



Mining Enterprise Intelligence: Another Role for Info Pros

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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, RM and KM?
- What is intellectual capital?
- Putting ECM to work
- What next?

What's in it for me?

- How many of you have been laid off in the last one to two years? Ever?
- How many of you, who are now working, feel really secure in your job?
- “Staying Connected After a Layoff” by Dee Richardson. *Searcher*, Nov/Dec2009, Vol. 17, Issue 10, p42-45.

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 [SLA] 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.

We provide the missing link...

It's our job to show our clients the connection between our information sources and their strategic decisions... Our job is to get them to see that we are the missing link between information and actionable intelligence.”

“Do I Look Like a Librarian?” by Mary Ellen Bates. *Online*, Sep/Oct 2009, p. 64.

Did you know?

- Organizations spend on average:
 - \$20 in labor to file a document
 - \$120 in labor to find a misfiled document
 - \$220 in labor to reproduce a lost document
 - 7.5 percent of all documents get lost; 3 percent of the remainder get misfiled
 - Professionals spend 5 –15 percent of their time reading information, but up to 50 percent looking for it
- [Source: PricewaterhouseCoopers]

What are Enterprise, Document, Record and Knowledge Management?

- As solutions grow more robust, the line can blur between what kind of solution a vendor offers and what an organization or client needs
- It's best to right size the software to the project

Enterprise Content Management (ECM)

- 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: [AllIM website](#)]

Document Management (DM)

- Indexing
- Searching
- File check-in/check-out
- Version control
- Retention management
- Workflow

Records Management (RM)

Systematic control of records throughout their life cycle including

- Long-term archiving
- Automation of retention and compliance policies
- Ensuring legal, regulatory and industry compliance

[Source: www.arma.org]

Knowledge Management (KM)

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]

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
- learn from what the Internet has taught us and leverage search technology and indexing to connect knowledge workers with information

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. (Grass roots is good, but funding comes from the top down.)
- 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
- Researching and recommending the best solution
- Vendor demos
- Building a metadata schema and taxonomy

Other points to consider

- Will this involve an intranet? Or even an extranet?
- Where will funding come from?
- Who will implement, maintain and update as needed?

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]

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 one department or all levels, if possible, of the organization (means lots of staff training)
- Revisit strategies based on testing
- Make needed changes to strategies and retest
- Demonstrate business value (and don't stop)

How to make needed information discoverable

- 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
- Demonstrate to those in the “C” suite that 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 an ECM/DM, KM/RM program in place. Knowledge professionals (that's us) are an asset in an organization and more power will come to them.
- Most staff have less 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.

Learn more

- SLA
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 - [23 Things](#)
- [AIIM](#)
- [AIIM ECM Network](#) on LinkedIn
- [ARMA](#)

Thank you and be in touch!

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