Tuesday, October 20
4:30 pm–6:00 pm

608 Information Management Challenge: Practical Requirements and Practical Solutions

Matthew Massarelli
Corporate Counsel
TowerCo

Martha Mazzone
Vice President, Associate General Counsel
FMR LLC

Rich Seleznov
Managing Director
Huron Consulting Group

Warren Solow
Vice President, Litigation Support
Viacom, Inc.

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Faculty Biographies

Matthew Massarelli

Matt Massarelli is corporate counsel for TowerCo, the fifth largest independent tower operating company in the United States. TowerCo meets the infrastructure needs of wireless service providers by developing, owning and leasing communications towers. TowerCo owns towers nationwide and has exclusive contracts to build towers directly for carriers throughout the United States.

Mr. Massarelli's prior experiences included corporate counsel for a Fortune 100 company, general counsel for a publicly traded company and president of a multi-state residential real estate company.

Mr. Massarelli is a member of ACC and it's real estate committee and small law department committee.

He received his BS from Miami University and his JD from Case Western Reserve University School of Law, cum laude.

Martha Mazzone
Vice President, Associate General Counsel
FMR LLC

Rich Seleznov

Rich Seleznov is a managing director at Huron Consulting Group in the New York and Houston offices. Mr. Seleznov applies years of financial and management experience to improving the business performance of law departments and law firms through process improvement and the use of technology. His focus areas include strategies for aligning legal services to the business needs of the client. Other focus areas include reducing the cost of delivering legal services by optimizing internal resources, external spend and discovery management. Also, Mr. Seleznov works with clients on technology strategies, business process improvement, benchmarking, and technology implementations.

Mr. Seleznov has been consulting to the legal industry both at Huron and previously at PricewaterhouseCoopers. Before becoming a consultant, Mr. Seleznov reported to the general counsel of Exxon Mobil as the chief of administrative activities. There his responsibilities included financial processes, information technology, discovery management, and the management of non-attorney personnel.

Mr. Seleznov received a BS from the Pennsylvania State University and is a Certified Public Accountant.

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Warren Solow
Vice President, Litigation Support
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Integrating Records and Discovery

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Records Management and Discovery Management are not "converging"... they have collided.

Records Mgmt Exec, Fortune 100

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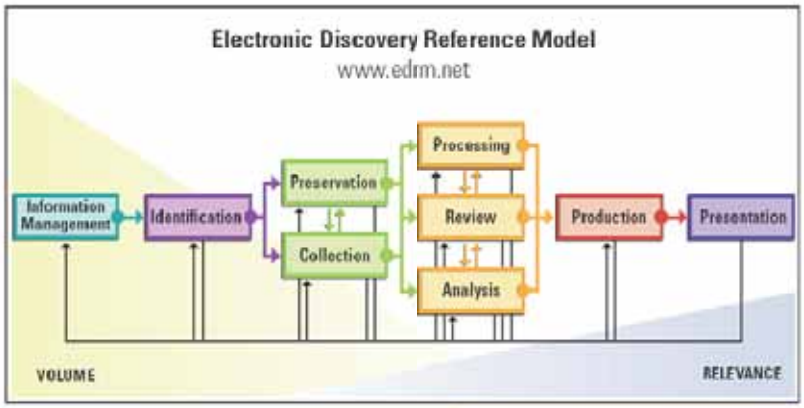
Discovery Management

- Legal Hold Order
- Preservation and Collection
- Document Review
- Evidence Production



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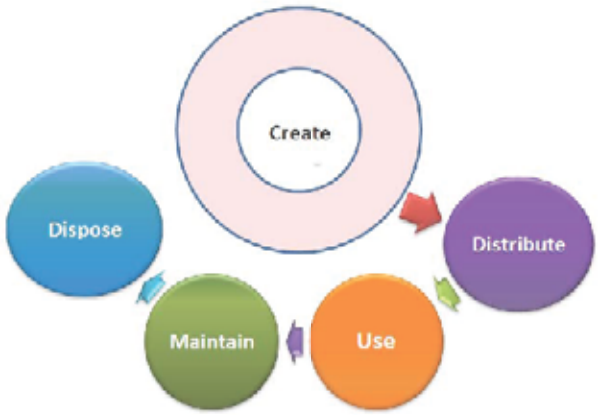
Records Management

