

# Records Management or Big Data

*"Pick your lane"*



# Your Speaker...



ARMA member for 3 Decades

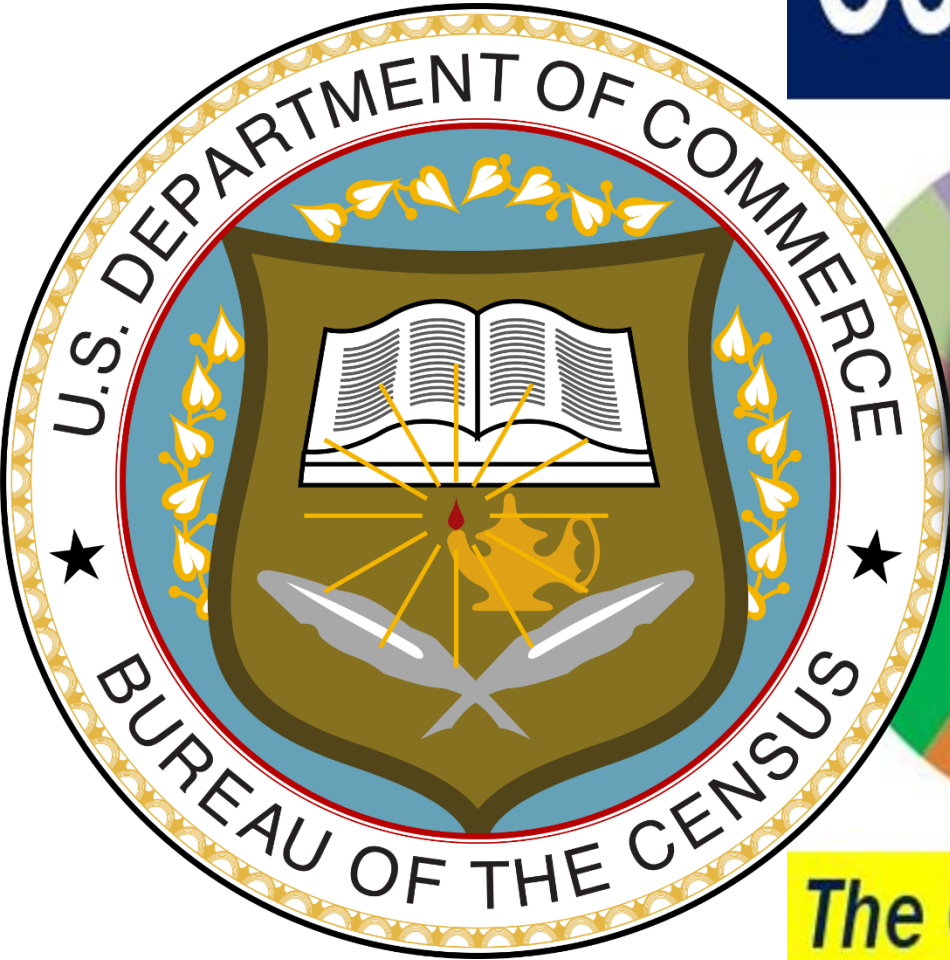
Patent Holder and Developer of RIM software  
for Federal Projects

From Out of Town!



