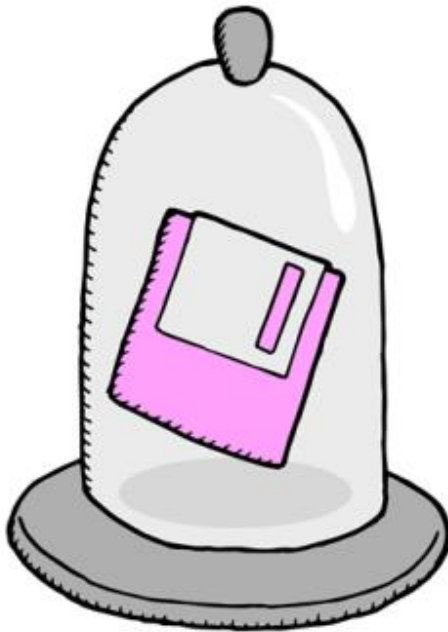




Digital**Preservation**Coalition



Why preserve (and how to make the case)

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



Digital**Preservation**Coalition

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



More creative

Safer

Smarter

Healthier

Wealthier

Greener

Fairer



Digital**Preservation**Coalition

Digital preservation is not just about 'the bits':

Digital preservation is not just about 'access':

Digital preservation is not just about ":

it's about

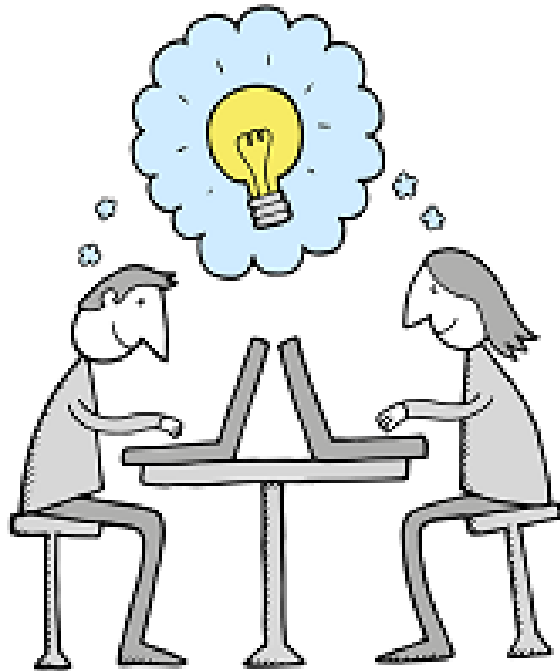
people and

opportunity

A yellow starburst graphic with multiple points, containing the text 'Make the case here!' in white.

*Make
the case
here!*

www.dpconline.org



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



Value and costs



Lifecycle costs of digital objects

vs

Lifecycle costs of books

vs

Lifecycle costs of museum objects

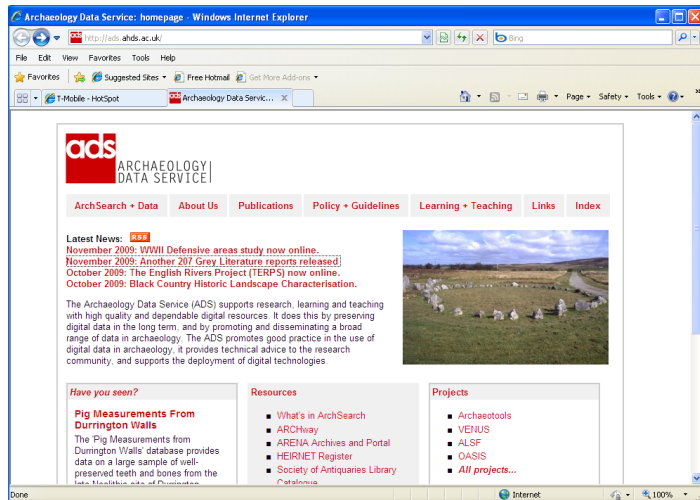
vs

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**Coalition

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 will you offer me for this memory stick?
(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

