

Conference 2015

Bringing the information world together

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Information Management Impossible to Ignore

CILIP Conference 2015

July 2nd

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Aspects of IM I want to discuss?

- The long view – looking backward to go forward
 - Getting involved in IM
 - How I've seen IM evolve
 - The activities
 - The techniques
 - The professional skills
- Information environments
- IM dividends and penalties
- Essential elements for effective IM
- Information Professionals - opportunities and barriers today

Firstly – do we all agree on the scope of IM ?

“All the activities that contribute to the effective creation, acquisition, recording, organisation, storage, distribution, flow, use, exploitation and protection of information in an organisation

*Undertaken and **MANAGED** so that these activities and information assets contribute to the effective and efficient operation of the enterprise and its ability to achieve its objectives”*

IM pre-1970

1920s- 1940s

- Aslib formed in 1924 – ‘special library’ focus - Information Management in business and industry on the agenda

1950s

- **Aslib’s Handbook of Special Library and Information Work, 1955**
- Institute of Information Scientists , P-D-R, PDG

1960s

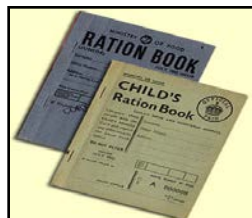
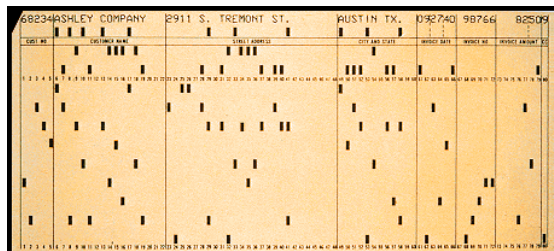
- City and Sheffield - MScs in Information Science
- Information Science R&D - Cranfield Text retrieval; Assassin/Stairs; CAS; NLM MEDLARS; Elsevier; Derwent Ringdoc & Patdoc

The 1970's - opportunity beckons



Wellcome

*Moore's Modern
Methods Binders*

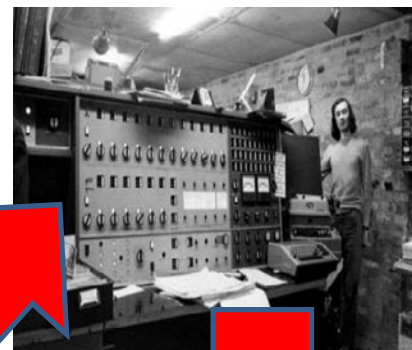


Focus –
Innovation

R&D needs
access to its
own results

R&D needs
published
information!

