges

“Our primary challenge with information protection:

we don't know what information we have, where it's stored and how it's used”

“We use hundreds of cloud services. We can't identify what data is stored on these services and what should be protected”

“We want to migrate our data to SPO, but don't know how to identify our high value records, and how to treat them”

“Our data includes customer records and users upload it to the cloud.

We want to know this data and be able to protect it”

# Modern Document Management System

## Create



Create, share, classify, and discover the documents you need to get work done any time and any where

## Coordinate



Structure your teamwork using groups, metadata, taxonomy, and workflows

## Protect



Manage compliance and reduce risk with lifecycle management, information architecture, auditing, rights management

User driven

IT driven

Information Architecture

# Information Architecture

The art and science of organizing and labeling the CONTENT  
(documents, web sites, blog posts, database entries, etc.) to support  
findability and usability







# Important to consider when designing IA

# Deliver the right message to the right audience

## Users

- What's available today?
- What's coming soon?
- How to request new services?

## Site Owners

- Responsibilities
- Technical Education
- Writing for web
- Information Architecture

## External Partners

- Roles / Processes
- Technology strategy
- Brand / UX

## Sponsors

- Status
- Utilization
- Feedback

# Measuring the Importance of a good Information Architecture

What does it cost if every employee in your company spends an extra five minutes per day struggling to find answers on your intranet?

Cost of finding

Cost of NOT finding

How many bad decisions are made every day in your organization because employees didn't find the information they needed? How much duplication of effort results from this disconnect?

What is the cost to design DMS? How much does it cost to redo it six months later because it doesn't support findability or doesn't scale?

Cost of development

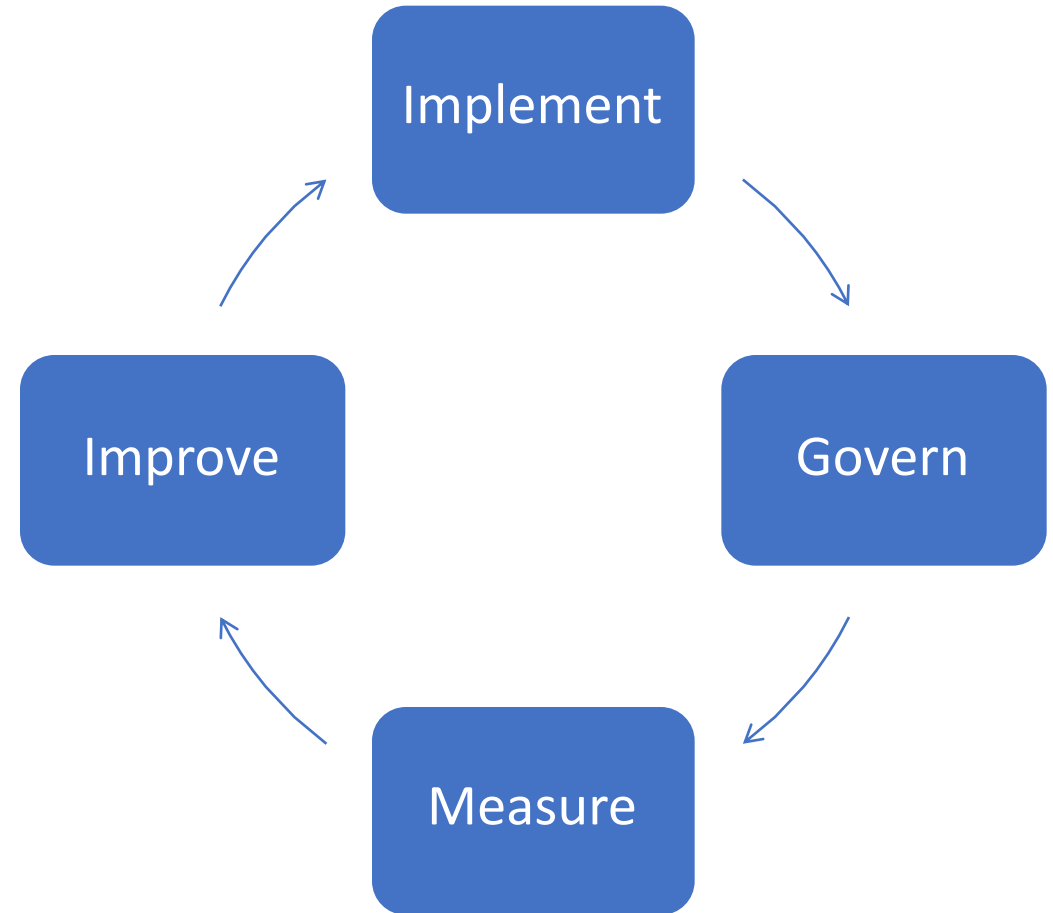
Value of learning

What is the value of educating your employees about new products, documentation, or announcement?

