



Riksarkivet

Trust Building

DCH-RP and EUDAT Workshop 3rd of June 2014

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Trust Building in the DCH-RP Project

The DCH-RP project is developing a roadmap for preservation services, where cultural heritage institutions rely on co-operation with e-Infrastructures offering distributed preservation services.

This distributed architecture adds extra complexity to the traditional trust model that memory institutions have relied on.

Not only the end users of digital cultural heritage content need to trust the institutions responsible for sustaining digital collections and holdings; these institutions have in their turn to trust the providers of preservation services.

This is a new situation, and analysis of trust is, therefore, one of the key concepts in the DCH-RP project.

The need for a trust model for distributed digital preservation solutions has been discussed through a number of research papers, but as yet no working model has been proposed.

The deliverable D4.1 of DCH-RP outlines the design of a new trust model suitable for the case of cultural heritage institution—e-Infrastructures collaboration. It also presents an analysis of the concept of trust in digital preservation organisations (repositories) and discusses how the traditional trust model is transforming in distributed preservation architectures.



Trust & Risk

In the absence of a universally accepted trust model for distributed digital preservation architectures, the search for alternatives has led to risk assessment as a method of establishing and communicating trustworthiness of a preservation service.

The Digital Repository Assessment Method Based on Risk Assessment (DRAMBORA) has been in active use since 2007 and has proved that risk registries are an effective means of engaging stakeholders and managers of repositories in discussion of trust and sustainability of services. Indeed, risk is viewed by many of these stakeholders as the “other side of the coin” of trust.



Trust & Risk

Several recent projects have explored the role of risk in digital preservation, including TIMBUS, Cloud Sweden.

There are several risk profiles being developed for assessing the risks of of preservation services outsourced to the cloud (JISC 2013, Cloud Security Alliance, ARA).

The economic aspects of recovery from risks are being explored in the 4C project



Main Areas of Risk

The key concerns with outsourcing preservation services to third parties like cloud or e-Infrastructures have roots in different jurisdictions that govern cultural heritage institutions and e-Infrastructure providers, as well as with the general nature of distributed computing. The main areas of risk are related to:

- legal and governance – incompatibility of regulatory frameworks, legal liabilities;
- security – loss of data or service;
- data transfer – bottlenecks due to bandwidth restrictions, entrenchment due to vendor “lock-in”.

Addressing these groups of risks is vital for the digital repository for both maintaining its level of service as well as the level of trust it enjoys with its stakeholders.



Establish a Possible Business Model

A business model describes the rationale of how an organisation creates, delivers, and captures economic, social, cultural, or other forms of value.

In both theory and practice, the term business model is used for a broad range of informal and formal descriptions to represent core aspects of a business, including purpose, target customers, offerings, strategies, infrastructure, organisational structures, trading practices, and operational processes and policies.

There is a clear connection between the business model used and trust-building. It mirrors the level of trust in a business relation.



Establish a possible business model

Digital preservation built on a distributed model needs a business model for the integration between the cultural heritage community and the e-Infrastructures.

ITC managements have today started to implement new concepts for outsourcing, whether cloud-based or not. One of them is Vested Outsourcing. This is a hybrid business model, based on research conducted by the University of Tennessee Center for Executive Education and funded by the U.S. Air Force

In this model both clients and service providers in an outsourcing or business relationship focus on shared values and goals to create an arrangement that is mutually beneficial to each, in contrast to traditional outsourcing and businesses relationships that, according to Vested Outsourcing, often focus on win-lose arrangements.



Establish a possible business model

The basic philosophy in the Vested model is “What’s in it for We”.

It consists of five rules that have to be implemented in a relation-based contract, in this case for distributed digital preservation:

- **Focus on results and not on transactions:**
- **Focus on what to do instead of how to do it**
- **Agree on clearly defined and measurable goals and deliverables**
- **Establish a pricing model with optimal incentives for the agreed partnership**
- **Establish a governance model that gives both parties both overview and insight**



Thank you for your attention!

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