

# Management of Digital Assets

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# Today's Topics

1. What is a Digital Asset?
2. How should Digital Assets be managed?
3. How can Digital Assets be transferred?
4. Demo of Microsoft OneNote (a free program that was first announced on November 17, 2002)

# What is Digital?

## Definition

- Expressed in **discrete** numerical form, especially for use by a computer or other electronic device

Example: the use of 1's and 0's in a binary system

Keyword is **DISCRETE**

# What is Analog? i.e. NOT DISCRETE

- A liquid-filled thermometer because it is CONTINUOUS, not DISCRETE
- Music played by an instrument – continuous
- A picture drawn by an artist – continuous – not an assortment of pixels
- A photo taken by a film camera - continuous
- Ice Cream? Not the same as tangible vs. intangible



# What is Digital?

## *The Treachery of Images*

by Rene Magritte, a  
Belgian artist (1928-1929)

Is this a pipe?

- Can you smoke it?
- No. It is not an actual pipe, but merely the representation of a pipe



# What is Digital?

**Alfred Korzybski** – a  
Polish- American  
philosopher and scientist

The map is not the  
territory.

The word is not the thing.



# What is Digital?

## Accounting Examples

- Is a dollar bill really worth a “dollar”?
- Can you spend accounts receivables?
- Can you farm or ranch a “deed”?



These are agreed-upon  
“representations” of stuff

# What is Digital?

## Congratulations!

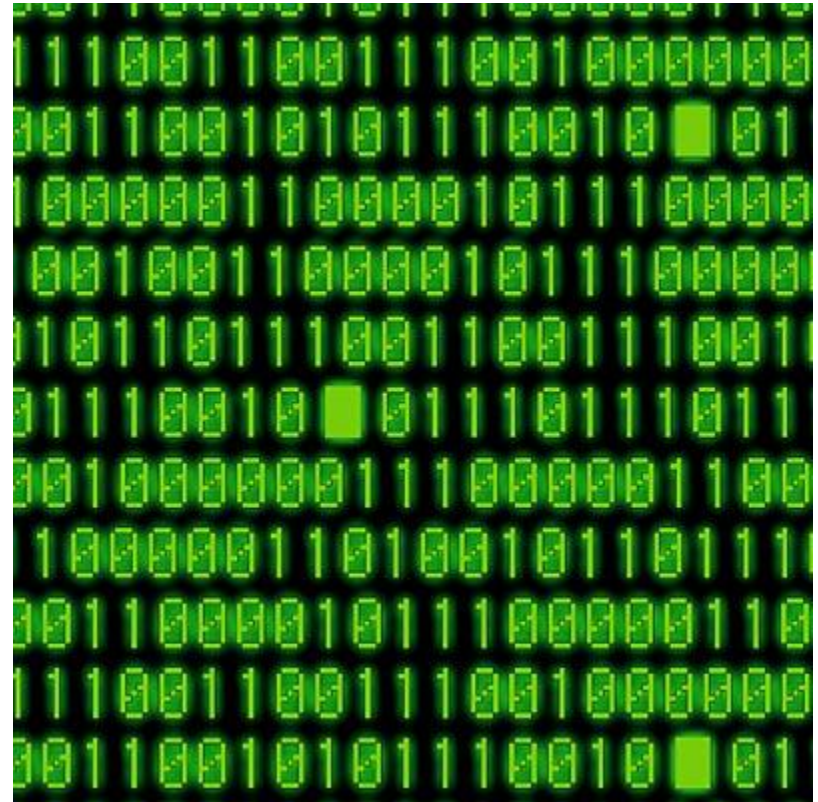
- You are a “knowledge” worker that deals with representations of stuff
- You are not a ranch hand fixing fence or cleaning out stalls
- You are not an iron worker wrangling girders
- You deal with financial information that describes and represents the company stuff
- More and more frequently, these representations are becoming DIGITAL!





