

Quanto costa NON dotarsi di un sistema di governo delle informazioni

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Newly updated research finds that the average worker spends approximately 60 minutes a week hunting for information NOT in a content management system. Furthermore, users creating information spend 74 minutes a week copying, pasting and duplicating data between documents.

In terms of percentages this means that 2.5% of work time is lost to looking for the right information in paper drawers, email and shared drives.

Lets call this **Search Lag**.

Over 3% of work time is spent *reinventing the wheel* as people move digital bits from one document or form into another. Lets call this **Productivity Drag**. Add it up and workers spend over 5% of their time hunting for or reinventing information.



The US bureau of Labor Statistics finds that average full time wages are 48,789 per year in 2010 (across all employment sectors. For the first 2 quarters) Using this and rounding down to be conservative we calculate that **the lack of a good Enterprise Information Management System and practice costs US companies \$2700.00 ...**

Per worker...per year.....



Quanto costa..



MA PERCHE'???



What happens in an Internet Minute?



What Happens in an Internet Minute?



And Future Growth is Staggering



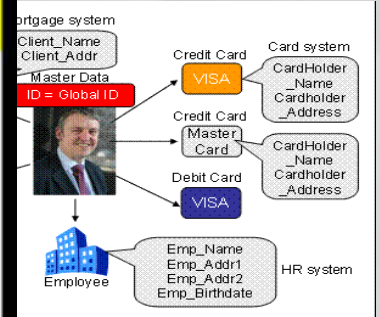
What happens everyday in a organization?



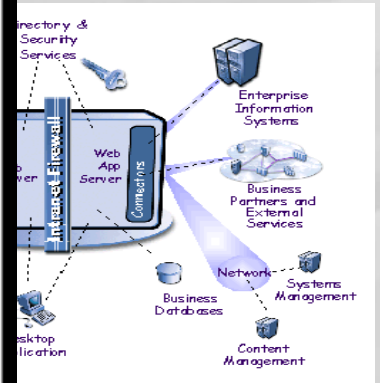
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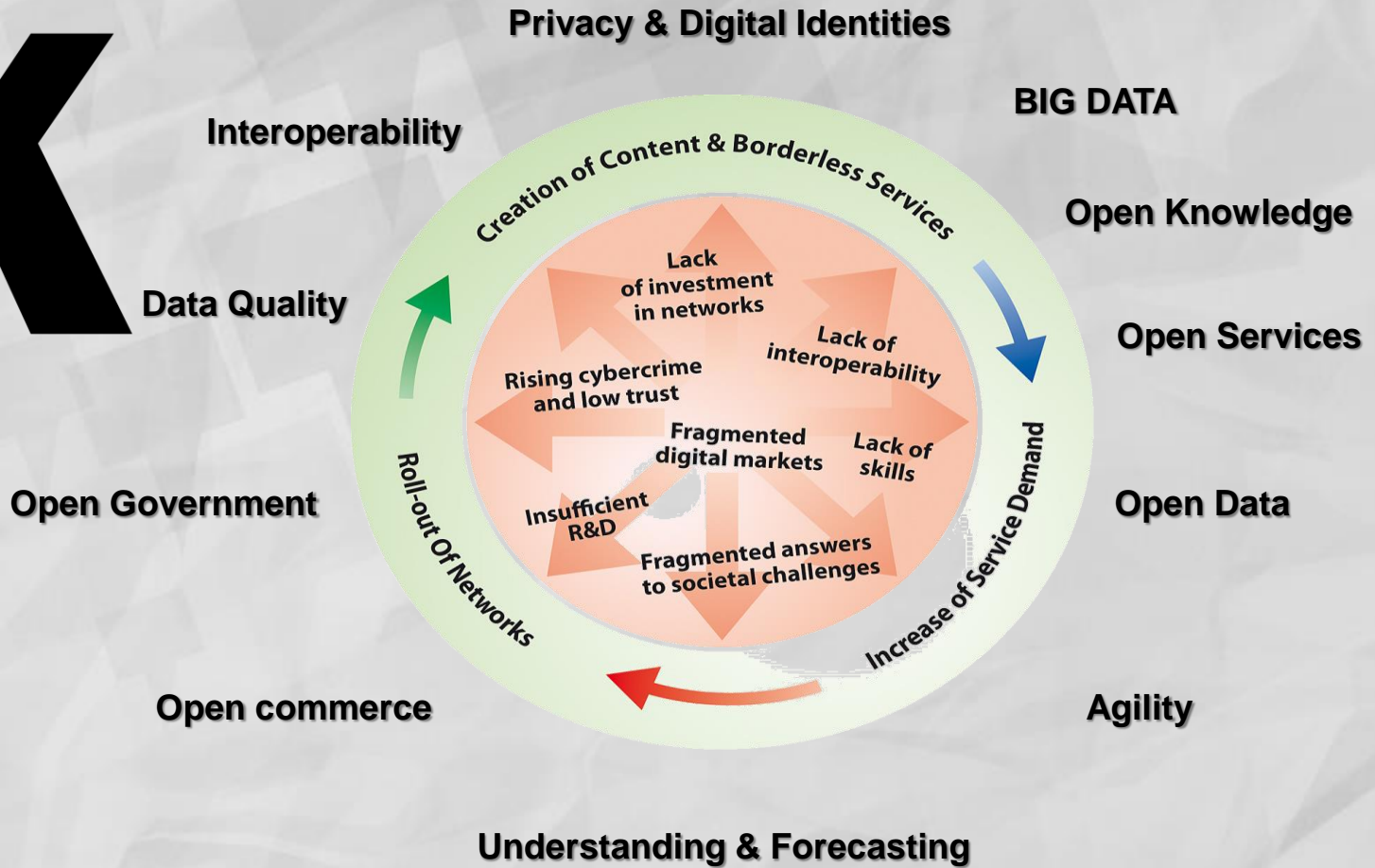
STOMER



