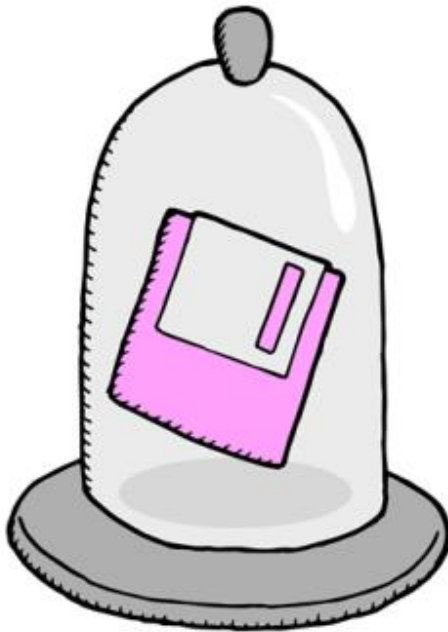# Why preserve (and how to make the case)

The BITS that really matter
Costs and values
Some tools to help
Elevator pitch

Why preserve?

‘‘The answer will **not to be found in the bits and bytes** that you look after: it will be found at the place where those bits and bytes impact on the **health and purpose of the organisation** and its capacity to deliver meaningful services in the real world.

Kilbride 2015

We do preservation because we want :

1. Transparency
e.g. Data Protection, Freedom of Information ...
2. Safety
e.g. detection, disaster, recovery, audit ...
3. Knowledge
e.g. scientific value, access to heritage ...
4. Wealth
e.g. efficient business, management of IP ...
5. Health
e.g. research, safe innovation ...
6. Environmental improvement
e.g. evidence-based policy development ...

1. Legal compliance
e.g. Sarbanes-Oxley, Data Protection ...
2. Regulatory compliance
e.g. power generation, aviation ....
3. Legal protection
e.g. patents, mis-selling, detection ...
4. Unanticipated exploitation
e.g. petro-chemical, pharmaceuticals ....
5. Business continuity
e.g. product recall, disaster recovery ...
6. Business value
e.g. the right information to the right people at the right time in a format they can use

www.dpconline.org

DigitalPreservationCoalition

More creative

Safer Smarter

Healthier

Wealthier

Greener Fairer

Digital preservation is not just about 'the bits':
Digital preservation is not just about 'access':
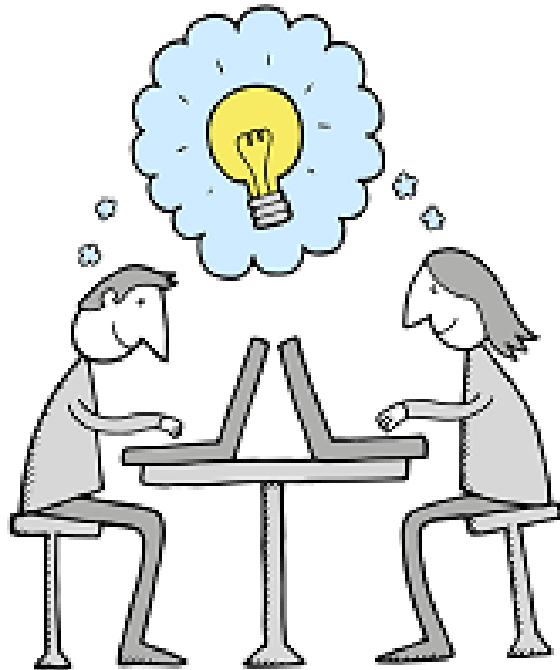Digital preservation is not just about '':

it's about

Make the case here!

people and

opportunity

Business case

Specifies costs, benefits and return on investment as well as the place money should come from:

Capital versus revenue
Capital spend has two implications for revenue:
• Revenue uplift – new value
• Spend to save – reduced cost