- Classification of Information
- Reduction of Liabilities
- Retention of Records
- Knowledge Management



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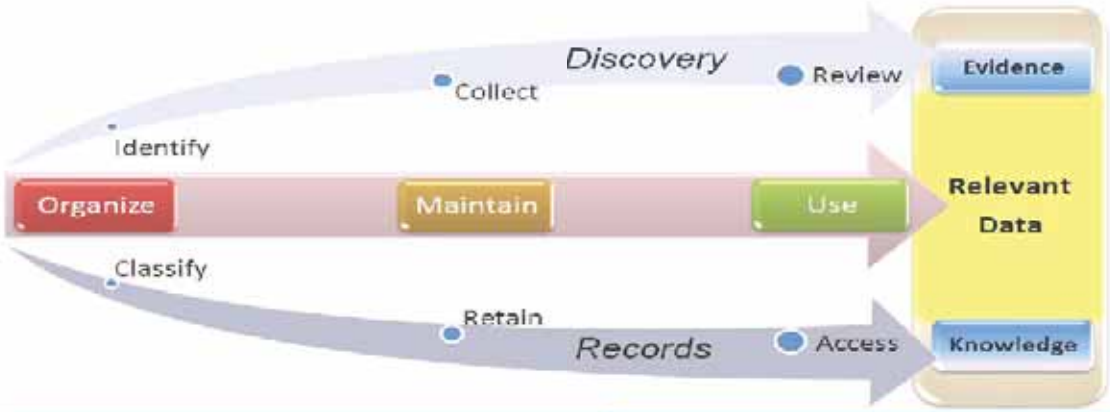
The Objective: Relevant Data

- Both disciplines have similar requirements and outcomes
- Increased acknowledgement of high-level overlap from both Legal and Records decision makers



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Records Management

- Starts with the creation of a potential record
- Value is determined after distribution and use
- Classification and retention assigned based on value

Discovery Management

- Occurs after documents have been created and retained
- Value of the document is determined by analysis
- All documents must be analyzed regardless of value

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Structured Data

Databases and transactional data

Challenges	Solutions	Risks
• Not always designed for Records or Discovery • Each system has unique collection/ preservation approach • Often involves massive amounts of data	• Single, well defined business owner • Adequate data catalog	• Requires numerous system experts for collection

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Unstructured Data

User created content in "the wild"

Challenges	Solutions	Risks
• No single point of contact • Difficult to search reactively	• Robust Records Management Solution • Proactive cataloging of user created data	• Users/Authors take control of data underground (personal storage)

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Email

Challenges	Solutions	Risks
• Large quantities create unique management issues • Majority of emails have no long-term business value	• Robust Records Categorization and Management Solution	• Users/Authors reject disciplined governance approach

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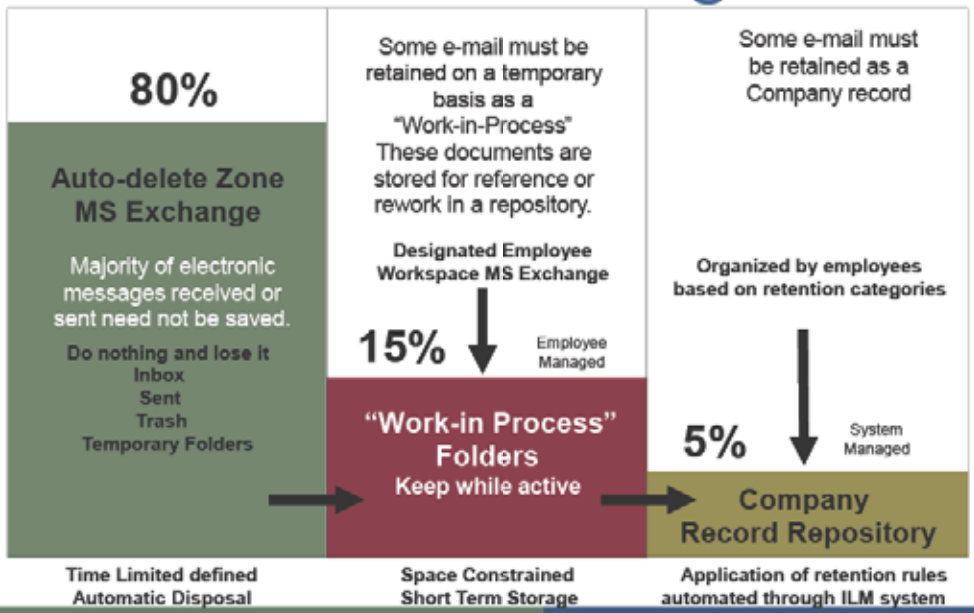
Email Records Management



