

A Practical Guide to Managing Aging Content in the AI Era

Why traditional approaches fall short and how intelligent data management delivers better outcomes



Foreword

IT leaders face a familiar tension: pressure to lower storage expenses while users demand instant access to historical information. Compliance teams need defensible retention while business units resist anything that impedes productivity.

Organizations today are overwhelmed by unstructured data. Knowledge workers generate vast amounts of content daily (documents, emails, reports, presentations)—most of which eventually becomes inactive. Many either keep everything "just in case" or rely on traditional archiving methods, neither of which strongly supports today's GenAI, analytics, or digital transformation initiatives.

This guide addresses these challenges by:

1. Explaining why common archiving approaches fall short
2. Outlining the risks of outdated or absent archiving strategies
3. Providing five practical steps to improve the management of aging content
4. Offering guidance on selecting an intelligent data management platform

The framework presented here demonstrates how moving from age-based rules to context-aware archiving can transform information governance from a cost center into a strategic capability, reducing expenses while ensuring content remains accessible and AI-ready.



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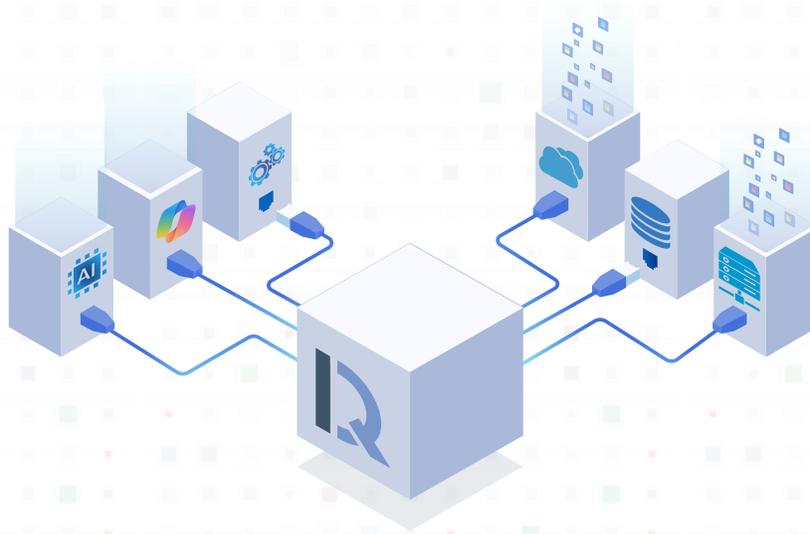
Two Common Approaches to Aging Content & Why They Fall Short

Keep Everything “Just in Case”

- Drives up storage costs
- Reduces search result relevance
- Increases compliance exposure

Traditional Archiving

- Moves content by age, not value
- Makes files inaccessible for AI or modernization
- Disrupts users and burdens IT with requests



The Risks of Outdated or Absent Archiving

- **Operational inefficiency.** Employees spend hours searching for files that may be buried in storage silos. Retrieving archived content requires time and IT resources.
- **Compliance gaps.** Over-retention can increase exposure to litigation; under-retention can create defensibility issues.
- **Stalled innovation.** AI and data modernization projects require relevant, organized content; inaccessible archive data can slow progress.
- **Rising costs.** Retaining everything in primary systems or cloud environments drives up unnecessary storage costs.

Modern, intelligent archiving addresses these risks while optimizing cost, accessibility, and compliance – turning aging content into a usable, governed part of your content landscape.

5 Steps to Intelligently Manage Your Aging Content

1



Assess your content landscape

Conduct an audit to identify inactive, duplicated, or high-risk content. Look beyond timestamps or file location to understand the business context, usage patterns, and regulatory requirements for different content types.

2



Define outcome-driven governance and retention policies

Develop retention policies aligned with business purpose, regulatory requirements, risk, and potential future use. Document clear criteria for what content should be archived, retained, or deleted (and why).

3



Evaluate automation classification and tiering capabilities

Explore technologies that can classify content based on context and automatically tier files to appropriate storage. Look for solutions that can operate at the file level and maintain discoverability while reducing storage costs.

4



Plan for user access and retrieval

Design archiving approaches that allow users to retrieve archived content when needed, minimizing IT burden. Archived files should be easily retrievable on demand by end users without disruption or IT intervention.

5



Integrate archiving into your broader information strategy

Treat archived content as part of your active content ecosystem, not a separate silo. Ensure governance, security, and accessibility standards apply consistently across all content (archived or not) to support GenAI readiness and business agility.

Unlocking Value Across the Entire Content Ecosystem

Intelligent archiving is most effective when integrated into a broader strategy for end-to-end content lifecycle management. By keeping all content – active or archived – relevant, organized, cleansed, and secure, organizations can enable AI-driven initiatives, improve operational efficiency, and ensure every piece of enterprise data contributes to strategic business outcomes.

What to Look for in an Intelligent Data Management Platform

- Automates policy-based archiving and defensible deletion at the file level
- Provides rehydration-ready access for end users
- Ensures centralized governance across all storage repositories and applications
- Prepares unstructured content for GenAI and digital transformation initiatives

Organizations exploring intelligent archiving should evaluate solutions based on their ability to deliver measurable ROI through cost savings, efficiency gains, and AI readiness.

About the Sponsor

DryvIQ gives you control over your entire content lifecycle, transforming fragmented, unstructured content into a governed, business-ready foundation for AI. With a single platform to access, analyze, and manage your content everywhere, you can execute your AI strategy with confidence and speed.

Request a personalized ROI review from DryvIQ to learn more.