TION SYSTEM



The digital agenda gap





Privacy: identity and sensitive data

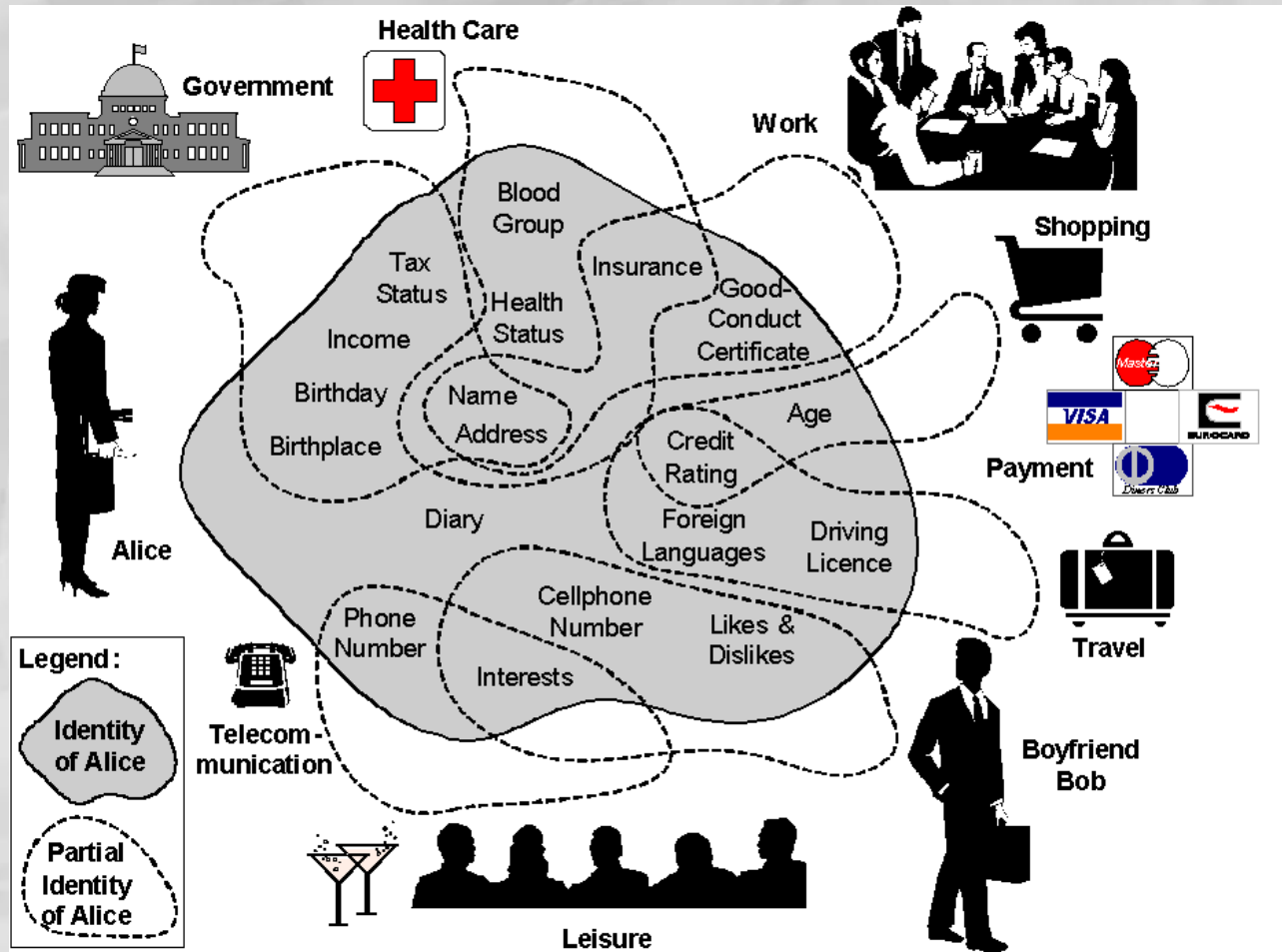
Reputation:

- where, how and who is speaking about us and our brand?
- How we can understand customer behaviour (to build a learning relationship)?

Compliance: tracing, tracking and accountability

User experience: a multichannel relationship

Privacy and identity protection: where are identities' data? How to governance it?



The risk of ungoverned data



Excess Data Creates Excess Cost, Risk

Unnecessary Risk:

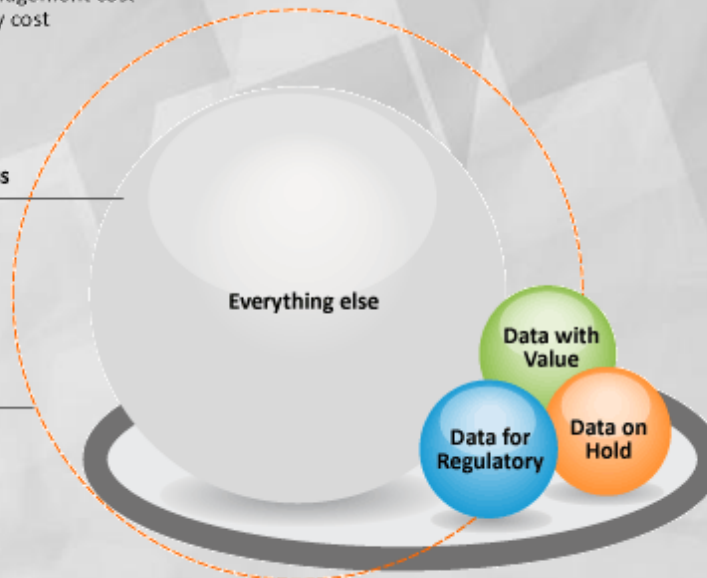
- » confusion on what's where
- » Subject to discovery

Unnecessary Cost:

- » Data management cost
- » Discovery cost

Data with
no business
value or
legal duty

50%
growth
every year



Atlas Eliminates Enterprise Risk, Cost

Atlas Information Governance

Rigorous Discovery

- » Integrated legal holds and data collections
- » Risk and cost analytics for legal, IT

Value-Based Information Management

- » Information inventory connects assets, business value and regulatory obligations
- » Global retention program management
- » Risk and cost analytics for RIM, IT