How much does not locating relevant information in a timely fashion information cost?

# Measure, Measure, Measure

- You can't improve what can't measure
- Know what success looks like
- You will get it wrong





# Importance of Information Architecture Governance

**Lack of Governance**



**Proper Governance**



# Governance Summary (example)

Solution Area	Vision	Type of Content	Ownership/ Accountability	Who Can Create?	Frequency/Type of Review	Governance Overview
Intranet Home Page/Root Site	Targeted information based on users role	<ul style="list-style-type: none"> <li>• News</li> <li>• Important Links</li> <li>• KPIs</li> </ul>	Internal Communications		<ul style="list-style-type: none"> <li>• Ongoing review for news</li> <li>• All documents and pages reviewed at least monthly</li> </ul>	<ul style="list-style-type: none"> <li>• Tightly controlled</li> <li>• Formal content management processes</li> <li>• Content managed by Internal Communications</li> </ul>
Enterprise-facing Portals						
Enterprise Video						
Divisional Portals						
Communication Sites (micro-sites)						
Enterprise Social Collaboration						
Team Collaboration						
User Profile						
OneDrive for Business						

# Microsoft 365

A complete, intelligent, secure solution to empower employees



Unlocks  
creativity



Built for  
teamwork



Integrated  
for simplicity



Intelligent  
security

# Our solution: Data Lifecycle Classification and Protection



## CLASSIFY

At data creation

Manual classification

Automatic classification - as much as possible



## LABEL

Persistent tag

User awareness through visual labels

Industry standard, enables wide ecosystem



## PROTECT

Encryption with RMS

DLP & compliance actions

Audit trails to track data

**Orchestrate**



# The story of a file



**Persistent labels enable  
a unified information protection language**

# Governance guidelines

## Me

**Audience:** OneDrive (Me); Profile (Organization)

**Focus:** Collaboration and Communication

**Model:** I am the owner

**Governance:** Depends on the content and organizational objectives

OneDrive for  
Business

Delve Profile

## We

**Audience:** Team

**Focus:** Collaboration

**Model:** Contributors = Consumers

**Governance:** May be important when external parties are involved, or knowledge management is a desired outcome; may be less important for teams with a narrow reach

Team  
Collaboration:

- “Modern” Team Sites
- “Classic” Team Sites
- Teams

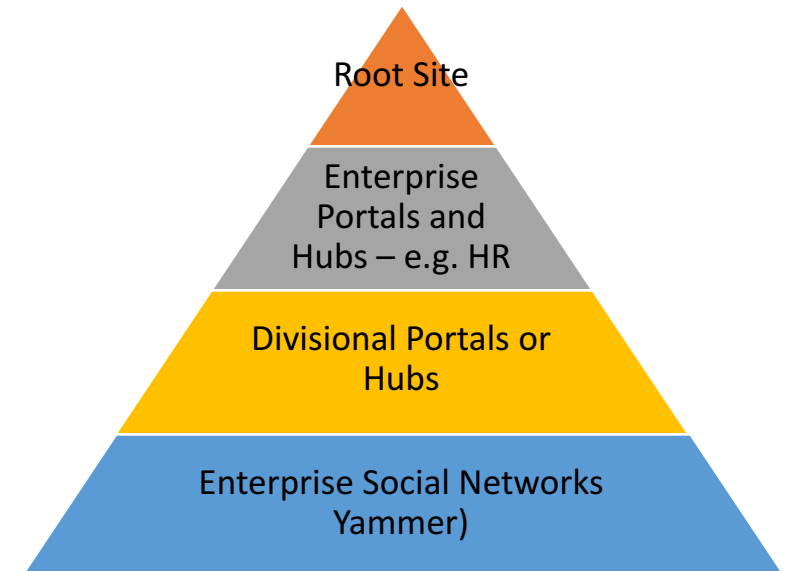
## Us

**Audience:** Organization

**Focus:** Communications

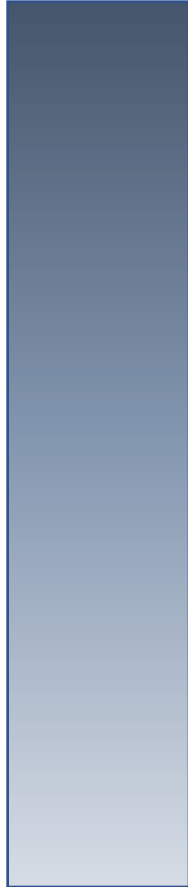
**Model:** Small number of content publishers; larger number of consumers