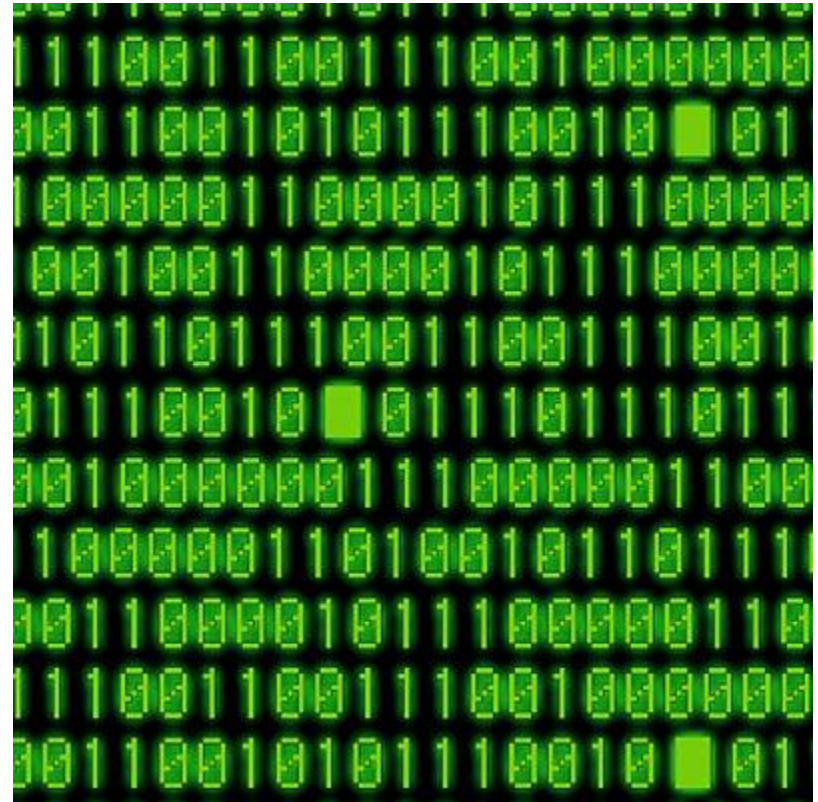
# Digital Includes .....

- Email accounts - Gmail, Microsoft Outlook, etc.
- Proprietary Vendor Files
  - Microsoft Office – Word, Excel, Power Point, etc.
  - Intuit's QuickBooks
  - Intuit's Lacerte
  - Adobe Reader – PDF's
  - Apple



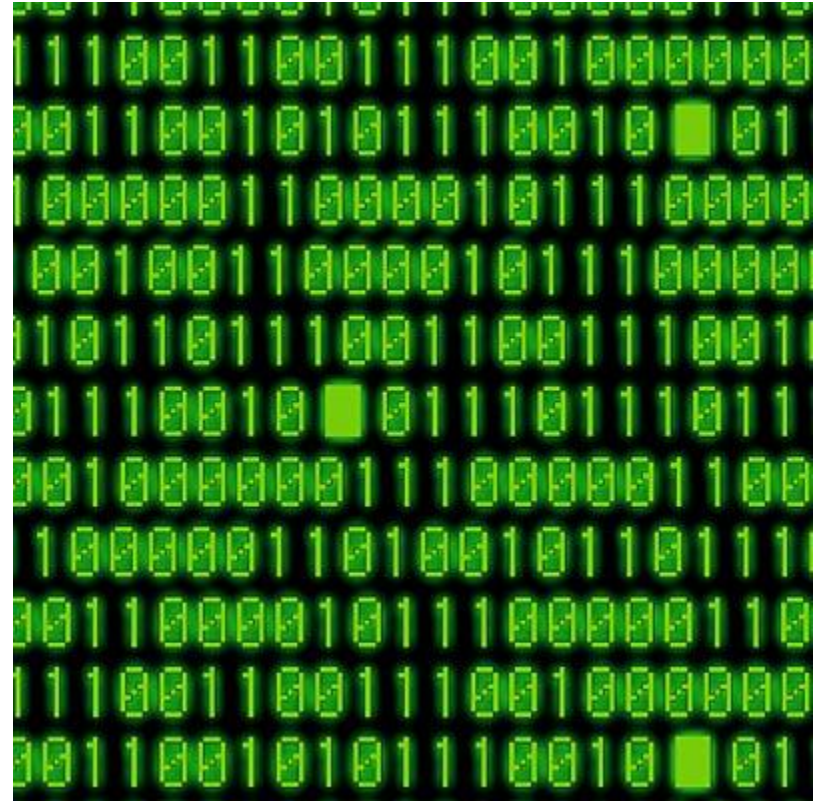
# Digital Includes .....