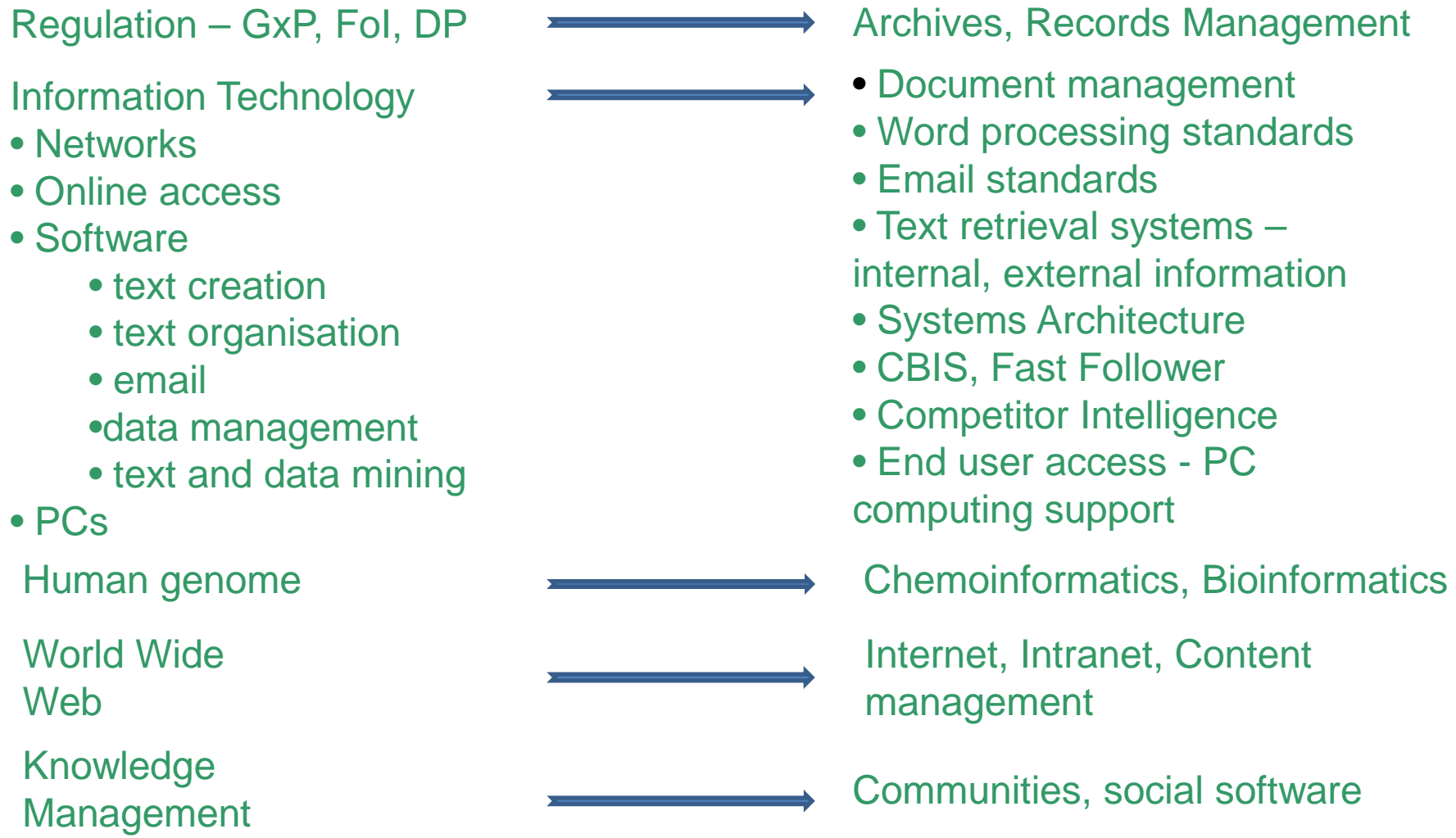
Visionary
information
leadership



QSAR



The 1980's and 90's – expanding opportunities – and skills



Organisational environments

Growing recognition of
information as an asset and the
need for IM



Information Resource Management

- “We are drowning in paper work” (1977, US Govt Commission on Federal Paperwork)
- “IRM - a comprehensive approach to planning, organizing, monitoring, & controlling the people, processes, funding and technology for acquiring, sorting, processing and distributing data for organisational benefit ” (1985, Horton)
- Information Mapping (1988, Horton)
- “The information revolution is sweeping though our economy stimulated by IT ” (1985, Porter)
- “Information is a vital resource for every organization, like personnel and finance ” (1990, CCTA)
- “Information as an asset: the invisible gold mine” but... “ a yawning gulf between organisations’ growing recognition of the value of information as a strategic asset and their ability or inclination to manage it as an asset...” (Reuters,1995)



The forgotten report? Hawley Committee, 1995

“All significant information in an organization, regardless of its purpose, should be properly identified, even if not in an accounting sense, for consideration as an asset for business. The board of directors should address its responsibilities for information assets in the same way as for other assets – e.g. property, plant. This implies a new approach to how information should be treated and requires a board to make clear to management what actions it wishes to be taken and who is responsible for action and compliance”.

Hawley Information Checklist

Is Board advised on information relevant to our agenda ?

Is the information Board uses necessary and sufficient ?

Does our use of information comply with laws and regulation?

Information Policy defined? Compliance measured?

Can all operations rely on accurate, relevant, timely information?

Is our IT systems strategy driven by our business and information needs?

Have we identified information assets of most value?

Are we harnessing our information assets? How do we know?

Information lifecycle ? Roles & responsibilities ?

Right capabilities, skills and roles to enhance, information assets?

Is our information protected against loss , unauthorised access ?

And what sort of information was Hawley talking about?

- Markets and customers
- Products – intellectual property and capital – technologies
- Specialist sector knowledge – often personal
- Business process information that underpins the workings of the business
- Management information, particularly that on which major policy, competitive decisions or strategic plans will be based
- Human resource information (e.g. skills databases, knowledge)
- Supplier information
- Accountability information e.g. legally-required information including shareholder information, health, safety and environmental information
- The intangible assets critical to business value and growth

And in 2015?

