Why preserve (and how to make the case)

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

“\textit{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 \textit{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
Why Digital Preservation?

Digital preservation is not just about 'data':

It's about people and opportunity

Safer  Smarter
Healthier  Wealthier
Greener  Fairer

More creative
Digital preservation is not just about ‘the bits’: it’s about people and opportunity

Digital preservation is not just about ‘access’: Make the case here!

Digital Preservation Coalition

www.dpconline.org
• Business case
• Value
• Costs
• Benefits
• Make the case
• Economics
• Sustainability
Expensive ... eh?

Lifecyle 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?
Risk / benefits / costs

**In financial terms,** what is the value of the data in your collection?
Digital preservation expensive ..?

No: it’s an unfunded mandate

Therefore don’t throw money at it: get the mandate properly incorporated
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
Curation Costs Exchange
http://www.curationexchange.org/

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
Internal Benefits:
- Reputation and citation of research

External Benefits:
- Ability of others to test and develop your research

Digital Preservation Coalition

www.dpconline.org
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!
Class exercise. Prepare a two minute ‘elevator pitch’ that lists the
• Who you are pitching to
• The value of the collection
• The problem it faces
• The work that needs to happen
• The benefits that will flow

2 minutes (approx. 200 words)