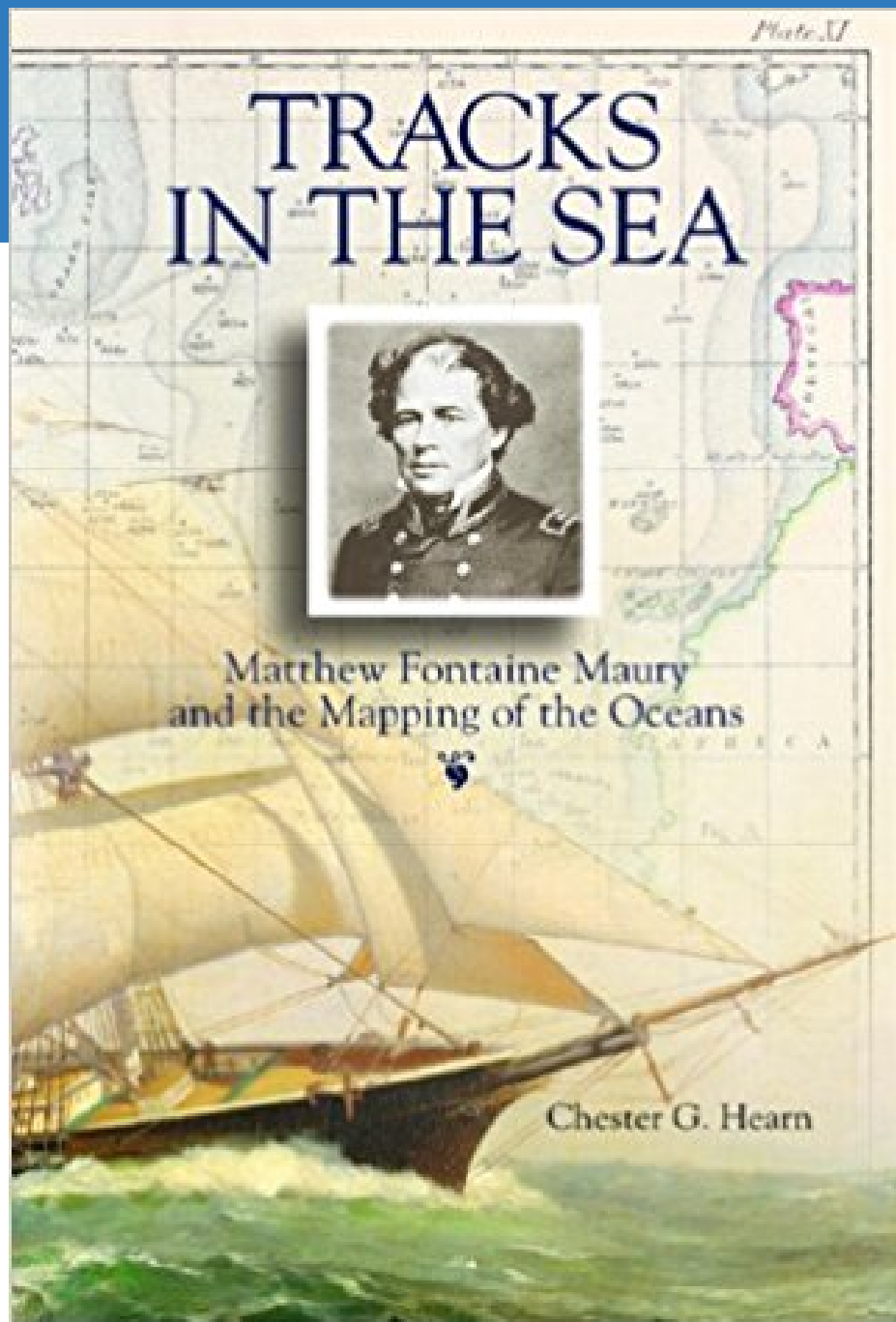
# Small data vs Big Data

## Consumer Price Index (CPI)



.4%

**The CPI only includes services, not manufacturing, raw materials, etc.**



Unearthing data from material that no one thought held any value

The rules of scientific investigation always require us, when we enter the domains of conjecture, to adopt that hypothesis by which the greatest number of known facts and phenomena may be reconciled.



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n = all



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# Causality vs Correlative



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# datafication



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# Data Exhaust

What is the US Sensus  

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About 1,620,000 results (0.72 seconds)



Showing results for **What is the US *Census***  
Search instead for [What is the US Sensus](#)

It is mandated by Article I, Section 2 of the Constitution and takes place every 10 years. The data collected by the decennial **census** determine the number of seats each state has in the **U.S.** House of Representatives and is also used to distribute billions in federal funds to local communities.



[en.wikipedia.org](https://www.census.gov/2010census/about/)

**What is the Census? - 2010 Census - Census Bureau**  
<https://www.census.gov/2010census/about/>

 About this result  Feedback



# 3 key pieces of the puzzle....



Long Term Vision

Day to Day  
(current state)

Correlation

Capture &  
Preservation



# Balance Key Roles on Any Project

## TAX INVOICE IMPORTANT NOTICE

A surcharge may apply for vehicles not returned to East Coast Car Rentals. A refueling service charge will apply if the vehicle is returned with less fuel than when it was rented. Any damage to the vehicle must be reported to East Coast Car Rentals within 24 hours. In the event of the vehicle being stolen or involved in an accident both East Coast Car Rentals and the Police must be notified immediately. This vehicle may not be taken onto Kangaroo Island, Fraser Island, Magnetic Island, Groote Island, Gove Peninsula or the Tiwi Islands. Travel is not permitted into or out of the Northern Territory, Western Australia or Tasmania. An administration fee of 9.95% will be added to all fees relating to this rental agreement including damage liability where applicable. A PROCESSING FEE of \$110 (plus any State Penalties Enforcement Register fees/charges) will apply to process parking/traffic infringements and speeding fines. Returned rentals required to be reopened will incur a processing fee. NO REFUNDS or CREDIT given for any amendment of this agreement.