**Governance:** Most Important



# Access Decisions for Online Collaboration

MOST  
RESTRICTIVE



LEAST  
RESTRICTIVE

**No external sharing**

**Sharing only with external users  
in your directory**

**Sharing with authenticated external users**

**Sharing with anonymous users**

# NTT Data Framework







# Plan

- SharePoint Deployment Planning Session
- Strategic Briefing Sessions
- Technology Overview workshop
- Information Architecture Assessment



# Pilot

- Portal-in-a-box
- Business applications
- Business Automation
- Migration

# Adopt

- User enablement workshop
- Adoption Caravan
- Self-paced instructional videos
- Tips and Tricks
- End-user training
- Instructor led training





# Support

- Managed Services
- Help desk
- Knowledge base



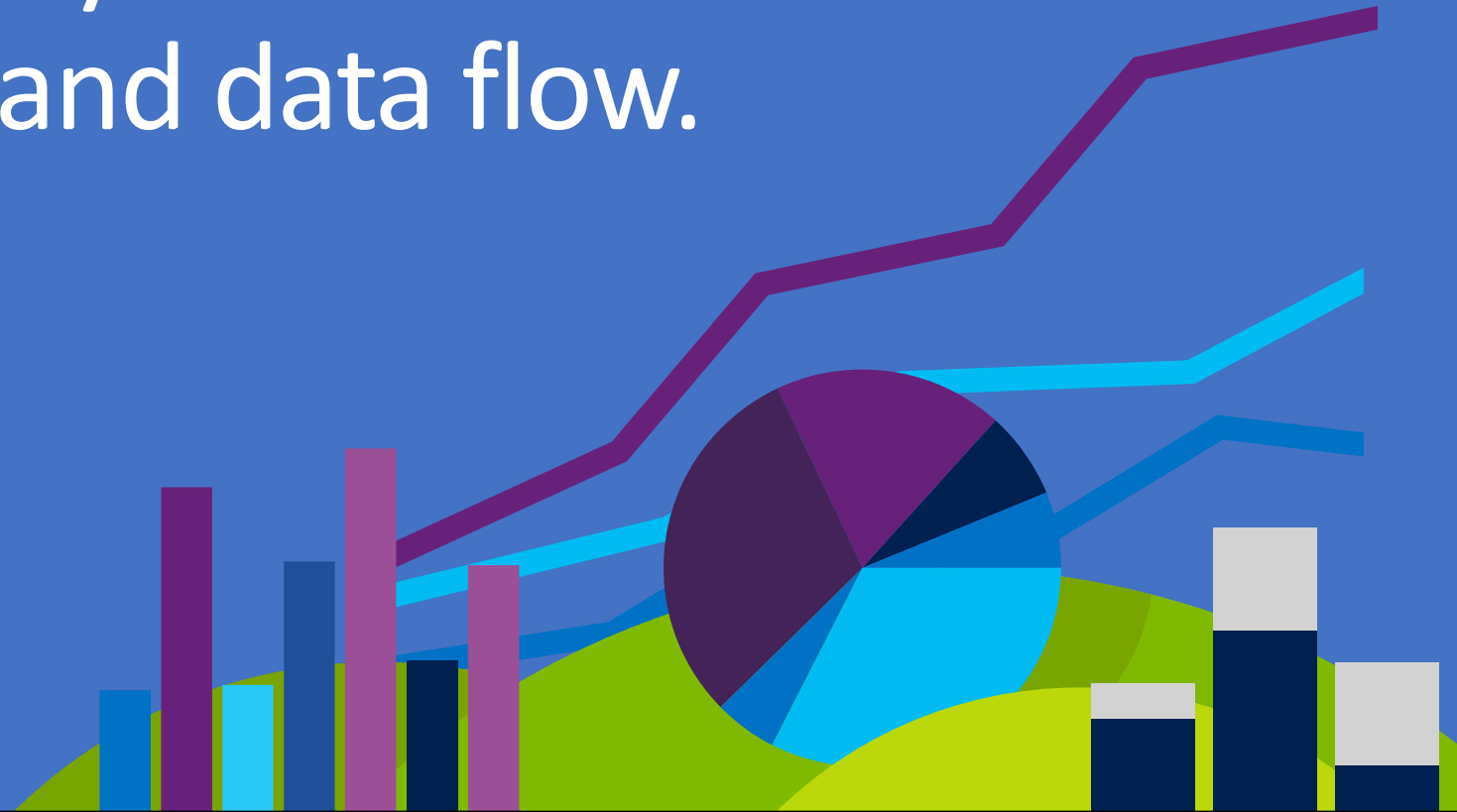


# Enhance

- Integration with line of business applications
- Business intelligence
- AI and Machine learning
- Hybrid deployments

Understanding data is the key  
to information security.

It enhances our ability to  
control data access and data flow.



**THANK YOU**

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# NTT Data

Trusted Global Innovator