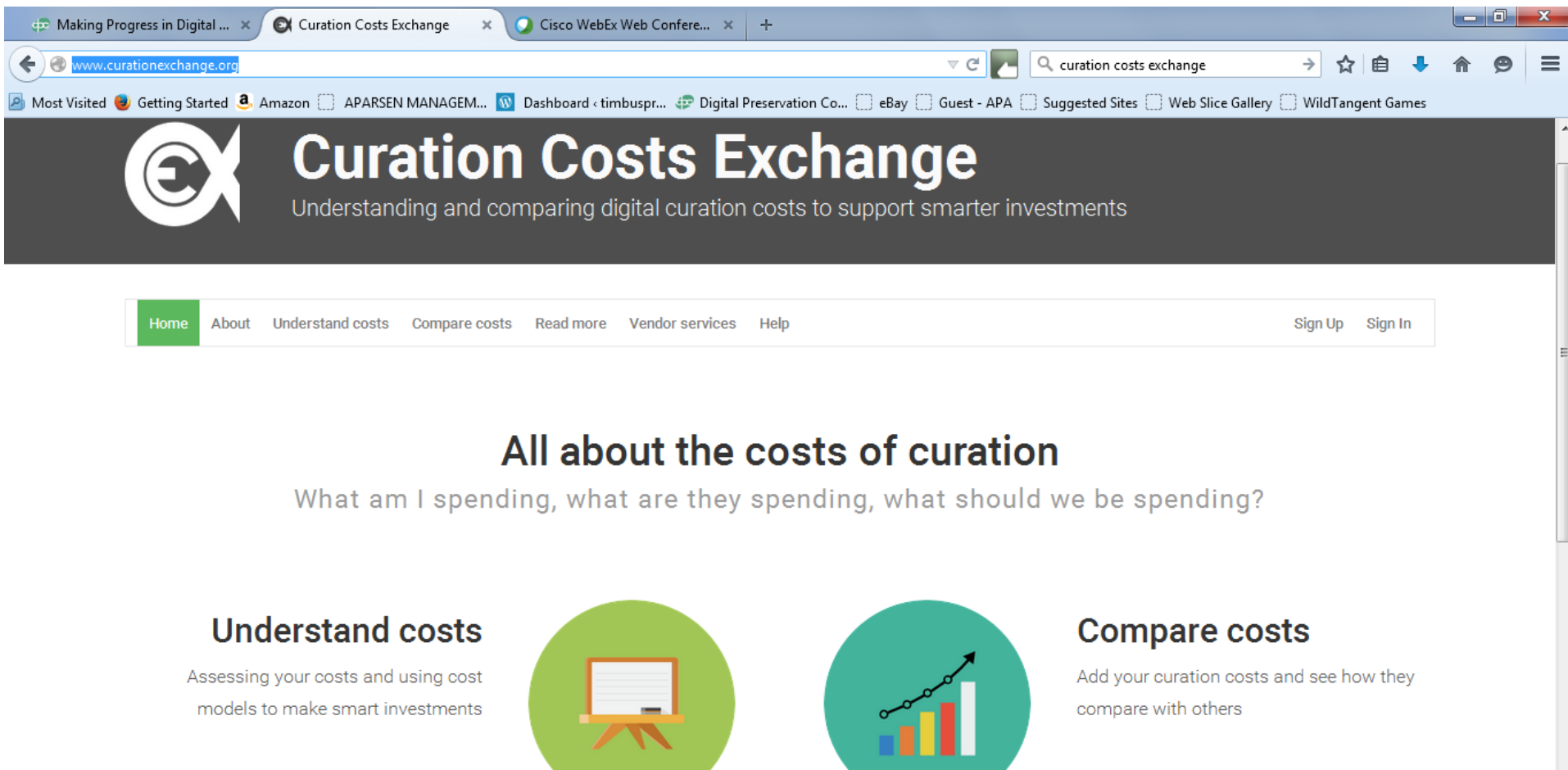
Then an exercise ...



Digital **Preservation** Coalition

Curation Costs Exchange

<http://www.curationexchange.org/>



The screenshot shows a web browser window with the URL www.curationexchange.org/. The browser's address bar and tabs are visible at the top. The website's header features a dark grey banner with the 'Curation Costs Exchange' logo (a stylized 'C' with an 'X') and the tagline 'Understanding and comparing digital curation costs to support smarter investments'. Below the banner is a navigation menu with links: Home (highlighted in green), About, Understand costs, Compare costs, Read more, Vendor services, and Help. On the right side of the menu are 'Sign Up' and 'Sign In' links. The main content area has a heading 'All about the costs of curation' followed by the subtext 'What am I spending, what are they spending, what should we be spending?'. Below this, there are two featured sections: 'Understand costs' with the description 'Assessing your costs and using cost models to make smart investments' and an icon of a whiteboard on a stand; and 'Compare costs' with the description 'Add your curation costs and see how they compare with others' and an icon of a bar chart with an upward-trending line graph.