### Hirer Information

Name DEEGAN PETER  
Address [REDACTED] NSW [REDACTED]  
Phone [REDACTED] NS CUST#: [REDACTED]  
License [REDACTED] DOB [REDACTED]  
Expiry [REDACTED]  
Passport or ID#  
Local Contact  
Payment  
  
Voucher  
Additional Driver(s)  
None

### Location Information

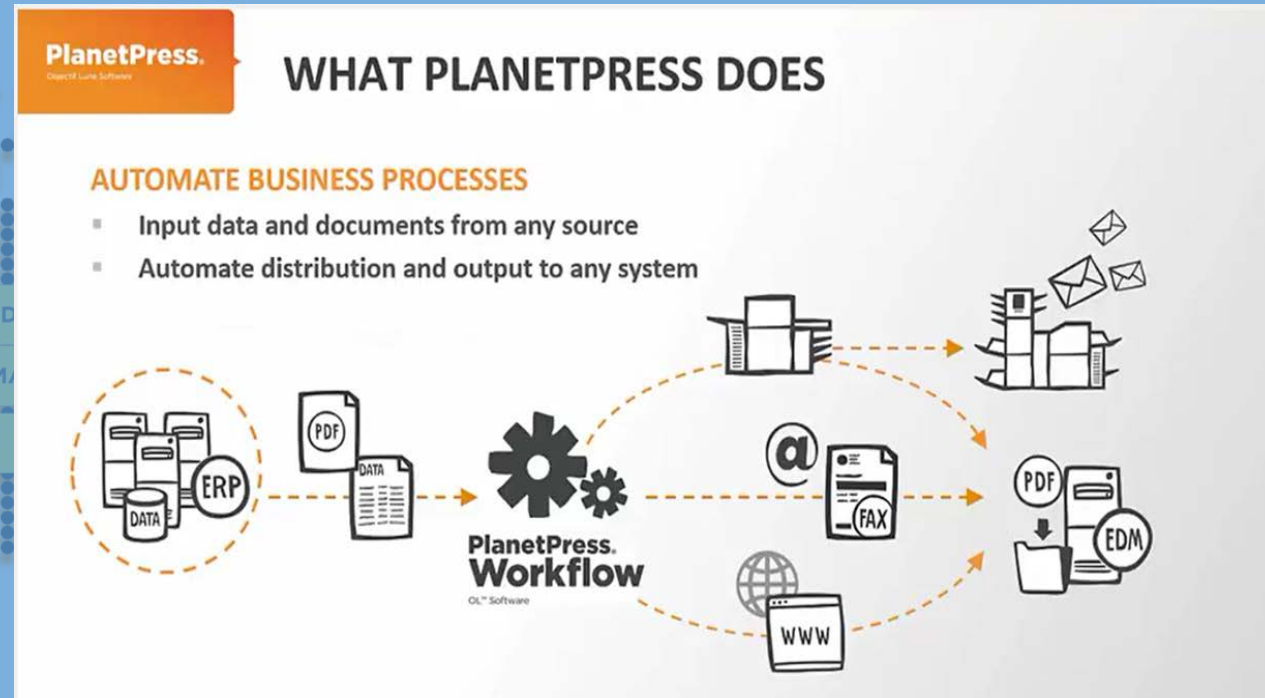
Check Out [REDACTED]  
ECCMT /200 SYDNEY AIRPORT  
200 O'RIORDAN STREET  
MASCOT, NSW 2020  
DUE In [REDACTED]  
ECCRE /450 SUNSHINE COAST APO  
3730 RUNWAY DRIVE  
MARCOOLA QLD 4564

