

Increasing Adoption in Microsoft 365 Information and Records Management

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Microsoft 365
CONFERENCE

Microsoft Viva
Microsoft Teams
Microsoft SharePoint
Microsoft Power Platform

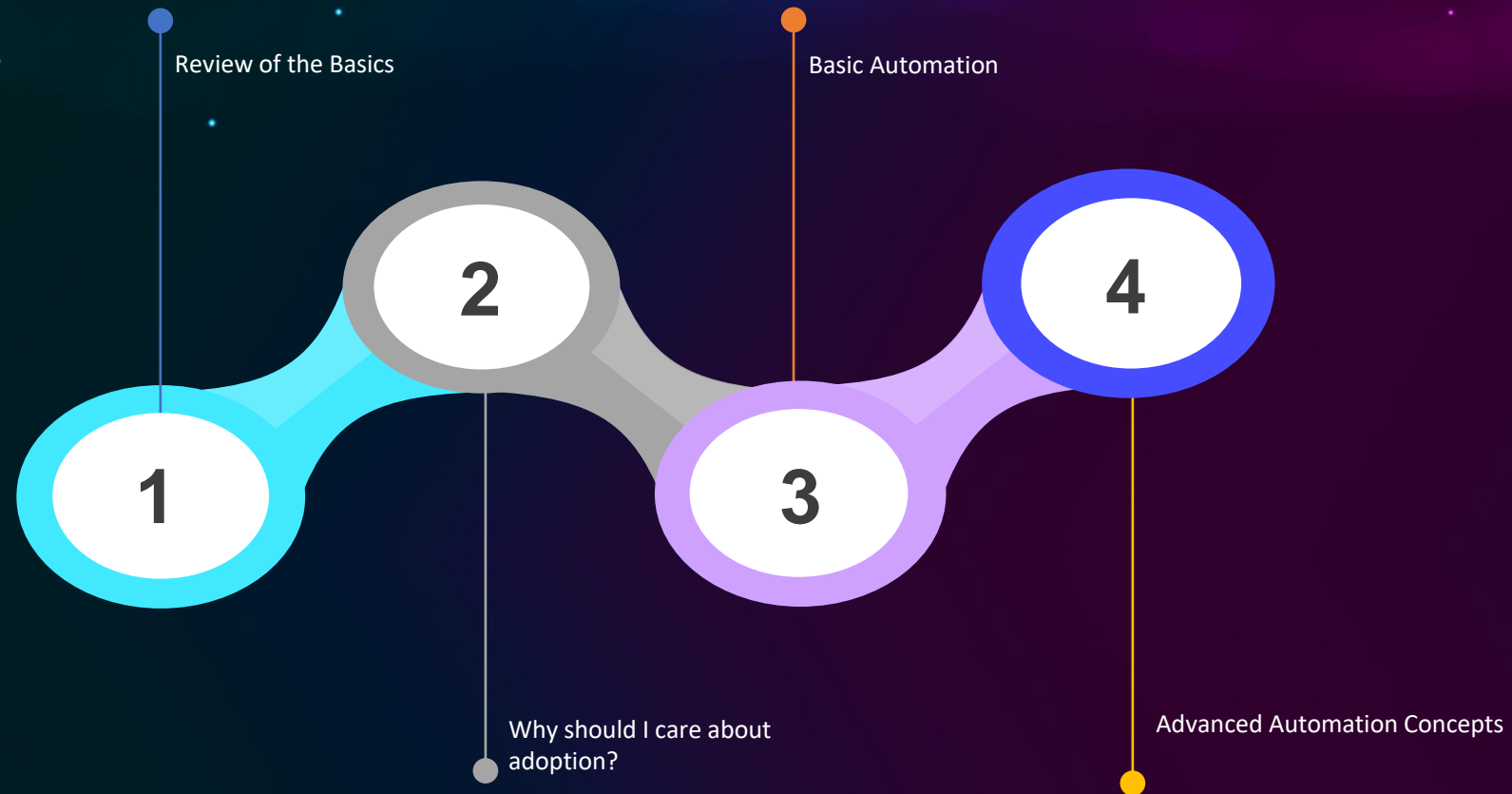
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2022 LAS VEGAS