Defensible Disposal

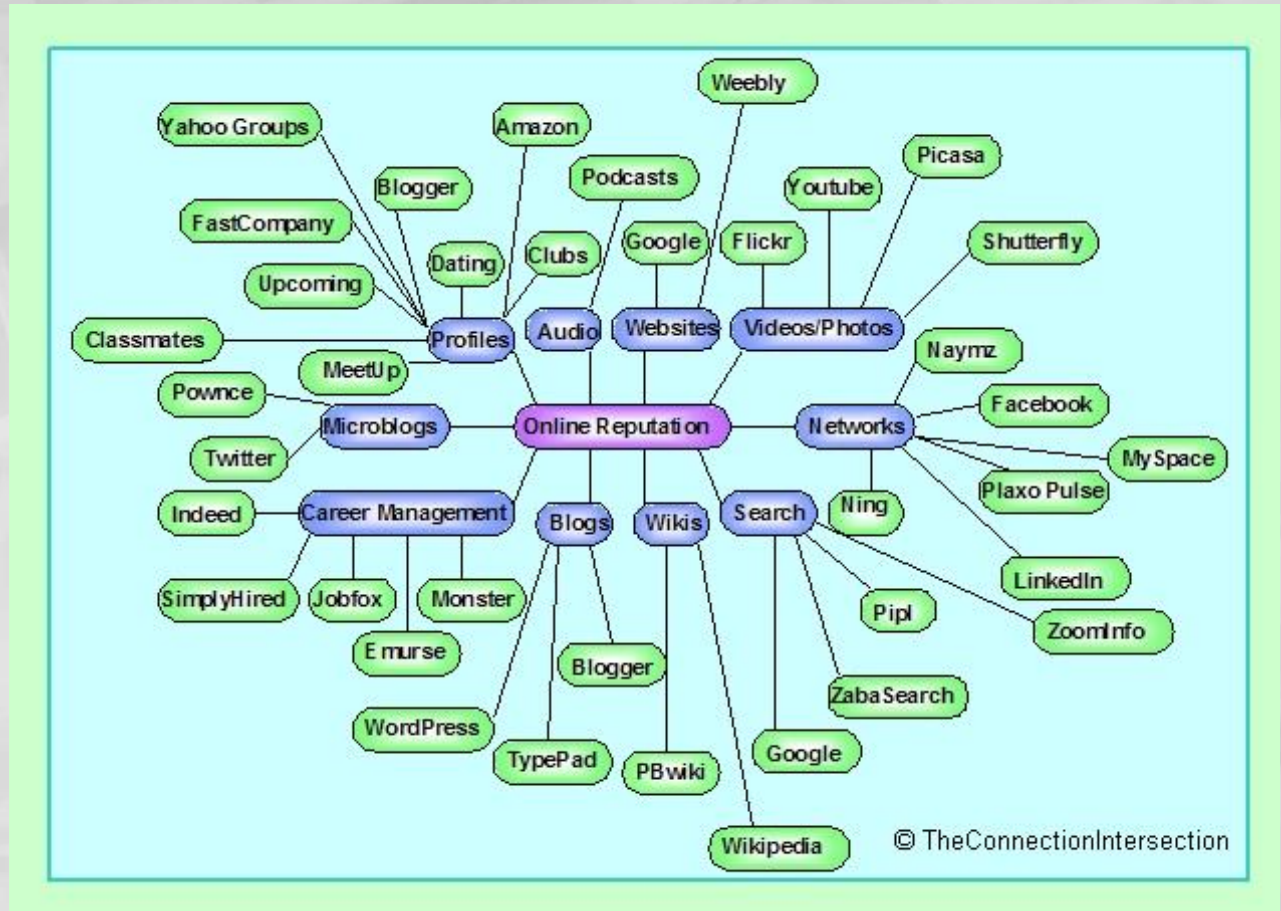
- » Reliable, actionable retention procedures for data and employee assets
- » Sustainable, high integrity governance