Most Visited Getting Started Amazon APARSEN MANAGEM... Dashboard < timbuspr... Digital Preservation Co... eBay Guest - APA Suggested Sites Web Slice Gallery WildTangent Games

Curation Costs Exchange
Understanding and comparing digital curation costs to support smarter investments


Home About Understand costs Compare costs Read more Vendor services Help Sign Up Sign In

All about the costs of curation

What am I spending, what are they spending, what should we be spending?


Understand costs

Assessing your costs and using cost models to make smart investments



Compare costs

Add your curation costs and see how they compare with others





Costs vs Benefits

- Keeping Research Data Safe
- Cost of Inaction

The screenshot shows a web browser window with the URL <https://coi.avpreserve.com>. The browser's address bar and tabs are visible at the top. The website's header includes the title 'The Cost of Inaction Calculator' and navigation links: 'The Acme Story', 'Analyze Your Collection', and 'Log In / Sign Up'. The main content area features the title 'COST OF INACTION CALCULATOR' in large, bold, black letters. Below the title, there are four columns of text, each preceded by an icon: a stack of money, a film strip, a computer monitor, and a shield. The text in each column discusses the costs of physical preservation, decay, reformatting, and digitization. The bottom of the image shows a Windows taskbar with various application icons and a system clock indicating 20:45 on 11/05/2015.