Let's Connect



Agenda



Microsoft 365 Retention

Retention Policies

- Applied to containers and apply a consistent retention policy to all content within the container (Umbrella approach).
- Applied when content is deleted by moving deleted content to a hidden folder or library (only admins can access hidden folder or library)
- Can apply to all content within a container, or content in the container that contains specific keywords or sensitive data types (ie. SIN #)
- Retention period is triggered either on created or last modified date of the content
- Occurs “behind-the-scene”. Is not something that users can directly interact with

- Enable granular retention periods to be assigned to individual documents and emails within the same container
- Can be manually applied (user interaction) to emails or documents (e.g. user selects a retention label for a file in a SharePoint site or an email)
- Advanced trigger support for retention periods
- Disposition Reviews available
- Event Based retention where retention periods begin based on a non-standard event within an organization (Employee termination, Fiscal Year-End, etc)

Retention Labels

Microsoft 365 Retention

Retention Label Policies

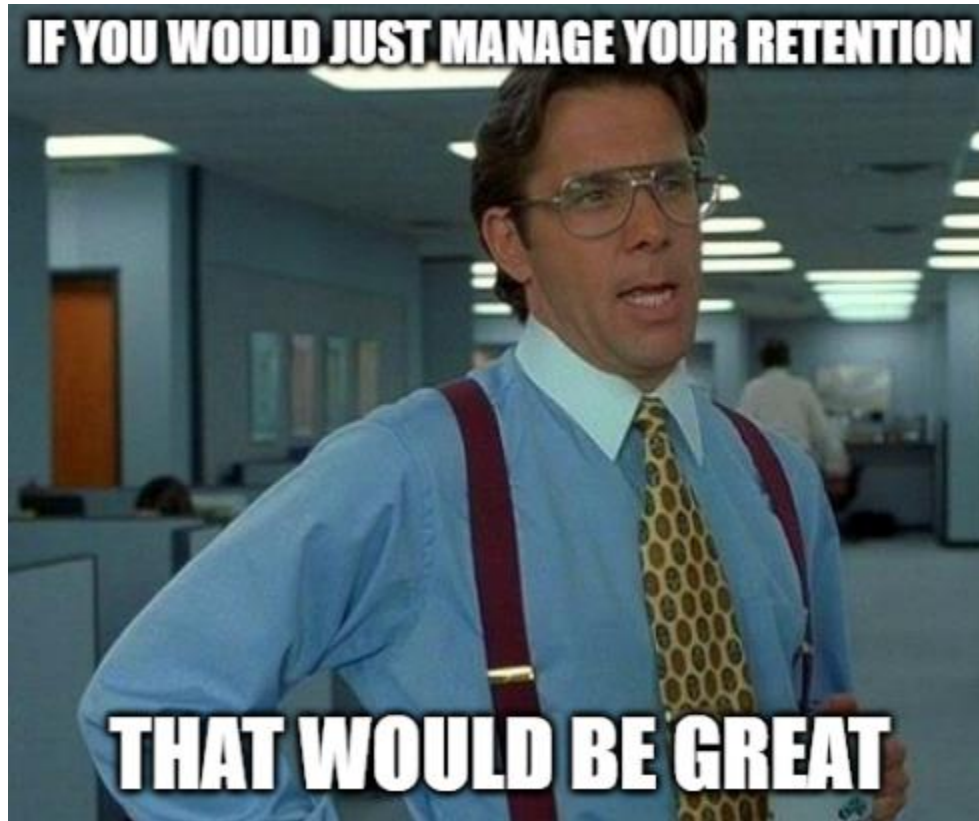
- Ensures Retention labels only exist where they need to exist
- Locations can be dynamic based on specific properties or attributes
- Can be targeted to specific locations such as sites or mailboxes
- Retention labels without a policy just exist as objects within the compliance center of M365.
- Controls where labels are available

Locations	Retention Policies	Retention Labels
Exchange email	Yes	Yes
SharePoint site	Yes	Yes
OneDrive accounts	Yes	Yes
Microsoft 365 groups	Yes	Yes
Skype for Business	Yes	No
Exchange public folders	Yes	No
Teams channel messages	Yes	No
Teams chats	Yes	No

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Why Adoption Considerations are Important



- Everyone is busy. Users need to want to do something for it to be done effectively.
- If adoption is not considered in the planning, users will see the effort as a chore.
- Loss of adoption means proper records management won't be achieved. Lack of records management could lead to loss of data or improper data still existing in the organization.