The Digital Revolution: IM
challenges have only increased

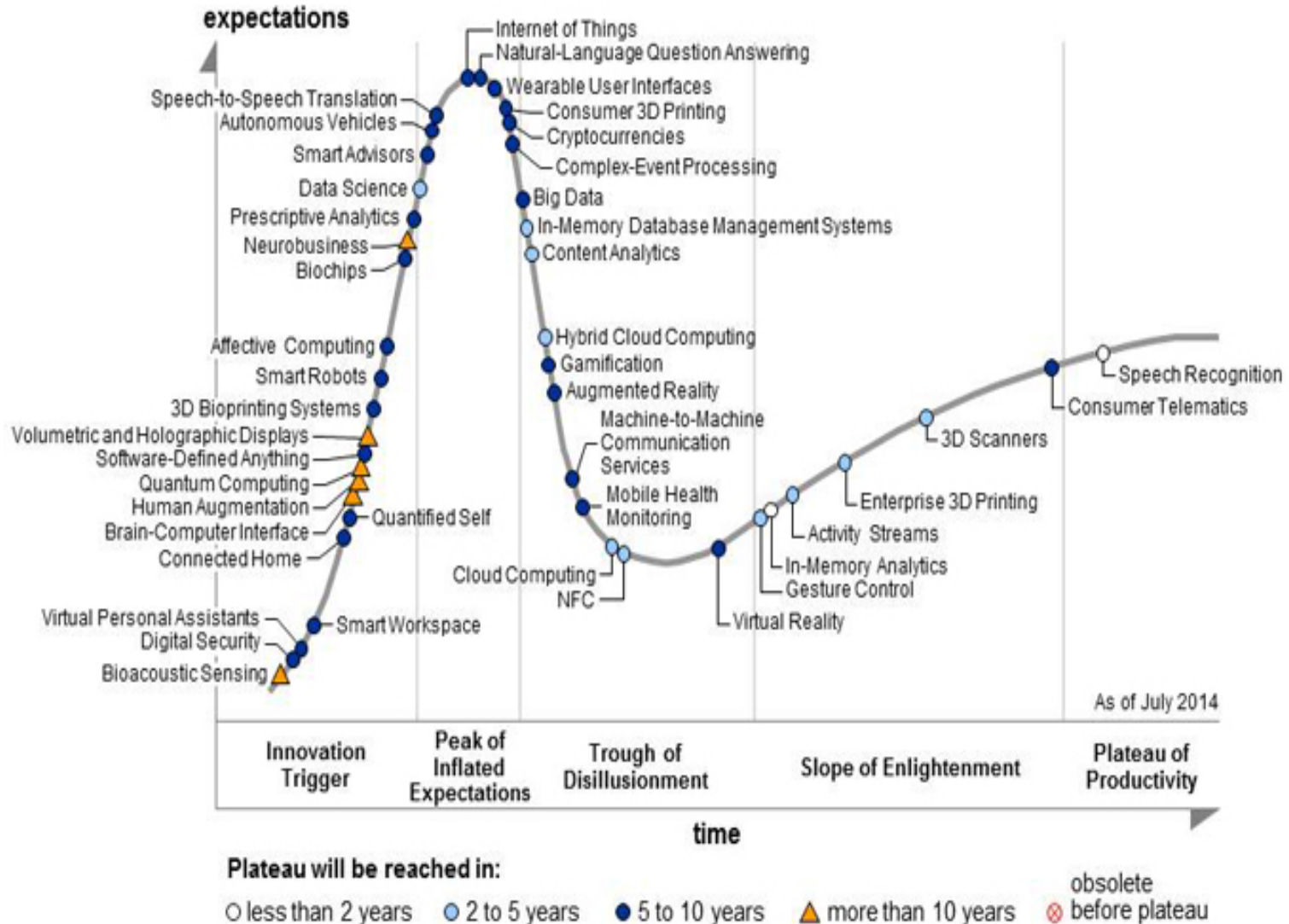


Information is exploding!