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Non-traditional Data

Various formats such as wiki, cloud, IM, video/voice, etc

Challenges	Solutions	Risks
• Ever-changing technical landscape • Standards difficult to proactively draft • Identification of SMEs	• Aggressive, proactive monitoring and assessment of new data types • Strong governance around approved technologies	• Reactive approach increases risk of spoliation • Many potential data sources are unknown

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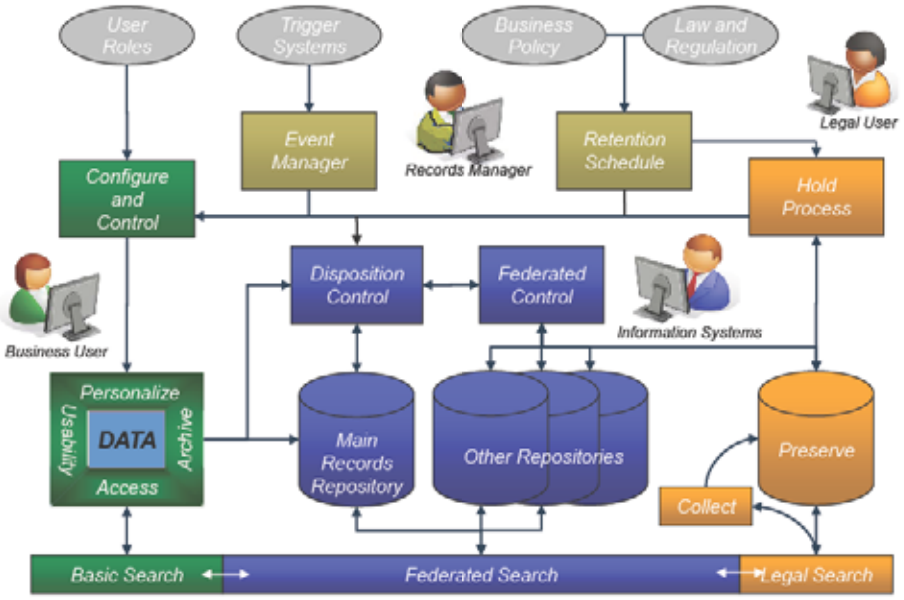
Aspirational Systems Landscape



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ACC Extras

Supplemental resources available on www.acc.com

Driving an Effective Matter Management System.
Quick Reference. June 2009
http://www.acc.com/legalresources/resource.cfm?show=318107

Corporate Business Information Management: E-Discovery and Beyond (Briefing Book).
Article. January 2007
http://www.acc.com/legalresources/resource.cfm?show=15964

Creating an Information Management System Using Outlook Public Folders.
ACC Docket. August 2002
http://www.acc.com/legalresources/resource.cfm?show=148960

Top Ten Key Questions (and Answers) for Navigating Records and Information Management.
Quick Reference. March 2008
http://www.acc.com/legalresources/resource.cfm?show=116548

Records Management: Resolving the Eight Issues.
InfoPak Update. September 2009
http://www.acc.com/infopaks

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