### Vehicle Information

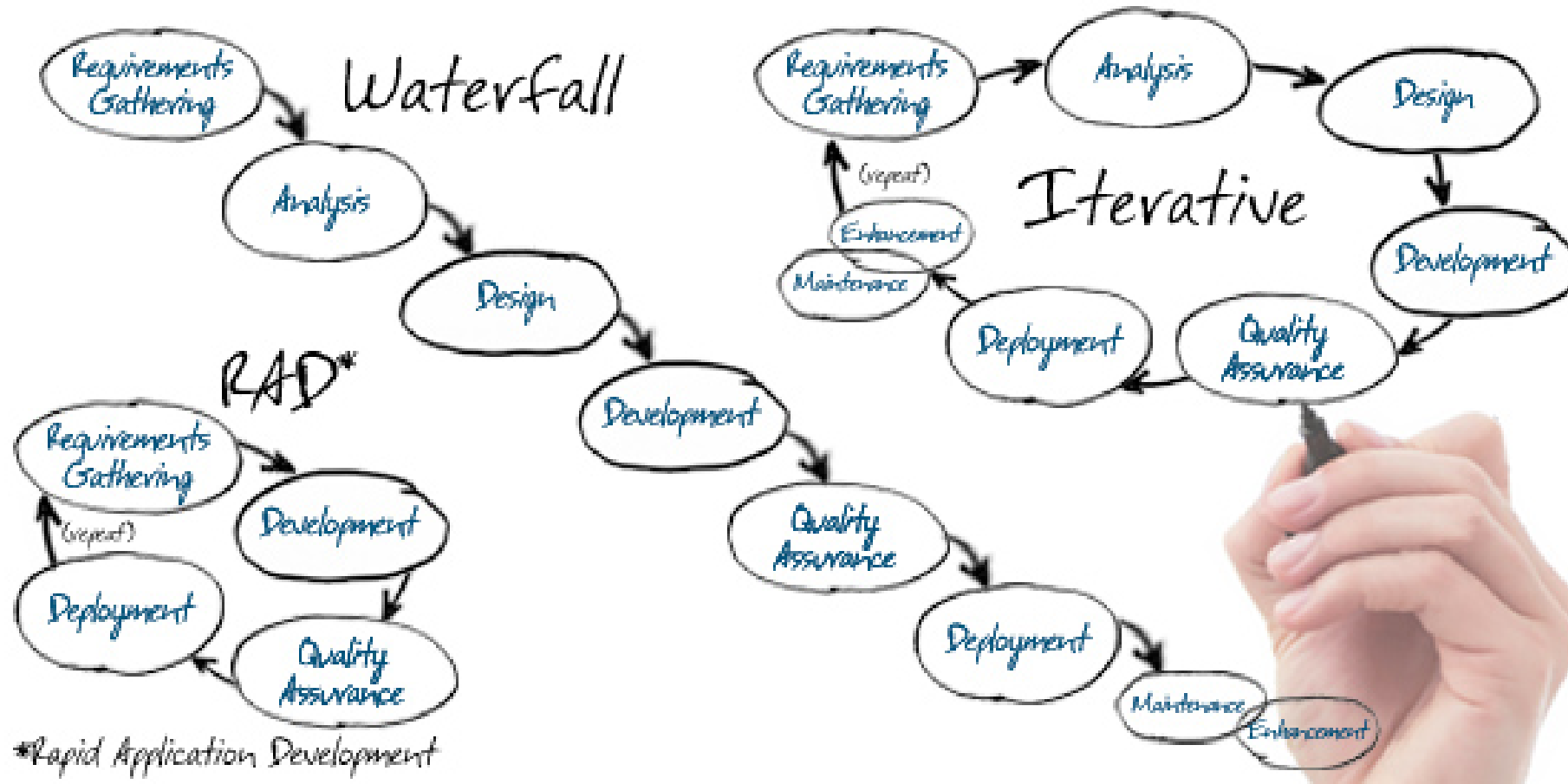
Vehicle#/Lic# 903SVO 903SVO  
Description: 12 TOYOTA T4CORO  
Owning Location: VERGHL Fuel: UNLEADED  
Fuel level Out/In: FULL FULL  
Odometer In: 58531  
Odometer Out: 57474  
Total Kms Driven: 1057  
Vehicle Condition:  
In: SUBJECT TO FULL INSPECTION  
Out: OK



But after knowledge is something more: wisdom and clairvoyance. At some point in time, systems will detect and correct problems before humans are even aware.