- Growth unstoppable : all organisations are now information centric
- Velocity, volume and variety on the up....
 - EMC forecasts: digital universe will grow to 40 zettabytes by 2020 - 40% each year -
 - IDC forecasts: useful data in the digital universe will almost double by 2020
 - Gartner predicts data growth of 800% by 2018 (80% unstructured)
 - Internet of things: a major stimulus driving data growth; mobile and customer driven content are drivers too
- 51 percent of CIOs surveyed are concerned that the digital torrent is coming faster than they can cope with and 42 percent don't feel that they have the talent needed to face this future Gartner 2014
- Reputation/brand/ competitiveness/ failure to innovate - top 20 risks, - AON 2015
- By 2017 a third of “Fortune 100 organisations will experience an information crisis due to their inability to value, govern and trust their enterprise information” Gartner 2014

→ **INFORMATION CHAOS?**

Gartner Emerging Technologies Hype Cycle August 2014 – *It will get worse!*





Information – hard to locate!

- Although 75% of respondents agree that access to information is very important to the organisation, in only around 15% of cases are employees totally satisfied with the performance of the search applications - 2014 Findwise
- **If information cannot be found easily – rework is the consequence**
 - Knowledge workers spend 90 % of their time working to solve challenges that have already been solved in their organisations, 2014 Coveo
- Managers making difficult decisions are much more likely to go to people they view as knowledgeable than to look for information in a database. The impact of interruptions on productivity is significant - 2015 White
- The average interaction worker spends an estimated 28 percent of the week managing e-mail and nearly 20 percent looking for internal information or tracking down colleagues who can help with specific tasks. As messages become content and a searchable record of knowledge, this can reduce, by as much as 35 percent, the time spent searching for information
2012 Mc Kinsey
- An organisation employing 1,000 knowledge workers wastes over \$5.7 million annually searching for but not finding information IDC 2014

