Enterprise Information Management - the next big challenge in IT

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Transforming Information Into a Strategic Asset

- Information is a critical asset in management decision making and operational performance.
- It can also be a liability and cause undue risk. It is often the focus of legal, compliance and security issues.
- Our research shows that many organizations want to manage information as an asset, but few succeed.
- Business unit leaders say that they get information erratically, unreliably and in fragments. They say that forward-looking analysis is missing and its absence is inhibiting growth and product planning.
- Gartner believes that enterprise information management (EIM) is the long-term program needed to integrate information silos and provide business unit leaders with relevant, trusted, well-designed and usable information.
The first challenge of an EIM program is **scoping**. Enterprises must determine which information matters most and which information should be managed as a strategic asset. Without this focus, EIM devolves into an unproductive "boil the ocean" exercise.

The second challenge lies in proactively **coordinating** information-based disciplines and projects, such as **business intelligence, content management, master data management (MDM), metadata management (MEM) and knowledge management**. These have gained independent acceptance and adoption at business unit level, but have failed to provide a unified view across the enterprise. EIM brings these areas together under a single, formal program.
Measure - the business value of an EIM program

- Most CIOs know how many terabytes of information they store. Yet few CIOs and even fewer business leaders, know the value of information, its role as an enterprise asset, or how it creates competitive advantage.

- IT and business leaders should create a framework for turning information into a strategic asset, governing it with rigor and measuring its performance impact.

- From surveys, inquiry analysis and feedback, we know that organizations are looking for advice on how to develop a business case for EIM, how to address sponsorship issues, how EIM supports organizational priorities and best-practice recommendations for EIM initiatives.
What Value Has Information?

- Many organizations find it difficult to get started in information management projects, including e-mail and information archiving. They typically cannot answer the following questions:
  - What is valuable and what is not?
  - How much money or resources should be devoted to various bodies of information?
  - Should I invest in additional security for this information?
  - Does this information present any privacy or compliance risks?
  - Can this information by sold, traded or otherwise exploited to make money?
  - What is worth saving and for how long?
  - What information gives the enterprise competitive advantage?
  - What should be destroyed, when and how?
  - How can intellectual property be protected?

- From cost optimization toward value optimization
What Is EIM?

• Enterprise information management (EIM) is an integrative discipline for structuring, describing, finding, integrating, sharing, storing and governing information assets across organizational and technological boundaries.

• Its goal is to improve efficiency (=reduce costs), promote transparency and enable business insight.

• EIM programs are formal enterprise efforts to enable access to all available information for signal detection and analysis.
The I in IT – Many Things to Talk About

ILM = Information Lifecycle Management
A Few Words About Words

(80%)
(Unstructured) Enterprise Content Management (ECM)

Unstructured content such as documents, images of forms, photographs, XML components, video clips, podcasts and e-mail messages represent the largest body of enterprise information assets.
# Priority Matrix for Content Management, 2010

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Years to Mainstream Adoption</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Less than 2 years</td>
</tr>
<tr>
<td>Transformational</td>
<td>E-Forms</td>
</tr>
<tr>
<td>High</td>
<td>Enterprise Content Management Suite</td>
</tr>
<tr>
<td>Moderate</td>
<td>Federated Search</td>
</tr>
<tr>
<td></td>
<td>Web Analytics</td>
</tr>
<tr>
<td>Low</td>
<td>Records Management</td>
</tr>
</tbody>
</table>

*As of July 2010*

Source: Gartner (July 2010)
Content Management (innholdsforvaltning)

• **Content management is a critical technology…**
  - …that helps organizations manage important documents and other unstructured information, such as photographs, XML components, video clips, podcasts and e-mail messages

• **Enterprise Content Management (ECM) is an umbrella term…**
  - …representing a vision and a framework for integrating a broad range of content management technologies

• **Content management is becoming part of enterprises' infrastructure…**
  - …and consequently is being delivered by large vendors of enterprise infrastructure such as IBM, Microsoft (SharePoint) and Oracle. These vendors play a key role in most organizations, providing a stable infrastructure on which to build content-centric applications

• **IBM, Oracle, Open Text and EMC (Documentum) are competing at the high end of the market, while Microsoft is commoditizing the market at the low end**
Det store bildet for ”ustrukturerte data” (content)

Kraftig økende datamengder
Flere datatyper, bl.a. video, lyd
Data lagret mange steder
Ingen har ansvar for koordinering

Vanskelig å begrunne store investeringer

Compliance og revisjon stiller nye krav
Kraftig økende datamengder

Forvirringen fortsetter

Den onde sirkel
Demand for Storage Keeps Growing

• Drivers for unstructured data:
  - Increased digitization of content
  - Retention for compliance
  - Web
  - Scientific/research data
  - E-mail and user files
  - Backup data

• Drivers for structured data:
  - Increased business/customer transactions
  - More input from new systems devices/clients
  - Compliance
  - Data warehousing project

• Drivers infrastructure
  - Performance improvements
  - Replication to secondary or backup sites

Data Growth

Through 2012
Storage capacity shipments are growing at 65% to 70% CAGR
## Oil and Gas – Infrastructure Spending

Figure 7. Mean Percentage Change in Infrastructure Spending From Fiscal 2009 to Fiscal 2010 Drives Storage Management, Application Development, BPM and Security Software IT Spending