Digital**Preservation**Coalition

Value and costs

Lifecycle costs of digital objects

vs

Lifecycle costs of books

vs

Lifecycle costs of museum objects

vs

Lifecycle costs of archives

vs

Lifecycles costs of historic environment

How much does a repository cost
Here's two I prepared earlier …
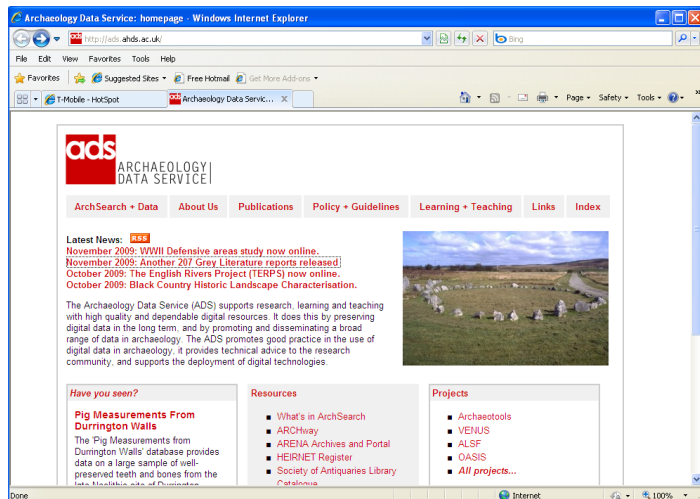
Setup:
Tens of thousands?

Setup:
Tens of millions?

Digital preservation expensive ..?

No: it's an unfunded mandate

Therefore don't throw money at it: get the mandate properly incorporated

Risk / benefits / costs

In financial terms, what is the value of the data in your collection?

Costs of Digital Preservation

… the major reason future readers will fail to access content that should have been preserved for them is economic. Diverting resources from actually preserving content … is counter-productive.

(Rosenthal 2014)

- Parsimonious preservation
- Cost models

$$L_T = Aq + I_T + M_T + Ac_T + S_T + P_T$$

Costs and Benefits: 5 tools

- Curation Costs Exchange
- Cost of Inaction Calculator
- Benefits Framework
- Business Case Toolkit
- Sustainability Reference Model
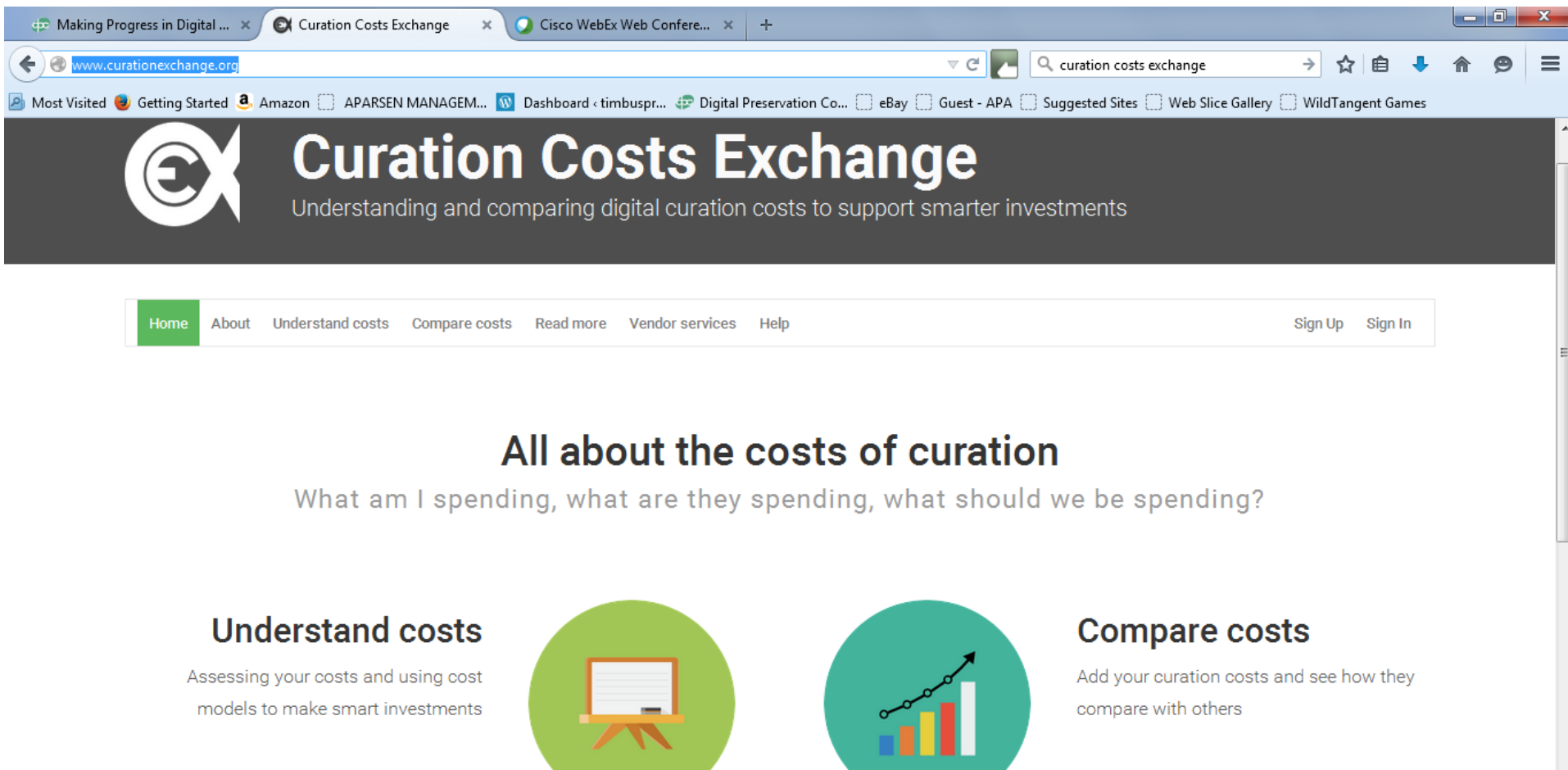
Then an exercise …