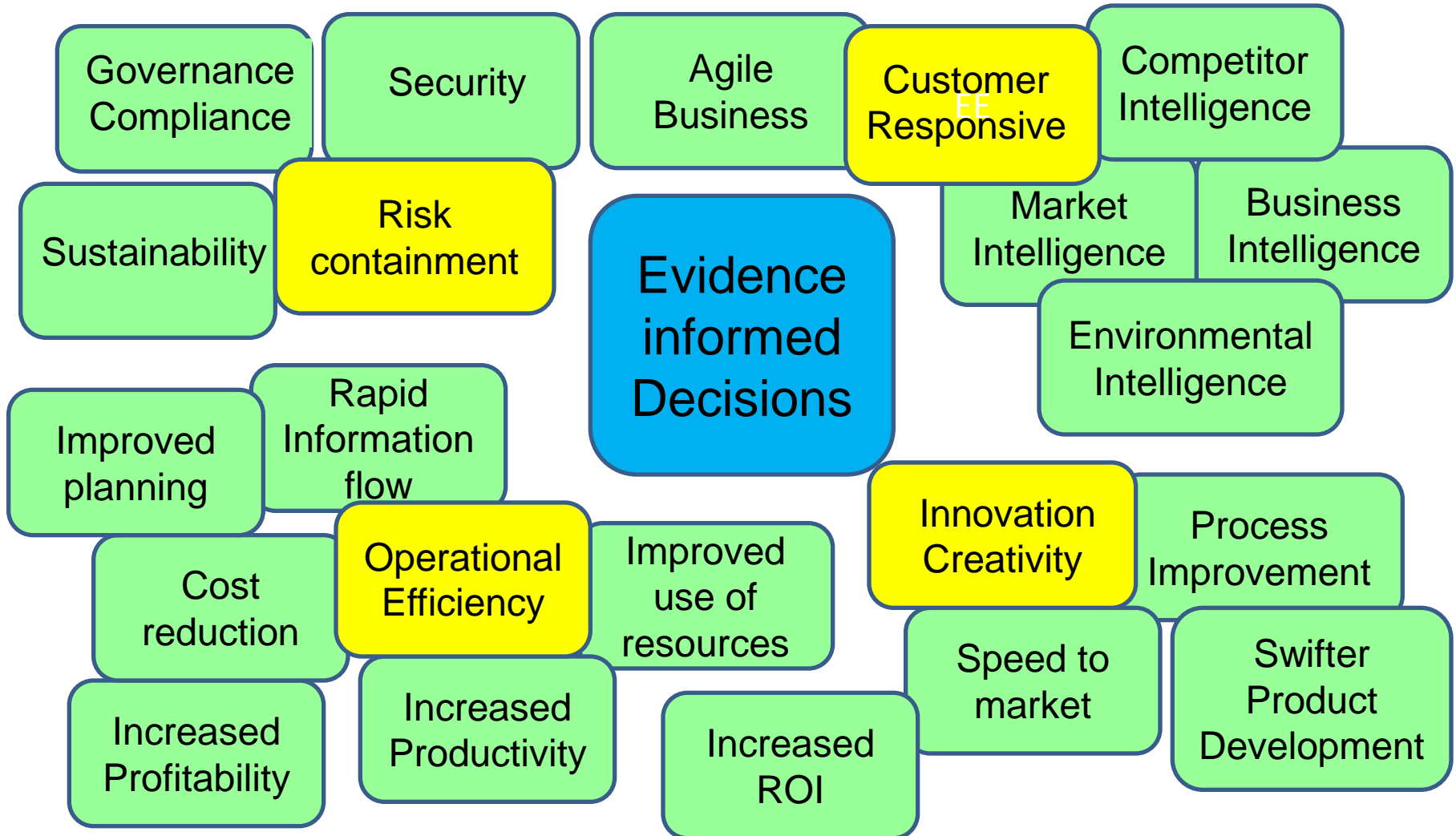


We need information management!

- The need to make the most of organisational knowledge – to get as much value from it as possible – is even greater now than in the past
- Companies are finding themselves with piles of information within multiple channels, locked away in silos – different systems, different departments, different geographies and different data types
- This makes it impossible to connect the dots and make sense of critical business information
- New computing models like cloud and social business are exacerbating organizations' ability to collect, analyze & process data
- The data is there, but it isn't being harnessed in the right way to increase our collective knowledge
- **And it is our collective organizational knowledge that gives us the edge over our competition.** *Coveo, 2013, Measuring the return on knowledge in a big data world*

Joining up silos is key!

Benefits to be gained from IM





Realising benefits - critical questions

- How do we manage the risk of growing volumes of CONTENT? Can we identify our core information ASSETS?
- Can folk FIND what they need and rely on it? Can we meet their expectations for information ACCESS?
- How do we PREVENT information leakage? Are we managing the risks of securing content?
- How do we TRANSFORM our content-intensive business processes?
- How do we use content to better ENGAGE employees, partners and customers?
- How do we get any business INSIGHT out of all the information we are creating and gathering? Can we apply analytics to it
- How do we make information management PROCESSES fit for purpose? AIIM 2014



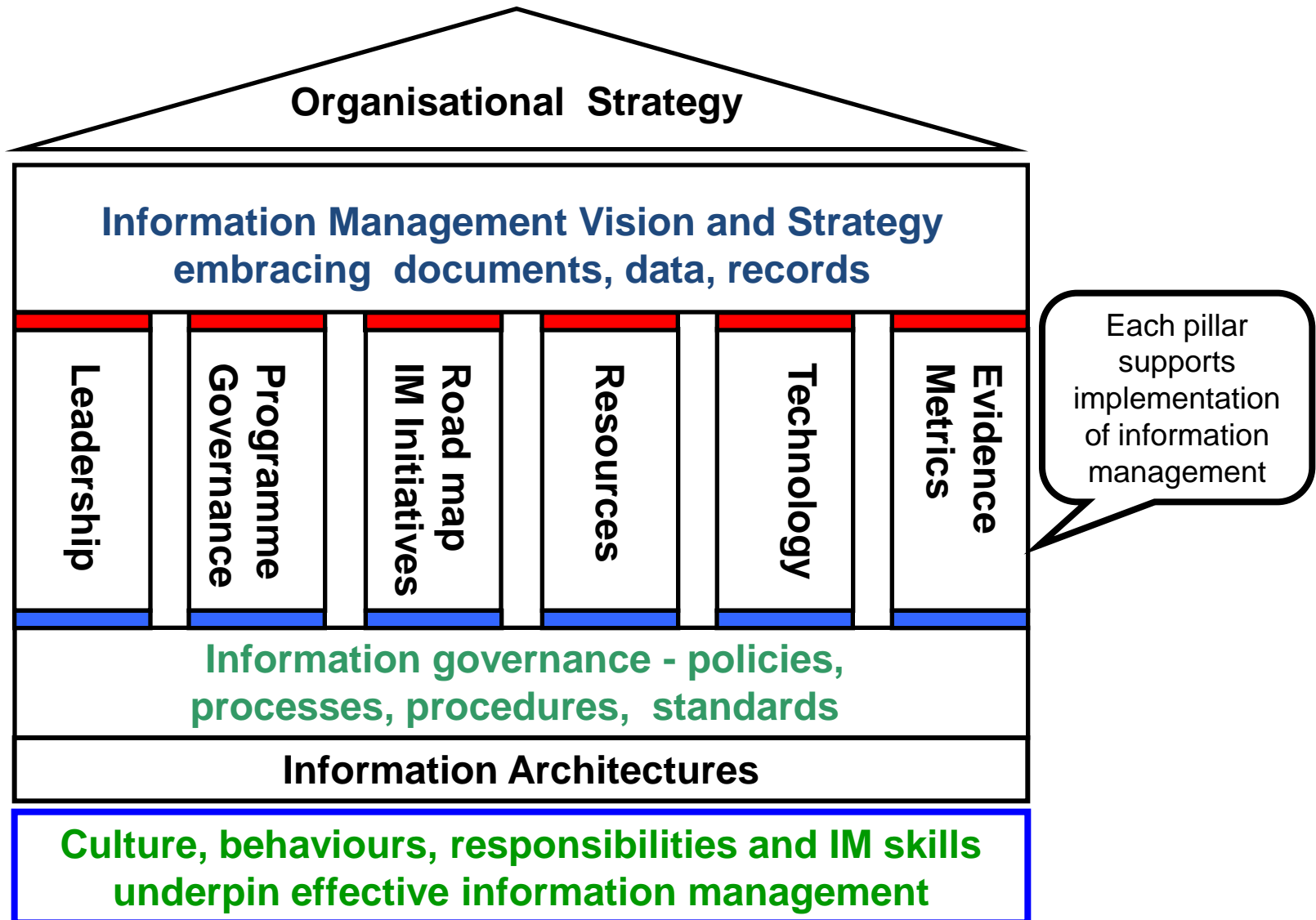
Resolving information chaos – up to us?

