

Mining Enterprise Business Intelligence: Another Role for Info Pros

SLA-LMD

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What we'll cover

- What's in it for me?
- What's in it for my employer, future employer and/or clients?
- What are ECM, DM, DAM, RM and intellectual capital?
- Turning information into strategic knowledge

What's in it for me?

- How many of you have been laid off in the last year? Ever?
- How many of you, who are now working, feel really secure in your job?
- Are you active in SLA or another association?

Who are we?

“From the neatly defined roles reflected in library school courses of the mid-70s to the thousands of job titles collected in the SLA’s recent salary survey, we librarians or information professionals definitely aren’t what we once were. If we play our KM or ‘knowledge engineer’ cards right, there are very few areas in any organization in which we won’t have significant contributions to make.”

“Education for Changing Roles” by Gaye Colvin.
Information Outlook, Oct/Nov 2009, p. 21.

How does the info we provide create a competitive advantage and improve the bottom line?

“One of the key strategic issues uncovered by the alignment study was that librarians and information professionals need to be defined in terms of the value and benefit they provide to their organizations...”

“Finding and Providing Information Aren’t Enough” by John Latham. *Information Outlook*, July/Aug 2009, p. 51.

So what is this alphabet soup?

- ECM
- DM
- DAM/MAM
- RM/RIM
- KM/KS

What is ECM?

Enterprise Content Management (ECM) is the strategies, methods and tools used to capture, manage, store, preserve, and deliver content and documents related to organizational processes. ECM tools and strategies allow the management of an organization's unstructured information, wherever that information exists. (Source: AIIM.org)

What is DM?

"Document Management is the process of managing documents through their lifecycle. From inception through creation, review, storage and dissemination all the way to their destruction" (Source: Document Management Avenue).

What is DAM/MAM?

- **Digital asset management (DAM)** consists of management tasks and decisions surrounding the ingestion, annotation, cataloguing, storage, retrieval and distribution of digital assets
- Digital photos, animations, videos and music exemplify the target-areas of **media asset management (MAM)** (a sub-category of DAM)

(Source: van Niekerk, A.J. (2006). *The Strategic Management of Media Assets; A Methodological Approach*. Allied Academies, New Orleans Congress.)

What is RM/RIM?

- Records management is the systematic control of records throughout their life cycle
- Records and information management is the field of management responsible for the efficient and systematic control of the creation, receipt, maintenance, use, and disposition of records, including processes for capturing and maintaining evidence of and information about business activities and transactions in the form of records
(Source: arma.org)

What is KM/KS?

The process through which organizations generate value from their intellectual and knowledge-based assets. Most often, generating value from such assets involves codifying what employees, partners and customers know, and sharing that information among employees, departments and even with other companies in an effort to devise best practices.

(Source: www.cio.com)

What is intellectual capital?

- **Relational capital:** All relations a company entertains with external subjects, such as suppliers, partners, clients (brands, ...), research centres, etc. [aka contact management]
- **Human capital:** Knowledge and competencies residing with the company's employees
- **Organizational capital:** Collective know-how, beyond the capabilities of individual employees. E.g.: information systems; policies; intellectual property, etc.

(Source: Wikipedia)

With data growth and proliferation ongoing, organizations have two choices:

- Maintain the status quo and hope employees can find relevant information when they need to
- Utilize search technologies to connect knowledge workers with information they need to do their work

Three case studies

- Environmental engineering firm
- Global architectural firm
- Federal government agency



Putting this all into action

- Get senior executive (“C” suite) support so that cross-organizational buy-in can follow.
- Collaboration with IT/IS

Actually doing “it”

- Information audit/assessment
- Assess the organizational culture
- Leverage information management best practices
- Digital, paper or both?
- Retention policy
- Social media/Enterprise 2.0
- Recommending the best solution
- Vendor demos

Other points to consider

- Will this involve a portal on the Intranet?
Or even an extranet?
- Will it be a licensed or SaaS solution?
- Where will funding come from?
- Building the metadata schema and taxonomy
- Who will implement, maintain and update as needed?
- The elephant in the room: SharePoint

Human capital – the kind in people’s heads

- What about the people in an organization and what they know?
- An expert db or knowledgebase is a good solution
- Will this be separate or integrated into enterprise-wide content management?

The challenging part is just beginning...

- Alpha and beta testing and implementation with all levels, if possible, of organization (means lots of training)
- Revisit strategies based on testing
- Make needed changes to strategies and retest
- Demonstrate business value (and don't stop)

Make yourself indispensable

- Innovate in your own organization – don't wait to be asked
- Seek buy-in either as a consultant or staff member – be prepared to make the case
- How do you get those in the “C” suite to recognize you can do this and positively affect the organization's bottom line?

Back to what's in it for me...

- Most organizations do not have a good way to leverage their institutional knowledge
- Most staff have little or no control over their documents and intellectual capital which means they are spinning their wheels more. We can help!

“We must find a way to involve ourselves in projects, products and plans that not only ensure our continued employment, but also have an effect on the bottom line [and] have maximum impact on the organization. [We must] effectively align ourselves with the primary objectives of our organization.”

“Reinventing ourselves for success” by Jamal Cromity and Barry Miller. *Information Outlook*, Dec. 2009, p. 29.

Remember that lifelong learning is the road to success and self-fulfillment. Sprinkle in

- Ingenuity
- Resilience
- Problem Solving
- Risk Taking
- Empathy
- Leadership
- Initiative
- Humor
- Play

Homework!!!

- What skills can you learn or hone to move in this direction?
- How and when will you do this?
- What skills do you **already** have in your toolbox that you can use to:
 - begin ECM/DM/DAM in your organization?
 - include on your resume or in a cover letter?



Learn more

■ SLA

- Click U Replays

 - <http://www.sla.org/content/learn/index.cfm>

- KM Division <http://km.sla.org/>

- Innovation Lab <http://www.sla.org/innovate/>

- 23 Things <http://wiki.sla.org/display/23Things/>

■ AIIM <http://www.aiim.org/>

■ LinkedIn AIIM ECM Network <http://tinyurl.com/y8qtkx6>

■ LinkedIn DAM Group <http://linkd.in/GSmjeU>

■ LinkedIn Career Sustainability group <http://linkd.in/jzCGoZ>

Thank you and be in touch!

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