How Can Automation Help?



- Helps to minimize the guessing
- Takes some or most of the load off of users (aids in adoption)
- Allows for custom rules to be applied based on a number of options

Basic Automation – Default Label

- **SharePoint Document Library Default Label**

- All content within the library automatically receives the label
- Can modify label after applied automatically
- When set, option to update content already within the site is available

- Benefits

- All content uploaded to a site receives the default retention label (no user intervention required)
- Labels can still be updated
- Retention policies won't be required

- Detriments

- Users tend to miss setting the proper label because it is already set
- Auto-apply labels (through policy) will not overwrite
- Only a single default label can be set

Basic Automation - Label

- **SharePoint Folder\Document Set**

- All content within the folder or Document Set automatically receives the label
- Can modify label after applied automatically

- **Benefits**

- Multiple labels can be set up as default within Document Library
- All content uploaded to a folder receives the default retention label (no user intervention required)
- Labels can still be updated

- **Detriments**

- Existing content in folder\Document Set will not receive the default label
- Users tend to miss setting the proper label because it is already set
- Auto-apply labels (through policy) will not overwrite
- Only a single default label can be set per folder\Document Set
- If folder structure changes and defaults are not updated, content could receive an incorrect label

Advanced Automation

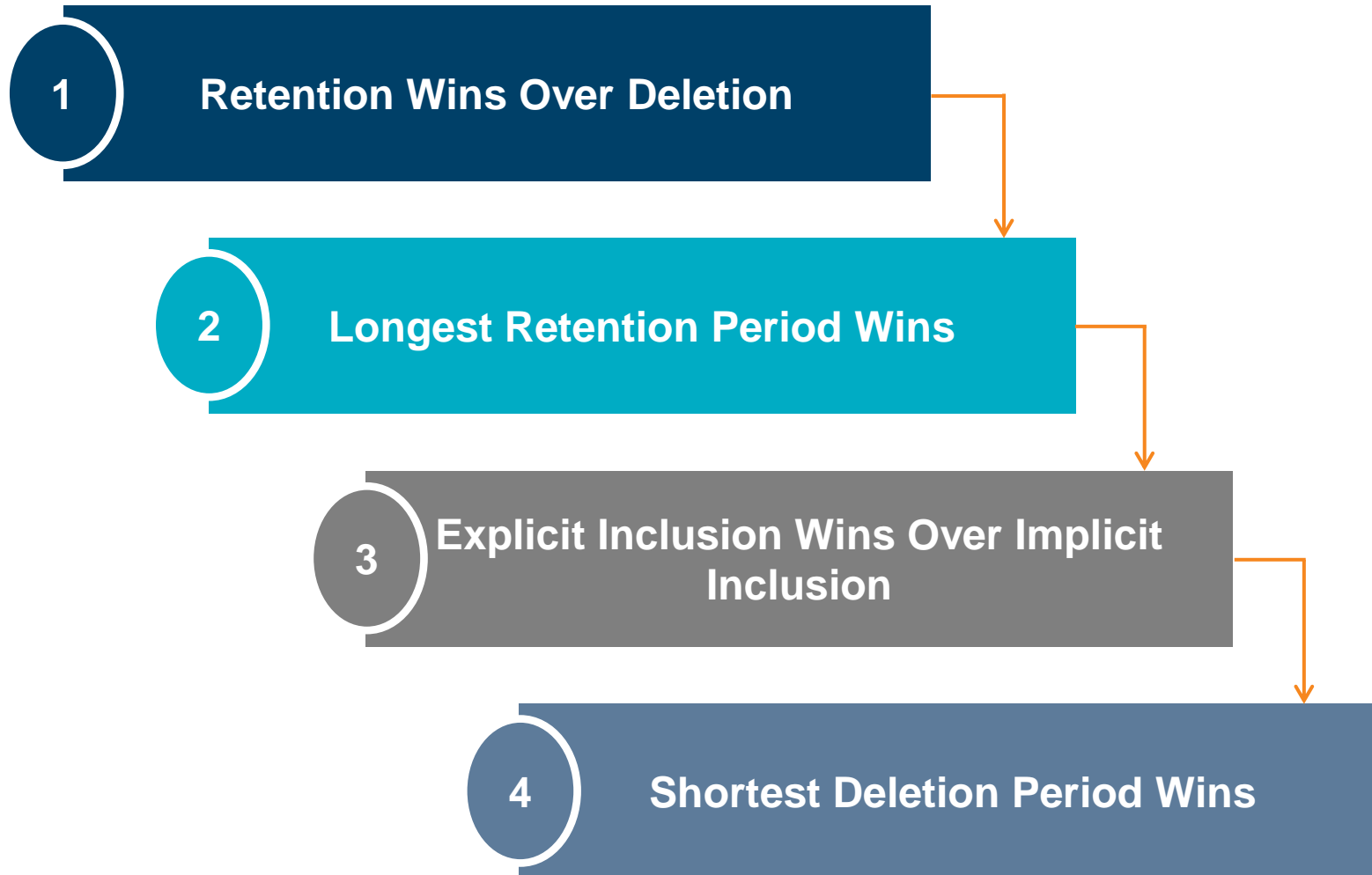
- **Auto-Apply Label Policy**

- Microsoft 365 scans content (via the Microsoft Search index) when criteria is met, labels are applied.
- Multiple methods of searching for appropriate content
 - Sensitive Information Types (built-in or custom)
 - Specific Content or Metadata