Complexity, Challenge,
Opportunity

Delivering information management



An information management framework



The Knowledge Quotient



Process: refers to the ability to access, analyze and share all relevant information originating inside and outside the organization

Technology: refers to the availability, quality, and satisfaction with unstructured information access, analysis and sharing software

Socialization: refers to an organization's ability to share and reuse information

Culture: refers to the management's support, funding, and recognition of information as a key organizational asset, and the human resources to treat it as such

The Knowledge Quotient is a score developed by IDC that identifies an organization's ability to unlock the hidden value of information by its current state of information access. Those with high scores are significantly more able to unlock the value from their organization's information assets. IDC Coveo 2014



Resolving information chaos

What can information
management professionals
contribute?

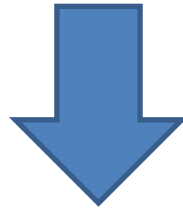
Information Professionals – an evolving classification

- FAMILY: Hominidae
- GENUS: *Information professional*
- SPECIES: *Digital Librarian, Digital Archivist, Digital Curator, Digital Steward, Digital Media Manager, Digital Asset Manager, Data Curator, Knowledge Manager, Records Manager, Content Manager, Information Accountant, Information Architect, Digital Strategist, Information Technology Analyst, ... and many more species yet to be catalogued.*
- TRADITIONAL HABITAT: libraries, archives , and museums
- MODERN HABITAT: ubiquitous

Deborah Fanslow 2015

Info Pros – Big Data

What are our roles?



Where **should** we focus?



The opportunities from big data are limitless

Info Pros – areas to contribute

IM essentials

- Vision and Strategy →
- Business Opportunity →
- Information policy and standards - quality & access →
- Information Architecture →
- Information organization: standards and structures →
- Info. quality / consistency →
- Governance, risk and security management →
- Rights Management →

Info Pro Toolbox

- Information Audit, User needs
- Audit, Business process analysis
- Information policy and standards – quality & access
- Logical Designs for navigation
- Metadata, taxonomy, classification, indexing, ontology
- Content verification
- Information lifecycle, records management and archiving
- Copyright and contracts