<table>
<thead>
<tr>
<th>Infrastructure Software</th>
<th>O&amp;G EMEA (N = 21)</th>
<th>All Industries: EMEA (N = 370)</th>
<th>All Industries: Worldwide (N = 970)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Storage Management</td>
<td>6.32</td>
<td>2.52</td>
<td>3.79</td>
</tr>
<tr>
<td>Security Software</td>
<td>5.71</td>
<td>3.18</td>
<td>3.99</td>
</tr>
<tr>
<td>BPM</td>
<td>4.74</td>
<td>1.60</td>
<td>2.18</td>
</tr>
<tr>
<td>Application Development</td>
<td>4.72</td>
<td>1.70</td>
<td>2.30</td>
</tr>
<tr>
<td>Data Management and Integration</td>
<td>4.32</td>
<td>2.35</td>
<td>3.27</td>
</tr>
<tr>
<td>Operating Systems</td>
<td>3.42</td>
<td>0.76</td>
<td>1.08</td>
</tr>
<tr>
<td>IT Operations</td>
<td>3.25</td>
<td>1.10</td>
<td>1.86</td>
</tr>
<tr>
<td>BI</td>
<td>3.06</td>
<td>2.26</td>
<td>3.28</td>
</tr>
<tr>
<td>Open-Source Infrastructure</td>
<td>2.35</td>
<td>1.73</td>
<td>1.73</td>
</tr>
<tr>
<td>AIM</td>
<td>1.58</td>
<td>2.04</td>
<td>2.23</td>
</tr>
</tbody>
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Note: "Green" shading highlights highest areas of mean percentage change in comparison with the EMEA regional average for all industries and the worldwide all-industry average; "yellow" shading highlights relatively comparable impact of year-over-year IT spending changes; "orange" shading highlights areas of relatively lower spending year over year compared with the regional and worldwide averages.

Source: Gartner (October 2009)
Number of Content Management Systems per Organization

How many content repositories does your organization currently have?

- None: 2%
- 1 to 5: 25%
- 6 to 10: 36%
- 11 to 15: 22%
- 16 or more: 15%

Source: Gartner (June 2008)

SharePoint i ulike avdelinger har bidratt kraftig
Need for Search Engine Federation

How many search engine technologies are in use at your organization?

- Four or more: 17%
- Three: 17%
- Two: 37%
- One: 24%
- None: 5%

Source: Gartner (June 2008)
Make Sense of Your Multiple Investments

- 75% of enterprises have six or more repositories
- 34% have three or more search engines
- Take a TCO approach using a five-year time frame — aim to rationalize applications and reduce:

  Initial software costs for CM amount to the "toe" area of the overall "footprint" of costs
  - Implementation typically 2x to 5x
  - Maintenance ~ 20% per year
  - Staffing — ongoing costs (specific skills?)
    How many FTEs to support?
  - Hardware, storage, network
BCS adoption has acted as a "Forcing Function" – making enterprises confront tough issues like taxonomies, governance, and autonomy vs. control of information.

**BCS**
- Workgroup Collaboration
- Enterprise/Departmental Portal
- Subscriptions and Notifications
- Desktop Integration With MS Office
- Drag-and-Drop File Submission
- Indexing and Search
- Information Worker Productivity Tools
- Web Editing and Publishing

**ECM**
- Enterprise Taxonomy
- Enterprise Information Access
- Business Process Management
- E-Business Web Content Management
- Content Integration and Transformation
- Content-Enabled Vertical Applications
- Records Management
- Document Composition
Basic content services (BCS) are easy-to-use document management applications that provide document library (check-in and check-out, version control and document-level security) services with basic Web publishing, document collaboration and document routing as core functions.

**Dynamic Content**

- DAM: Digital Asset Management
- E-Forms

**Basic Content Services**

- Document Management
- Document Collaboration
- Web Content Management
- Workflow

**Infrastructure/Applications**

- Records Management
- Imaging

**Enterprise Content Management**

- E-Mail Archiving
- Document Archiving

**Fixed Content**

- Core ECM suite component
- Extended functionality
ECM: Assess Risks and Readiness

0
"Nonexistent"
Ad hoc

1
"Initial"
Basics

2
"Developing"
Governance

3
"Defined"
Consolidate and Integrate

4
"Managed"
Unified Vision

5
"Optimized"
Strategic Deployment

Phase of Maturity

Sophisticated

Maturity

Immature

Address Growth of Content
Expand Management of Files
Broaden Electronic Information Management Technologies Deployment
Implement Basic Content Services
Establish Content Governance Framework
Obtain Business Unit Commitment
Consolidate Multiple Enterprise Electronic Information Management Platforms and Repositories
Integrate Content and Business Processes
Secure Executive Sponsorship
Establish Competency Center
Develop Enterprise Electronic Information Management Strategy and Road Map
Innovate and Deploy Content-Centric Applications to Deliver Business Value

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11 Key Project Steps to Successful ECM

1. Create a team to oversee the project.
2. List existing applications and vendors.
3. Describe key business processes and the life cycle of the document.
4. Do a document inventory.
5. Create document templates, taxonomy and metadata.
6. Build and pilot information access methodology.
7. Plan integration and migration strategies.
8. Do market research, write requirement documents and issue RFPs.
9. Evaluate and select vendors and implementation partners.
10. Establish a content governance program.
11. Determine your strategy for change management.
Top Business Applications Driving ECM Adoption

- Loan origination
- Litigation support
- Claims processing
- Case management
- Brand awareness
- Interactive marketing
- Employee self-service
- Regulatory compliance
- Contract management
- Correspondence management
Magic Quadrant for Enterprise Content Management Platforms

As of October 2009
Magic Quadrant for Web Content Management Platforms

As of August 2009

(From "Magic Quadrant for Web Content Management," 5 August 2009, G00168694)