Curation Costs Exchange
http://www.curationexchange.org/

Costs vs Benefits

- Keeping Research Data Safe
- Cost of Inaction

WHAT IS THE OUTCOME?

Indirect benefits
Cheap early intervention prevents costly late intervention

Direct benefits:
Actual reductions in costs through federated storage

WHEN IS IT RECEIVED?

Near Term Benefits:
Ensure current data available to others

Long term Benefits:
Capacity to do diachronic analyses

WHO BENEFITS?

Internal Benefits:
Reputation and citation of research

External Benefits
Ability of others to test and develop your research

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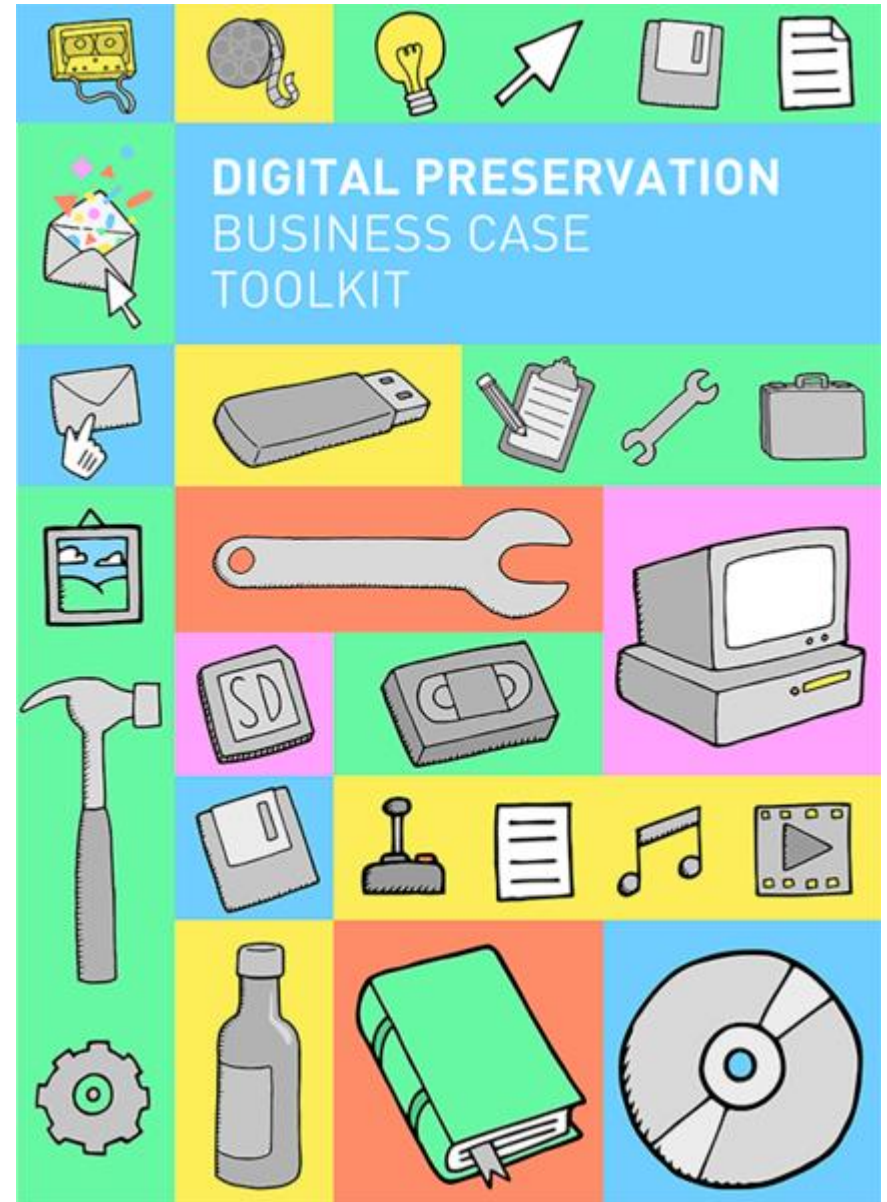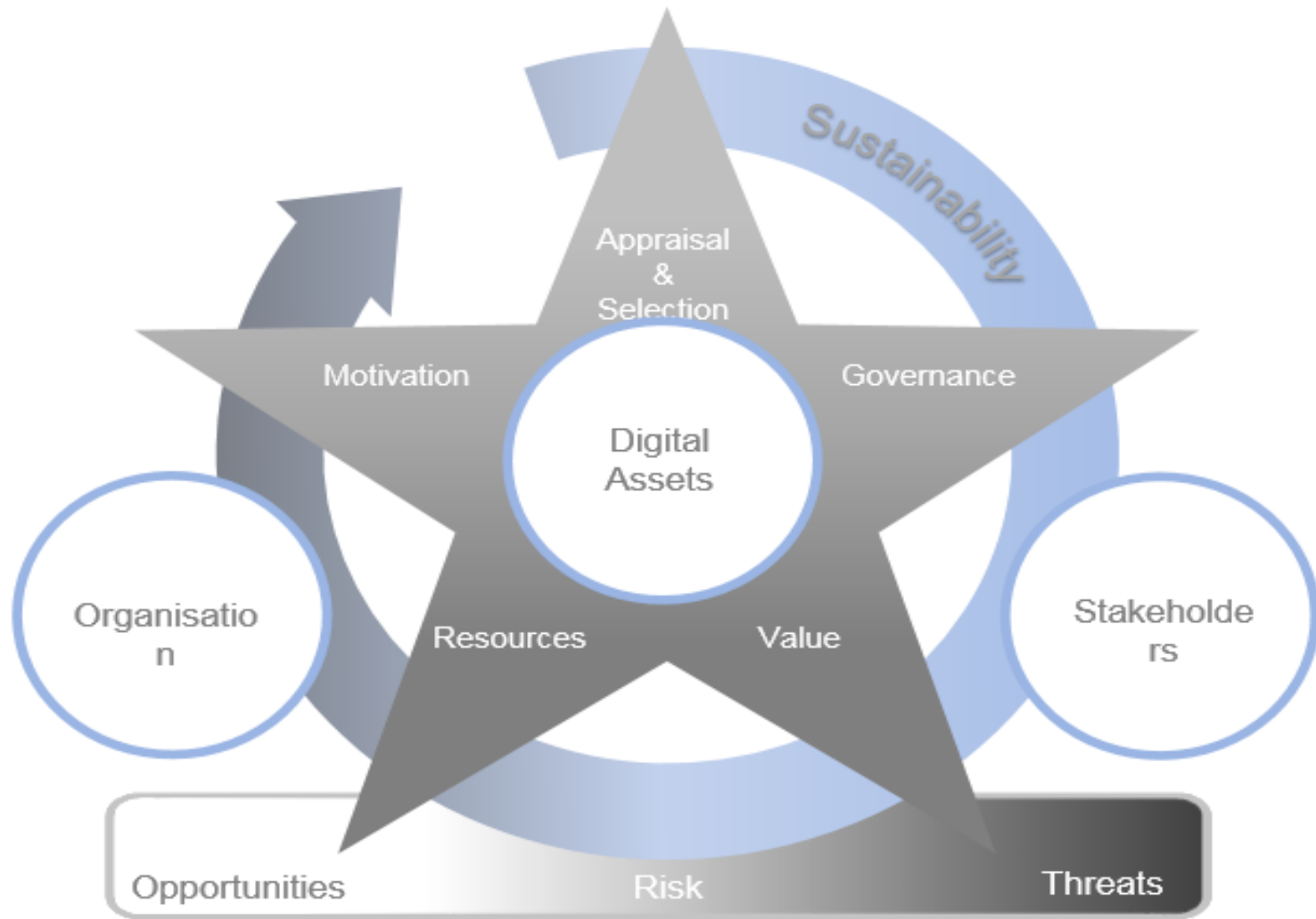http://wiki.dpconline.org/
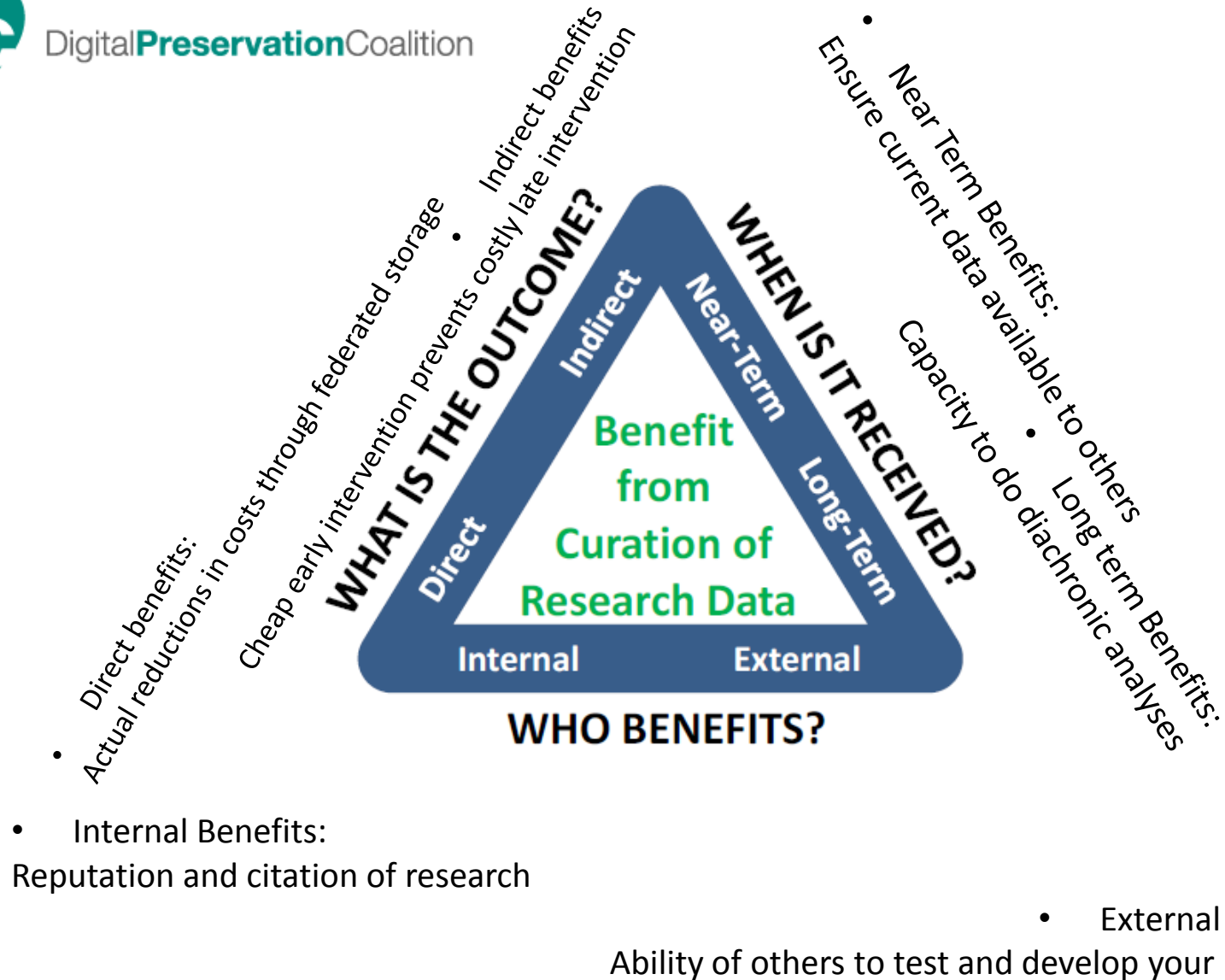
1. Is the timing right?
2. How ready are you?
3. What do you need?
4. Who is the audience for the business case?
5. What is the purpose of your DP activity?
6. What are the benefits?
7. Anything else that you need?
8. Validate and fact check?
9. Deliver with confidence!

DIGITAL PRESERVATION
BUSINESS CASE
TOOLKIT

Sustainability

Appraisal & Selection

Motivation

Governance

Digital Assets

Organisation

Resources

Value

Stakeholders

Opportunities

Risk

Threats

Class exercise. Prepare a two minute 'elevator pitch' that lists
- To whom you are pitching?
- The value of the collection
- The problem you face with the collection
- The work that needs to happen
- How long it will take
- The benefits that will flow
- What success will look like

2 minutes (approx. 200 words)