- Industry Standard Data File Formats
  - Text: HTML
  - Pictures: GIF, JPG & PNG
- E-Books – Amazon Kindle, Nook, Kobo, ePub, Mobi
- Multi-Media – MP3's, iTunes, CD's, DVD's



# Digital Includes .....

- Social Media – who owns the content?
  - FaceBook
  - LinkedIn
  - Twitter
- Personal Information
  - Online Bank Accounts
  - Online Credit Cards
  - Online Stores & Vendors



# Where IS it?

- Under your control – on your computers
  - Your computers – local or private cloud
- Under someone one else's control
  - Social media
  - Online bank accounts, credit accounts, stores and other vendors
- Under SHARED control
  - Dropbox, public cloud storage

# Where IS It?



# Management Protocols Based on Location

## Under LOCAL Control

- PHYSICAL Security should be a concern
  - Theft – Kensington cables, locked doors, & alarms make the thieves run a gauntlet
  - Hard drives – don't need the entire computer!
  - Tornado & Storm
  - Recommend separate electrical circuit (no microwaves, blenders, garbage disposals, vacuum cleaners, space heaters, etc.)

# Management Protocols Based on Location

## Under LOCAL Control

- Frequent, redundant backups stored @ multiple locations
  - Complete backup on Wednesday and 1<sup>st</sup> day of month
  - Incremental backup on MTuThF
  - Backup to magnetic media (tape, USB Flash drives & external hard drives)
  - Backup to optical media (CD's and DVD's)
  - Backup to physical media (good old paper)
  - Keep copies on-site and off-site

# Management Protocols Based on Location

## Under LOCAL Control

- Other Security Measures
  - Anti-Virus software for clients and servers
  - Email scanners i.e. Barracuda Box
  - Encryption – entire hard disk is encrypted; if drive is stolen, the data is inaccessible
  - Firewalls
  - Spam filters



# Management Protocols Based on Location

## Under SHARED Or Someone Else's Control

- Required to use vendor's encryption
  - Hope it works!
  - Heartbleed Bug – security bug in the popular OpenSSL cryptographic software library
- Best option – FREQUENTLY change your password - and don't put it on a Post-It Note next to your monitor!

# Let's Talk Passwords

## The Basic's

- Avoid Dictionary words – very common attack
- Avoid common passwords – “password” or “admin” (*The Cuckoo's Egg* by Cliff Stoll)
- Avoid names of spouse, kids, grandkids & pets
- Longer is better – use at least 8 characters
- Used mixed case (upper & lower) – unUsual coMBo's work best
- Use a combination of letters, number and if allowed special characters
- Substitute number for letters and vice versa – for “e”= 3, “s” = 5, “o” = 0, “i” = “1” or “!” - the word “password” becomes pa55w0rd
- Type it backwards – the word “password” becomes “drowssap”

# Let's Talk Passwords

## Practical Application (Part 1)

- Pick a theme, but not something obvious – admirable Bible characters, interesting locations, ugly animals
- Think about a clever “password” hint
- Create 3 variations based on that theme
  - 1<sup>st</sup> for public sites (low complexity)
  - 2<sup>nd</sup> for “trusted” sites (medium complexity)
  - 3<sup>rd</sup> for very secure sites (high complexity)
- Create a coded list of your generated passwords
- Will use “Enid, OK”

# Let's Talk Passwords

## Practical Application (Part 2)

- Password Hint = Skeleton Station or DINE
- Possible combinations include
  - enidOK1889 on your list write sS# or diNE#
  - enid1889OK on your list write s#S or di#NE
  - enidOK1889# on your list write sS#lb or di#NElb
  - 3n!dl8890K on your list write #=s#S (note the substitution of the lower case “L” for the “1” and the number zero for the upper case “O”)
  - To make it really hard, reverse the letters from what you have written on your list: 9881KOdine and write down sS#
- When you create an account on a computer, ask yourself how much do I trust this site? What do I have to protect?