 - Trainable Classifiers
 - Content shared as a cloud attachment through Exchange or Teams (Preview now, GA March 2023)

Remember the Principals of Retention (aka. Order of Precedence)



Advanced Automation



Auto-Apply By Sensitivity Type

- Scans for templated sensitivity types within Microsoft 365 locations.
 - Financial
 - Medical
 - Privacy (Personally Identifiable Information)
 - Enhanced (New templates that build on searches and include additional information in searches)
 - Custom (created by manually)
- Benefits
 - Able to search based on over 300 existing templates within Microsoft 365
 - Capable of customizing the search similar to a custom sensitivity label policy
- Detriments
 - Often sensitive data types aren't the defining category for retention

Auto-Apply By Content or Metadata

- Write specific search queries for locating required content
- Search for content within a document
- Search for metadata assigned to content (most common)
- Utilize Keyword Query Language (KQL) query

- Benefits
 - Highly robust and versatile method of locating information
 - Create highly customized searches to meet the needs of the organization
 - Capable of utilizing information set by users without users needing to understand record schedule nuances

- Detriments
 - KQL is not highly intuitive (not the same as searching in Microsoft Search)
 - Searching based on metadata takes planning and configuration
 - Still require users to set fields, but easier for them as it can be built based on their knowledge of the content

Auto-Apply By Trainable Classifier

- Form of Machine Learning within Microsoft 365 Purview
- Teaches the system to understand data types based on the form (not the content)
- Scans system for forms it recognizes and applies retention accordingly

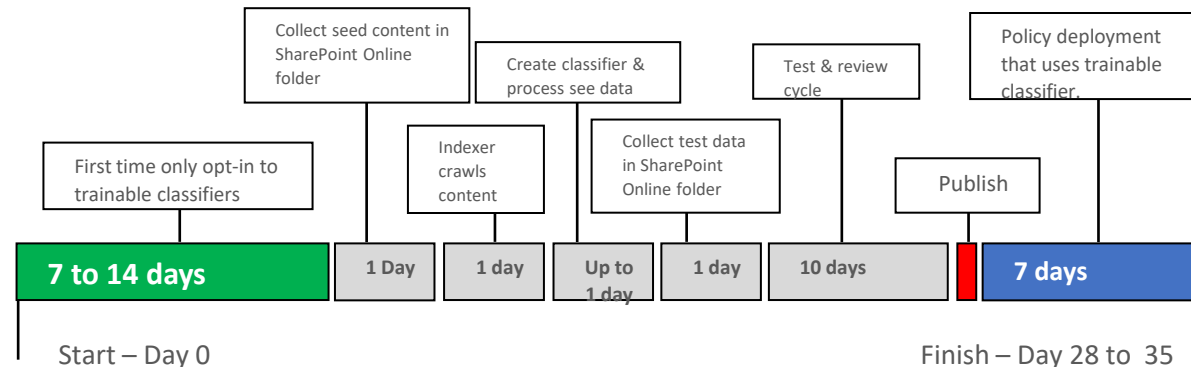
- Benefits
 - Doesn't require metadata to be set
 - Users can upload in bulk and not have to worry about additional steps
 - Tenant-wide scanning