Store Less: Lower Data &
Discovery Cost, Lower Risk

<http://www.psssystems.com/solutions/atlas-for-defensible-disposal.html>

Reputation : it's a Big Data matter

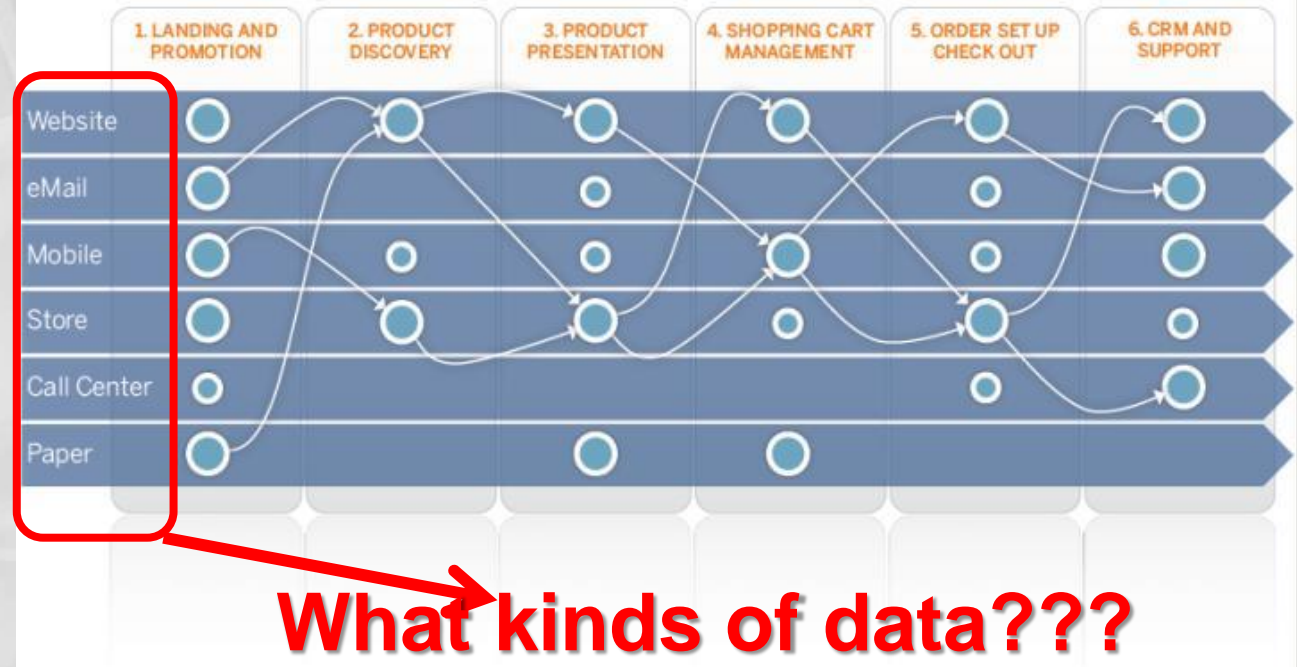


Learning Relationship: where and how to capture customer needs and their behavior