# How Do You Organize Your Files?

- No right or wrong answer
- Think fewer “clicks”
- Think about the “folder permissions” for the various users
- Do you need to imitate your existing paper system?
- What programs are you using? Some programs have their own methodology

# How Do You Organize Your Files?

- Clients
  - A
    - ADAMS, John
      - 2013 Form 1040
      - 2013 Form 1065
    - ANDERSON, William
    - ARMSTRONG, Lance
  - B
  - C
- Firm – Forms
- Firm – Form Letters
- Firm – Info for Mgmt
- Firm – Info for Staff
  - Employee Manual
- QuickBooks
  - A
    - Adams Trucking
    - Anderson Ranch
    - Armstrong Cycle Shop
  - B
  - C
- Personal – RBM
- Personal – RBMJR
- Research – Energy Credits
- Research – Gambling
- Research – General
- Research – Penalties

# How Do You Name Your Files?

- Microsoft DOS only allowed 8.3 characters
- Windows now allows 260 characters for the drive letter, the file path, the file name and the file extension
- USE IT!
- Can use some special characters i.e. - \_ ^ @
- Include the date i.e. YYYY-MM-DD
- Indicate the TYPE of document
- Makes it easy to search for misplaced files

# How Do You Name Your Files?

Examples:

The file name for this presentation is:

2014-06-19 – OSA – Management of Digital Assets – Power Point.pptx

The file name for the printed version is:

2014-06-19 – OSA – Management of Digital Assets – Power Point – 6 per page.pdf

I also have:

2014-06-19 – OSA – Ethics for EA's – Handout – Palsgraf v. Long Island Rail Road.pdf

Any doubts about what are in these files?



# How Do You Name Your Files?

What do you think about these names?:

2014-01-31 – ARMSTRONG, Lance – Engagement Letter.docx

2014-01-31 – ARMSTRONG, Lance – Transmittal Letter for 2013 Organizer.docx

2013-04-30 – 2012 Bank Reconciliation Work Papers – Armstrong Cycle Shop.xlsx

2014-03-31 – 2013 Bank Reconciliation Work Papers - Armstrong Cycle Shop.xlsx

But is this better?

2013-04-30 – Armstrong Cycle Shop – 2012 Bank Reconciliation Work Papers.xlsx

2014-03-31 – Armstrong Cycle Shop – 2013 Bank Reconciliation Work Papers.xlsx

Notice how things get sorted when you start with a YYYY-MM-DD date

Find something that works for YOU! Consistency is the key!

# What About Orphaned Files?

What do you do with files that you don't know what they are?

EditPad Pro to the Rescue!

- \$50 for the program
- Trial version available

<http://www.EditPadPro.com>

File Formats Supported:

- ASP and ASP.NET
- Batch files
- Binary files
- C, C++ and C# source code
- CSS & HTML files
- Delphi and Pascal source code
- INI configuration files
- Java, Javascript, Perl, PHP, Python & Ruby scripts
- RSS feeds
- TXT files
- Visual Basic and VBScript files
- XML files

# How “Transfer” Digital Assets?

If someone quits or gets fired?

- Take physical control of the device – don’t allow them enough time to delete information or copy information to an external device
- Device could include desktop, laptop, tablet or mobile telephone!
- If must “share” device, make backups first
- Change their “permissions” on the file server

# How “Transfer” Digital Assets?

If someone dies?

- Locate the password to their computers and accounts!  
Maybe person can leave list of password in a safe deposit box or with trusted family member or friend
- Online Email providers and Social Media companies may refuse access to the account without the password
- Social Media accounts are tricky! They own the content – convert account to a “memorial” account
- These companies try to “self-regulate” i.e. provide forms to fill out; but forms and procedures change frequently
- May need to file a PROBATE case so can have a Court Order directing the Email or Social Media company to allow access to the account

# How “Transfer” Digital Assets?

## Sale of Digital Assets?

- Try to EXPORT information to common format whether proprietary vendor format or industry standard
- Most spreadsheets & database programs can IMPORT “comma-separated value” (CSV) files
- Check software licenses – many have an expiration date for maintenance and support

# Demo of Microsoft OneNote

- Included in Microsoft Office for free
- Works with Windows 7 & 8, Windows Phone, Mac, iPad, iPhone & Android
- Allows organization of information into notebooks
- Notebooks can be shared
- Notebooks can be stored on Microsoft OneDrive