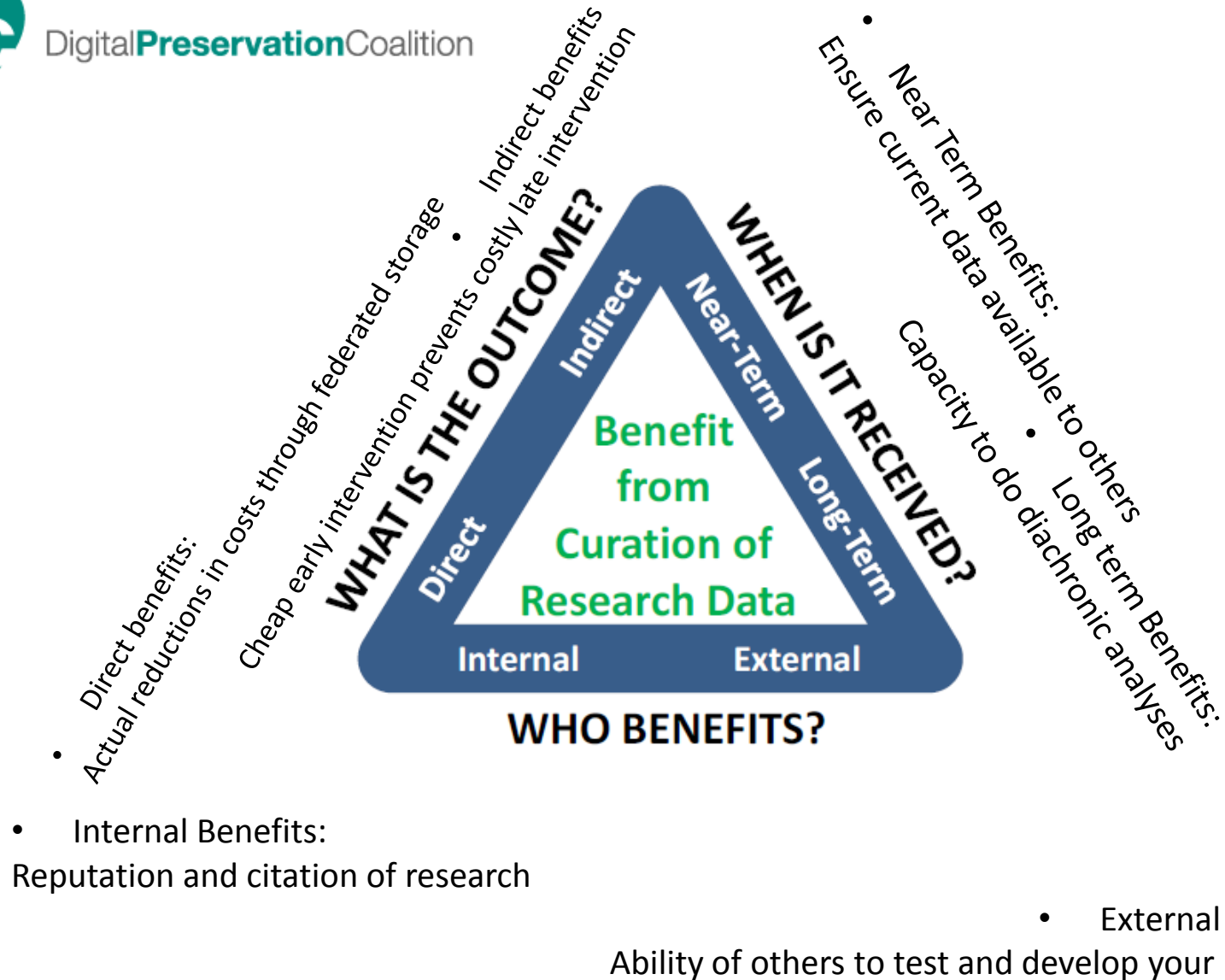
COST OF INACTION CALCULATOR

You've invested time and money to preserve the physical objects in your media collection.

However, over time, audiovisual materials will become unusable due to decay and obsolescence.

The only way to save your collection is to reformat through digitization.

The cost of digitization may be great, but the cost of inaction may be even greater.

