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Cloud-Based Information Storage And Social Media Make Inroads To The Enterprise, But Slowly

Few topics are as hyped right now as The Cloud and social media. Both promise great benefits to companies; The Cloud can drastically reduce the costs of storing information and implementing software applications while social media enables more efficient collaboration and lets companies increase marketing and brand reach more quickly than ever before.

These topics are hot right now because there is always interest in the “next big thing,” both of which The Cloud and Social Media are billed to be. News headlines are full of stories about the increases usage of both. ComputerWorld recently reported that “Fifty-seven percent of CIOs and storage administrators plan to adopt cloud storage - first for email, then for front-office applications, and finally for backup data.”¹ If some pundits are correct, the corporate data center will go away and all data will be managed in The Cloud.

Meanwhile, statistics about social media continue to astound. According to MediaBistro.com, “Facebook recently announced they had passed 800 million active users. Twitter has at least 200 million registered profiles. LinkedIn has 64 million users in North America alone. And still wet-behind-the-ears Google+ picked up 10 million users.”² These numbers prove that individuals are using social media at high rates.

Just because The Cloud and Social Media are hot topics and seem to be gaining traction, however, does not necessarily mean that they have gained mainstream usage in corporations. The topics have taken the Information Governance (IG) and eDiscovery markets by storm, though, because these new sources and forms of information present new and unique management, collection, preservation, analysis, review, and production challenges. Fifteen years ago, companies were slow to react to a new form of information called email; no company wants to be behind the eDiscovery eight ball with The Cloud and Social Media in the same way they were with email over the last decade.

eDJ has found that while The Cloud and Social Media are gaining mindshare and traction with companies, official usage is evolving slowly. This gives companies the opportunity to get ahead of the curve on how to apply IG and conduct eDiscovery on these new sources and types of information. It will not necessarily be easy to address

¹ Source: Mearian, Lucas. “Most IT managers plan to adopt cloud storage.” ComputerWorld, April 5, 2011.

² Bennett, Shea, “The Current State of Social Media: FaceBook, Twitter, LinkedIn, & Google+.” http://www.mediabistro.com/alltwitter/social-media-big-four_b14691