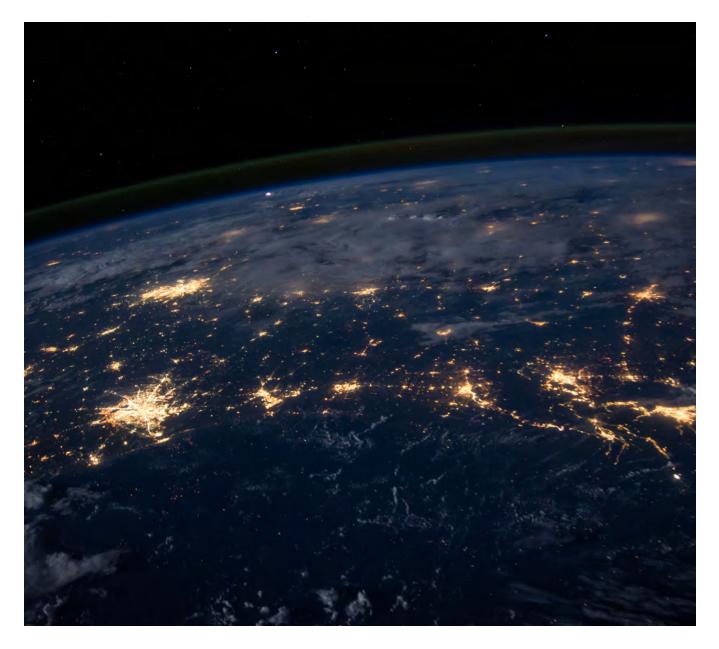# Operationalizing Data Mapping: A HaystackID Data Management Case Vignette

How HaystackID™ Supported a Complex Information Governance Project by Establishing Practices and Protocols for Operationalizing Data Mapping Processes

By Albert Barsocchini, JD, LLM, CEDS

HAYSTACK™

Setting the Stage: A Data Mapping Challenge

As a leading provider of eDiscovery-centric services that support the complete information lifecycle from data creation to data destruction, HaystackID routinely is asked to offer expertise and support in helping clients establish and execute against data management requirements. One example of this support is highlighted in this case vignette that shares how HaystackID, through the application of industry expertise, proven offerings, and best-of-breed technology, helped a well-known international organization develop data mapping practices and protocols that were operationalized as processes and utilized in the planning, preparation, and migration of a complex data set consisting of high-risk, sensitive, and low-risk data requiring management and migration.

Obligations, Regulations, and Commitments

A large and well-known international client engaged HaystackID to support a complex information governance project designed to ensure adherence to compliance obligations and privacy requirements while also meeting ongoing discovery preservation commitments. The project's objective was to map the flow of sensitive data throughout the organization and identify areas where at-risk data, ranging from personally identifiable information (PII) to restricted, intellectual property (IP) laden documents, might not be fully protected.

To initiate the project, HaystackID and its team of data management experts conducted a comprehensive evaluation and assessment of the current data environment through the lens of organizationally stated data migration goals. This evaluation and assessment resulted in a detailed and updated migration proposal, defined data categorization method, data clean-up strategy, and data remediation plan. HaystackID also designed a general data map approach that integrated legal, compliance, privacy, and information technology (IT) attributes along with records retention schedules to create a single, centralized, and linked database, far exceeding the capability of single-purpose, discovery-centric electronically stored information (ESI) data maps that are routinely and many times unsuccessfully used to solve complex challenges. The general data map approach ensured there would be one centralized location to capture and link record types and repositories.

From Planning to Execution: Steps to Success

The project started by initiating a pre-migration data assessment and identifying available resources and key stakeholders needed for each stage of the project (e.g., IT, legal, chief privacy, and compliance officer), and organized to ensure each department would be able to meet the agreed upon project goals.

HaystackID then conferred with each key stakeholder and custodian and modified plans and workflows based upon the feedback and suggestions of each department. An in-depth questionnaire was tailored to the organization's current workflow based on discussions with key stakeholders. HaystackID identified the individuals who needed to fill out the survey and coalesced the completed survey data into an actionable report that defined what practices, protocols, and processes were required to meet the entire organization's needs.

Security protocols were put in place to protect sensitive IP and PII. These security measures included critical elements such as encryption, data-loss prevention strategies, and restriction of access to data via anonymization or pseudonymization.

In moving from planning into the project's execution phase, a pilot data mapping exercise with a subset of the enterprise data was conducted before mapping the complete corpus of enterprise data. This pilot included running scans with Nuix to understand the volume of data, the types of data, and how the company handled the data, helping in assessing current data risk and required project budget.

This pilot-first approach allowed HaystackID to assess and adjust early to find the most effective mapping strategy for the organization. The project was organized into four phases based on the importance and sensitivity of data targets. The phases included:

Four Phase Data Approach

- **Phase One:** Pilot Project - Assessing and Testing Focus
- **Phase Two:** Restricted Data Focus
- **Phase Three:** Sensitive High-Risk Data Focus
- **Phase Four:** Moderate and Low-Risk Data Focus

Additionally, the client had expressed concerns about limitations to the accessibility of specific data. Inaccessible repositories might include those created or used by electronic media no longer in use, maintained in redundant electronic storage media such as backup tapes, or for which retrieval involves substantial cost. Inaccessible data sources were identified and were addressed separately from the four phases in the project plan.

After custodian interview completion, HaystackID confirmed the interviews correctly identified relevant data. Nuix was then used to sample metadata from the various locations identified by the interviews to validate the map and help categorize the data. A HaystackID review team then sampled a statically relevant portion of the data to confirm the map's accuracy and help categorize the data with more detail.

Once the data mapping team was satisfied with the draft map and categories, a data migration was performed to clean up and secure sensitive data types. HaystackID first performed a trial migration by selecting a large enough data sample to spot any possible errors or defects in the migration plan. The target data was optimized by getting rid of the old, outdated data to make the transfer faster and more efficient. HaystackID used custom scripting to facilitate data transfers. Based on the results of the trial migration, HaystackID was able to determine areas of improvement for the large-scale migration protocols.

Mapping Success: Immediate Results and Long-Term Use

The results of this complex information governance challenge supported by HaystackID provided the well-known international client with one centralized location to capture and link enterprise data record types by categories and repositories. The project also provided the client with a complete data map that can be constantly evaluated and assessed for quality to ensure the data map remains up to date and delivers real-time value to the company. This operationalization of the data mapping (and inventory) process is key to any organization's ability to manage data throughout its lifecycle. HaystackID's success in supporting this complex information governance effort allowed the client to achieve its compliance, privacy, and legal needs and positioned the client for future success with proactive practices, protocols, and processes.

About the Author

Albert Barsocchini is the Strategic Global Advisory Consultant at HaystackID. Albert has over 20 years of experience and proven leadership in litigation support, information governance, digital investigations, and privacy by design. He is an acknowledged expert in the intersection of law and technology.

About HaystackID

HaystackID™ is a specialized eDiscovery services firm that helps corporations and law firms securely find, understand and learn from data when facing complex, data-intensive investigations and litigation. HaystackID mobilizes industry-leading computer forensics, eDiscovery, and attorney document review experts to serve more than 500 of the world's leading corporations and law firms in North America and Europe. Serving nearly half of the Fortune 100, HaystackID is an alternative legal services provider that combines expertise and technical excellence with a culture of white-glove customer service. The company was recently named a worldwide leader in eDiscovery services by IDC MarketScape and was included as a representative provider in Gartner's Market Guide for E-Discovery Solutions. For more information about its suite of services, including programs and solutions for unique legal enterprise needs, go to HaystackID.com.