

How to Unlock Your

# Strategic Information Advantage

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# The Problem of Information Anarchy

The volume of information in today's businesses doubles in size about every 12–18 months and is growing at a much faster pace than organizations can handle—organizations, that is, that have not yet wrangled their information strategy, architecture, and governance. These are critical business enablers that no technology vendor can sell you in a box or a digital download. And these are the very things that Holly Group can help you master.

Gone are the days when business information only comes as documents, emails, and databases. Today, the sheer variety of sources, media, and formats can be overwhelming. If you're like most organizations, you have information locked away in file shares, wikis, intranet sites, line of business applications, business process tools, personal information managers, task managers, contract managers, and many other places. And if you don't have a solid information governance strategy, your organization probably adds new internal systems or online services for each new business challenge and adds to the information anarchy.

Is finding the right information at the right time a challenge for your team? Would you benefit from having the right content and data be more findable and make collaboration easier? Then read on.

## Treating Information as an Asset

The first step is to recognize that information is a primary strategic business asset that needs to be carefully managed for maximum benefit. This requires a shift away from thinking about content as a necessary evil and toward viewing it a precious resource.

Making this paradigm shift is rarely accomplished from the grassroots up, nor is it something that can be achieved by simply imposing it from the executive level down. Rather, it requires a concerted strategy of commitment, engagement, and follow-up that encompasses everyone in every part of the organization.



# The Case for Information Strategy

The advantages of unlocking information with solid strategy, architecture, and governance fall into two major categories: mitigating risk and maximizing value.

## Mitigating Risk

Information risks range from situations as simple as not being able to locate an important document to events as severe as a major data breach resulting in the theft of customer data and sensitive corporate information. Done well, the disciplines listed below work in concert to help protect your information assets and mitigate those risks:

- Cybersecurity
- Disaster recovery
- Business continuity
- Records management
- Privacy protection
- Quality management
- Business process management
- Knowledge management

What ties all of these disciplines together with Information Technology is good Information Governance as a corporate discipline.

## Maximizing Value

Getting the Maximum Total Value® out of your information assets requires carefully improving information quality, findability, structure, and credibility—characteristics that can be compared to a diamond's clarity, color, cut, and confidence. Getting this right can have enormous benefits across your organization:

- Optimized business processes
- Increased quality
- Increased productivity
- Improved customer experience
- Reduced costs
- Enterprise information integration
- Risk mitigation and compliance
- Improved information leadership

These very real benefits only come by developing your information strategy, architecture, and governance, and then by steadily becoming better at each one. The advantages of doing so permeate into every part of the organization and raise the total value of your business.



# Let Holly Group Help You!

Contact us today to get started with a Current State QuickScan. This valuable exercise is a fast and effective way for us to help you determine how best to unlock your strategic information advantage.

## Meet the Team

Our Certified Information Professionals can help you!

**Steve Weissman** is a highly-credentialed consultant, analyst, instructor, and speaker in the realms of information strategy, information and process management, business-minded needs assessment, and RFP development. Known as The Info Gov Guy™, he is an AIIM Fellow, a cofounder of Information Coalition, and has a 20-year track record of innovation and success supporting organizations demanding maximum total value from their information and information technologies.

**Kevin Parker** is a well-known information and technology executive, consultant, and speaker who has won multiple industry awards for his leadership in the information profession. His over 20 years of experience span large and small businesses in multiple industries as well as public sector enterprises like the U.S. Department of Justice and Department of Homeland Security. Kevin is a qualified CIO with deep hands-on experience in cloud solutions architecture, IT managed services, application development, enterprise architecture, information architecture, records management, and enterprise content management.

## About Holly Group

Holly Group supports your efforts to bring order and discipline to the use and protection of business-critical information. Through our consulting and training offerings, we empower you to derive Maximum Total Value® from all your information assets.

## Get Started

To schedule your Current State QuickScan today, email us your contact information to [info@hollygroup.com](mailto:info@hollygroup.com). To learn more, visit us at [hollygroup.com](http://hollygroup.com).

