

Protecting Your Digital Legacy

Rotary of Burien/White Center 7/7/11

Nick Webb, Red Wire Services



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Who Am I?



Scary Statistics

- 70% of small businesses in the U.S. experienced a data loss in 2009 due to technical or human disasters. - AMI 2009 U.S. SMB Annual Overview Study
- For companies with a recovery plan in place, nearly half executed at least some of the plan over a one year period. — 2008 Continuity Insights and KPMG Advisory Services Business Continuity Management Benchmarking Report



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Protecting Your Digital Legacy

- How was data archived in the last?
- Why these general methods fail for the next century
- What we can do to protect digital assets for the next generation and beyond



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Last Century

The Hudson River circa 1908. "RMS *Lusitania* passing Hoboken piers."



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Documents stored on paper

1000+ Years

Photos on developed paper

150+ years of life expected

Microfilm

In use since early 1900s

500+ years predicted shelf life

Last Century (to present) (microfiche microfilm)



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Benign Neglect

(Catherine C. Marshall -- Microsoft Research)



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Shove in Shoebox / Safe Deposit Box
Maybe review every decade or so
Works OK for non-digital artifacts

Destined for failure in the digital world
Easy to create overwhelming amount of photos
Most folks give up



Digital photos

To be determined; only in wide use since late 1990s, need for long term storage may not have sunk in yet.

Media

"Burned" CD/DVDs

About 5 years, highly debated

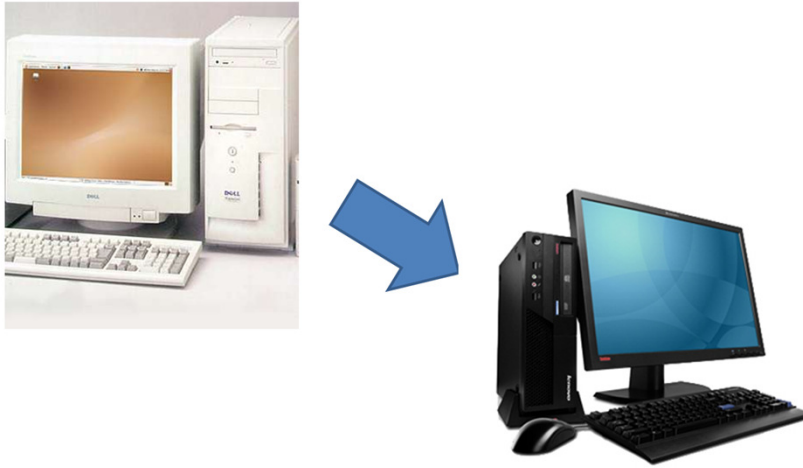
Data Tapes

About 30 years, maybe

Hard Drives

About 5 years

“Forced” Migration



Coping

- Invest time upfront (when created)
 - Assign value to each image (High to Low)
 - Record pertinent information at time of capture (e.g. who is in the photo, who took it, when and where it was taken)
 - Delete photos as soon as it's clear no value remains
 - Use “standard” software

Coping: Limit What's Important

- Store working and archive images separately
- Revisit archive regularly and prune what is no longer valuable
- Better solutions likely on the way... hold tight

Protect What's Left

- Stop-Gap: Consider high quality, professional prints for archiving
- Store backup copy “in the cloud”, verify frequently
- Maybe do both



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Conclusion

Stuff happens more often than you may think



Files are lost and
accidentally deleted



While rare, natural disasters do happen
(August 2000 Dallas Tornado)



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Conclusion

- Your best chance is to act soon
- Only you can determine and manage what is important
- You are ultimately responsible



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If Nothing Else...

- Classify the most important ~100 photos
- Manage those wisely



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Questions?



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References

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Four Challenges from the Field

Catherine C. Marshall

Microsoft Research, Silicon Valley

<http://www.dlib.org/dlib/march08/marshall/03marshall-pt1.html>

Rethinking Personal Digital Archiving, Part 2

Implications for Services, Applications, and Institutions

Catherine C. Marshall

Microsoft Research, Silicon Valley

<http://www.dlib.org/dlib/march08/marshall/03marshall-pt2.html>



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