- Detriments
 - Complex configuration steps
 - Requires a lot of "seed" data (50 minimum and up to 500)
 - Takes a lot of time to train the system

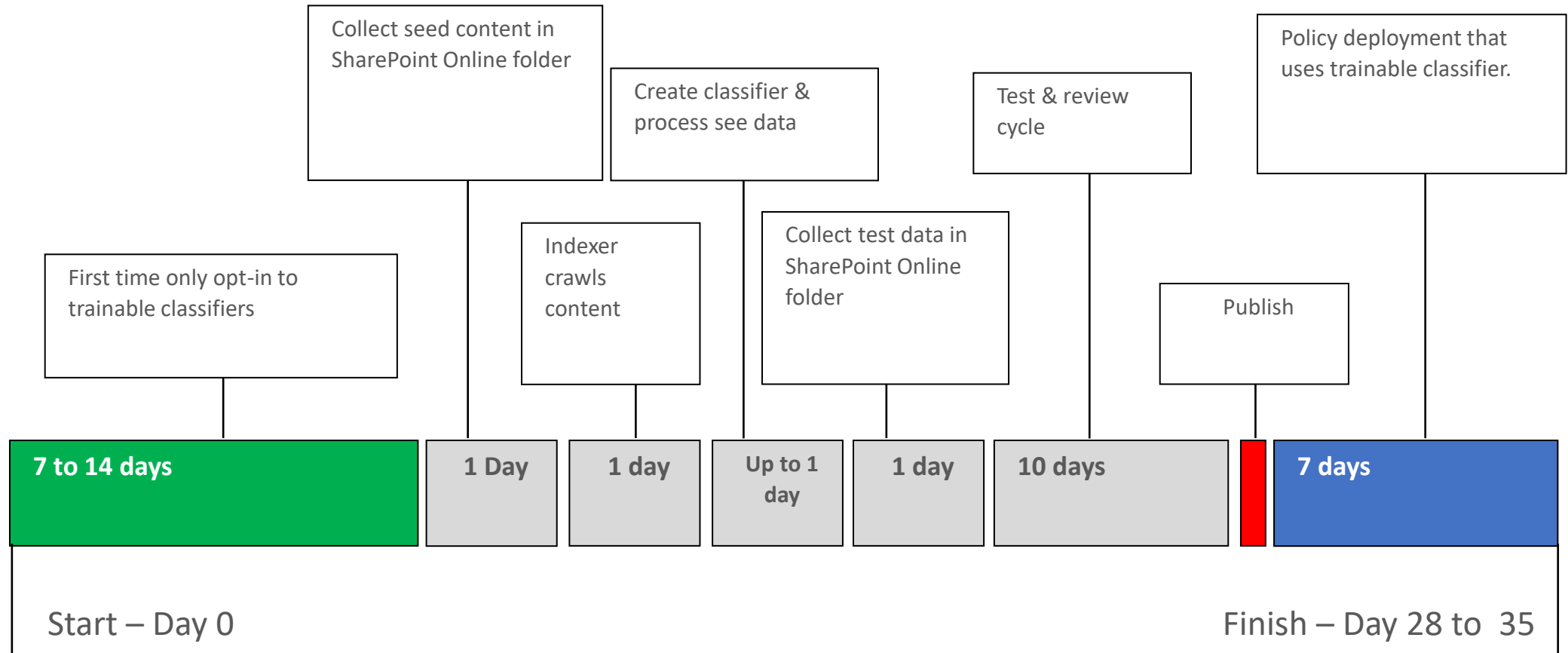
Trainable Classifier – Real World Example

- Customer Contracts

- Administrators place a number (at least 50) of “seed” contract documents into a SharePoint Library
- Over 24 hours the system scans the documents categorizing and indexing the components
- Once complete another library is filled with new data that is a mixture of contracts and non-contracts
- The system again scans these documents and builds a list of positive and negative results
- User intervention is required to indicate if the system is correct in it’s understanding of each document
- Once complete retention labels and sensitivity labels can automatically be applied to the content based on the trainable classifier



Trainable Classifier – Real World Example



Auto-Apply – Cloud Attachment

- Adds retention to any document shared via a link through Outlook or Teams
- Benefits
 - Catch-all for documents transferred to these locations due to link-sharing
- Detriments
 - Some key content may not receive the proper retention they deserve
 - Users may not be aware of the retention applied to the document