Info Pros – areas to contribute

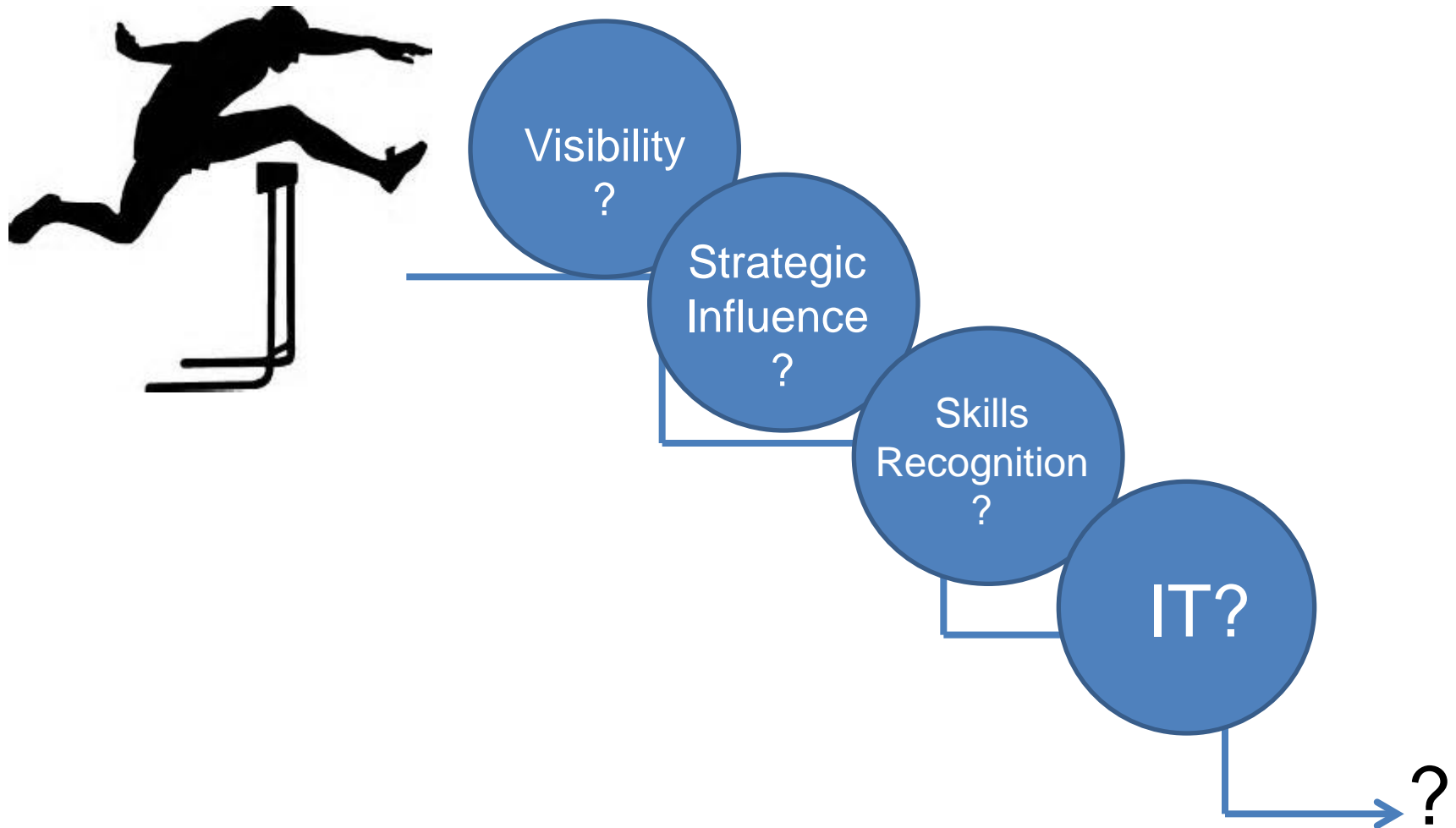
IM essentials

- Data set identification →
- Data set verification →
- Vendor selection →
- Enterprise search →
- Analytics tools →
- Content curation →
- Database management →
- Culture and IM skills →
- Business, Competitive, Environmental Intelligence →

Info Pro Toolbox

- Source identification
- Source & content verification
- Vendor selection
- Expert search knowledge
- Analysis , text & data mining
- Knowledge Management
- Database, info. asset mgmt
- Training and culture change
- Expert scanning, searching, research, analytics, visualisation