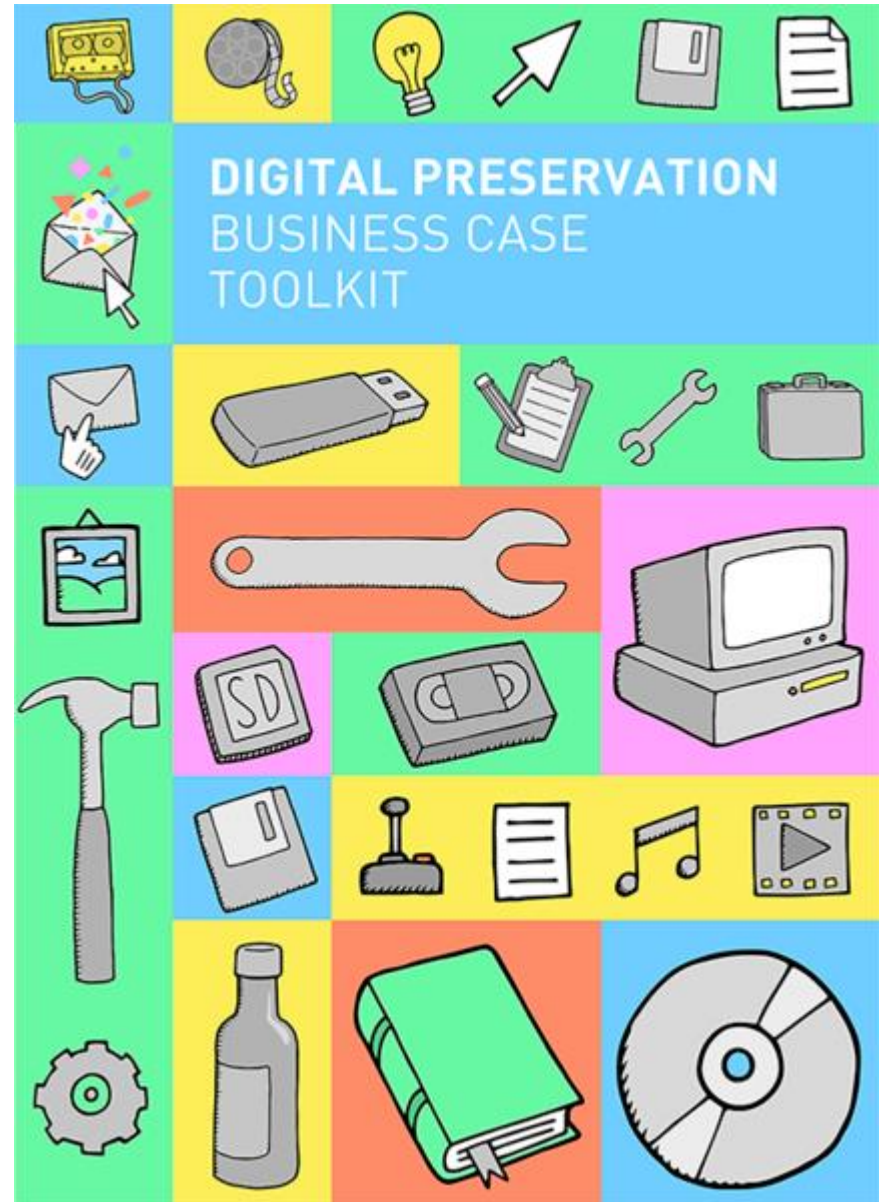




Digital**Preservation**Coalition

<http://wiki.dpconline.org/>

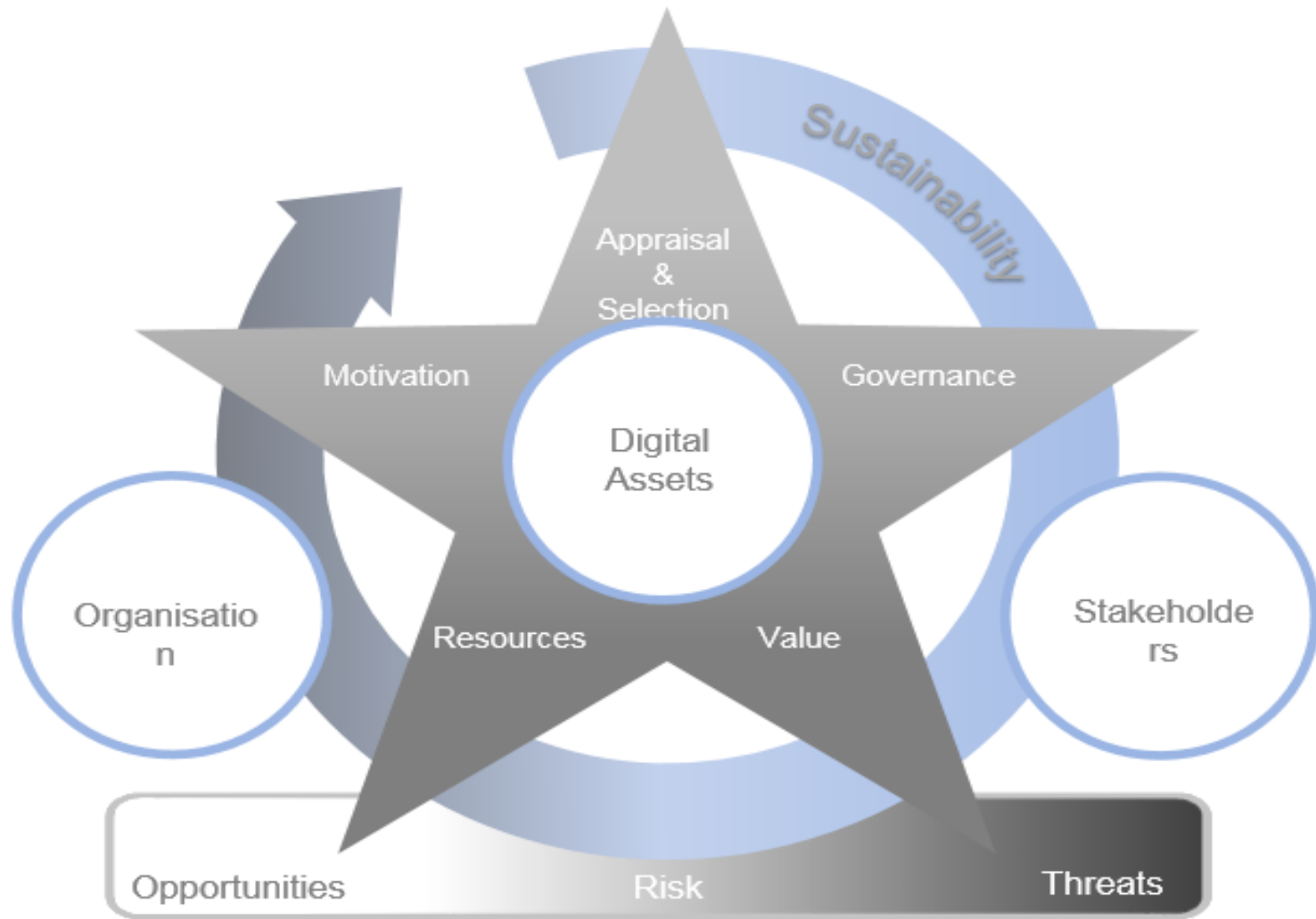
1. Is the timing right?
2. How ready are you?
3. What do you need?
4. Who is the audience for the business case?
5. What is the purpose of your DP activity?
6. What are the benefits?
7. Anything else that you need?
8. Validate and fact check?
9. Deliver with confidence!



www.dpconline.org



Digital**Preservation**Coalition





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)