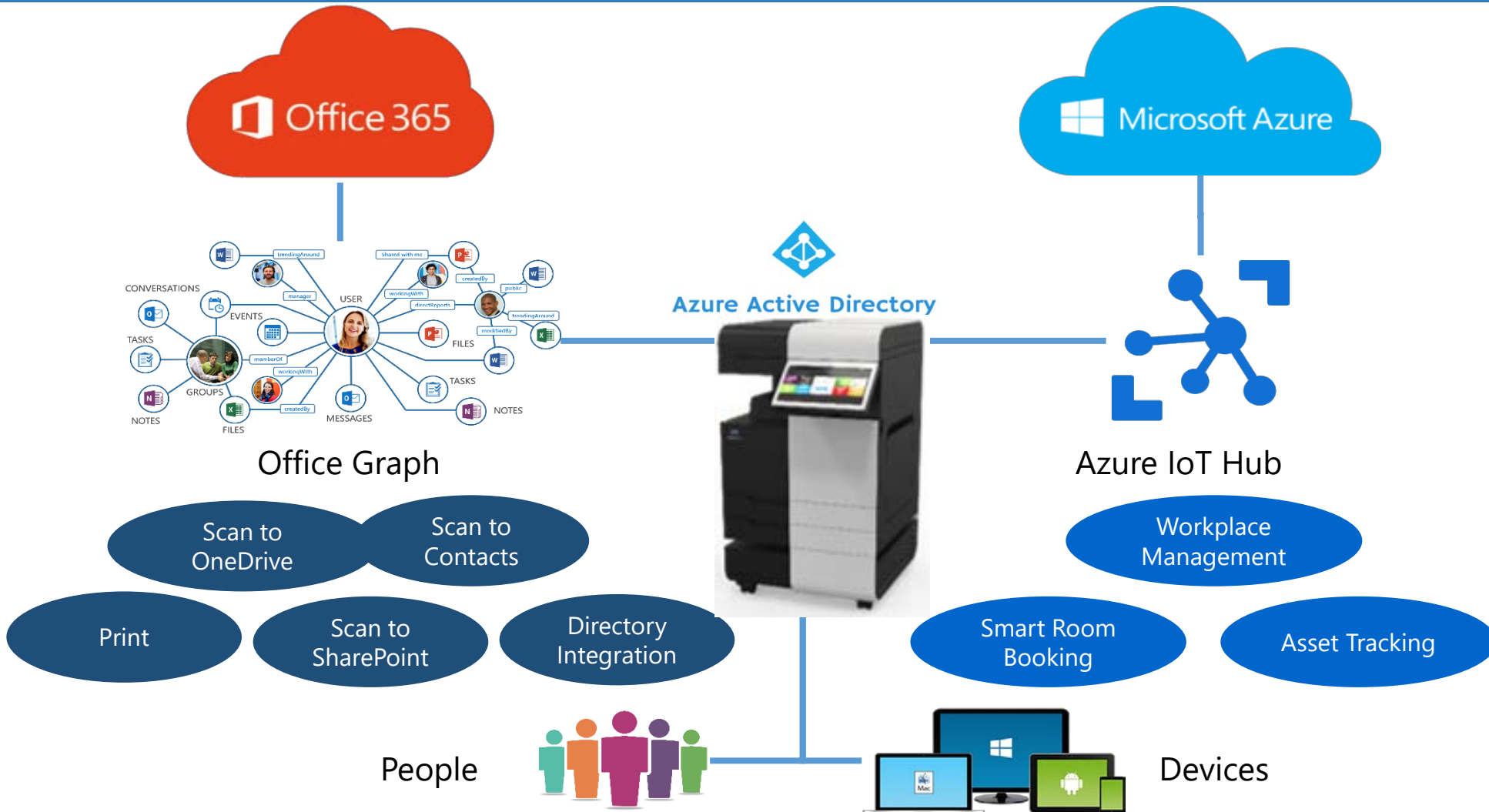
# When Words become Data...



\*Rapid Application Development



# Konica Minolta Business Solutions Transformation & Synergy



What is  
needed...

A Mature eye to the future on  
both sides with realistic  
expectations and controls...



# Another Great Innovation...



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