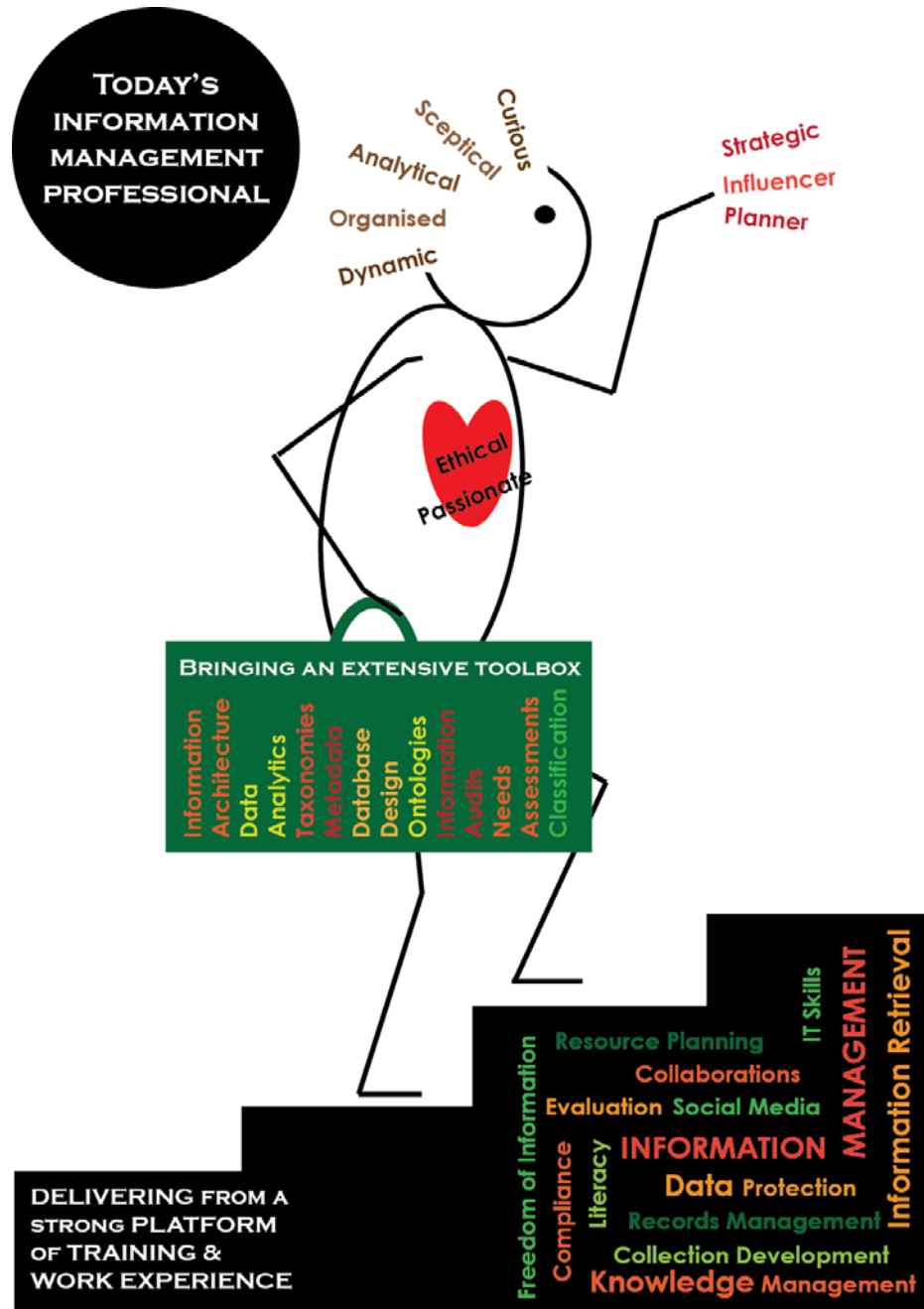
Getting involved – the barriers



Info Pros – securing a place

- Look at your organization through an IM lens – find out what is happening in IT and business functions on IM
- Think strategically – big picture
- Identify IM barriers and their consequences
 - information assets invisible and/or replicated
 - search suboptimal
 - confusion and duplication of results
 - known information lost, work repeated
 - business processes, big data direction impeded by poor information.... currency, quality and identification, relevance.....
- Audit your IM skills, find routes to exploit & extend them
- Cultivate the stakeholders you need to convince – IT!
- Prioritise opportunities; don't oversell - play the long game

A Multitude of Talents and Potential





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Thank you

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Conference 2016

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