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 ...

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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':

Digital preservation is not just about 'access':

Digital preservation is not just about 'risk':

It's about people and opportunity:

Safer

Smarter

Healthier

Wealthier

Greener

Fairer

More creative
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

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 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

\[ L_T = Aq + I_T + M_T + A_L + S_T + P_T \]
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/

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

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

WHAT IS THE OUTCOME?

Benefit from Curation of Research Data

WHEN IS IT RECEIVED?

Near-Term

Indirect

Long-Term

Internal

External

WHO BENEFITS?

Direct

Indirect benefits

Cheap early intervention prevents costly late intervention

Ensure current data available to others

Long term Benefits:

Capacity to do diachronic analyses

Direct benefits:

Actual reductions in costs through federated storage

Near Term Benefits:

- Internal Benefits:
  Reputation and citation of research

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

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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
• 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)