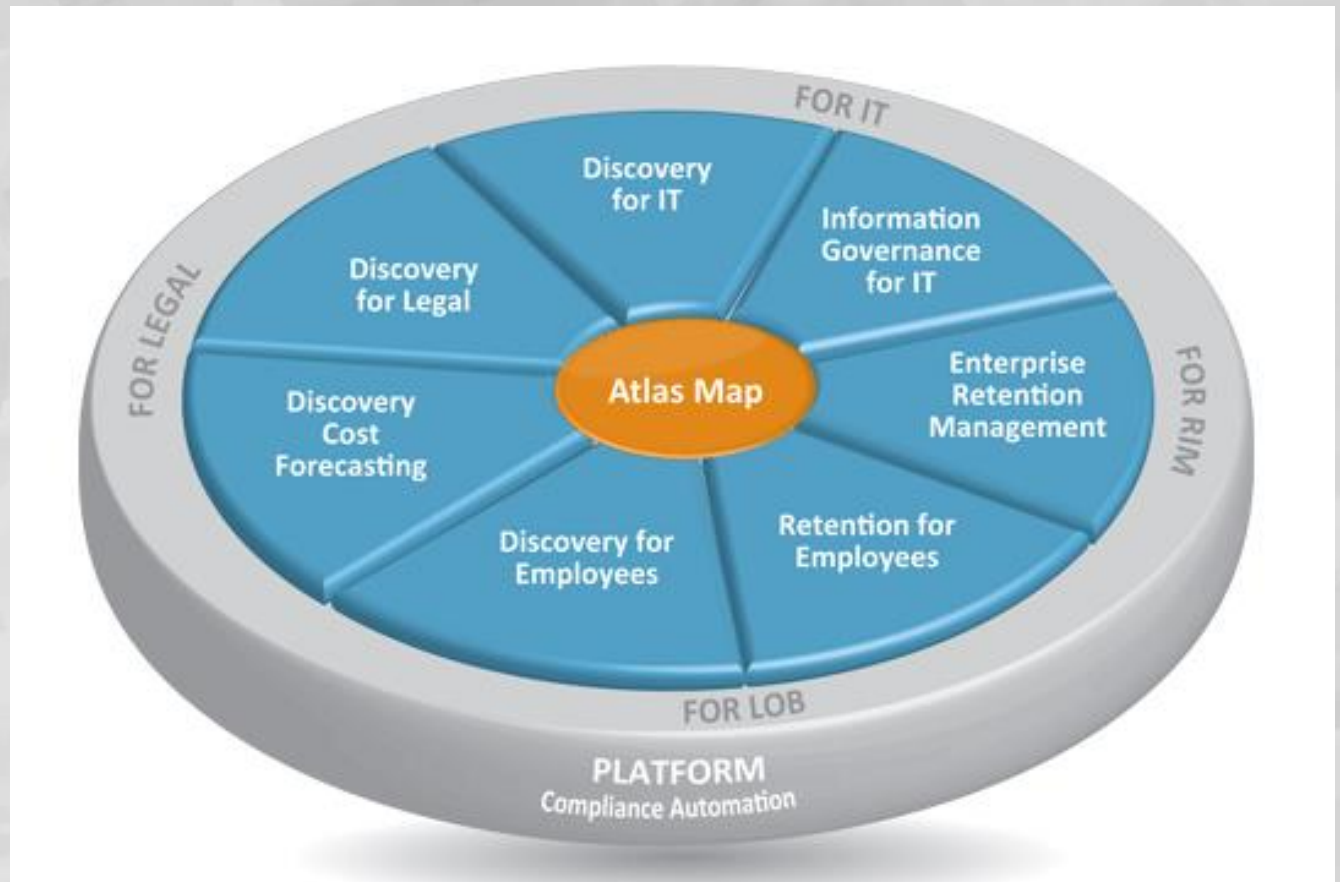


The multichannel shopping experience

End users build their own experience across the platform, jumping from a channel to another, connecting the available touchpoints.



Compliance Process + Content to achieve transparency



La pervasività dell'informazione nei sistemi informativi aziendali



Business Intelligence	Information Asset	Access Search & Delivery	Enterprise Data	Enterprise Content
Cost Performances Management	Information Lifecycle Gov	Enterprise Portal & Info Delivery	Data Warehousing	Document
Metric & Dashboard Design	Information Security	Enterprise Search	Reference Master data	Records, Contracts & ID
Profitability Value & Pricing Management	Metadata Taxonomy Cataloging	Mobile Device Access	Customer Data Integration	ERP Integration
Real Time Customer Decision	Information Workflow		Data Quality Improvement	Digital Asset
Operational Performance management	Access Monitoring & Control		Data Migration	Web Content
Balance Business Scorecards	Data Center			Collaboration – Knowledge Capture
HR Performance management	Usability			
Data Mining, Analytics Modeling & Simulation				
Business Activity Monitoring				

Perché un business intelligente dipende da tanti fattori...



Core business

- It resources (infrastruttura, human capital, application portfolio)
- Complementary Organization Resource (rules, organizational structure, workplace practices, culture..)
- Business processes design, execute and feedback
- Performances (organizational and business process)
- Human (social interactions)
- Information Integration (Data&Information Quality)

Environment

- Industry characteristics
- Contestualized new business model (es. Straight through processing, Governance)
- Country specific factors (government rules and standard)

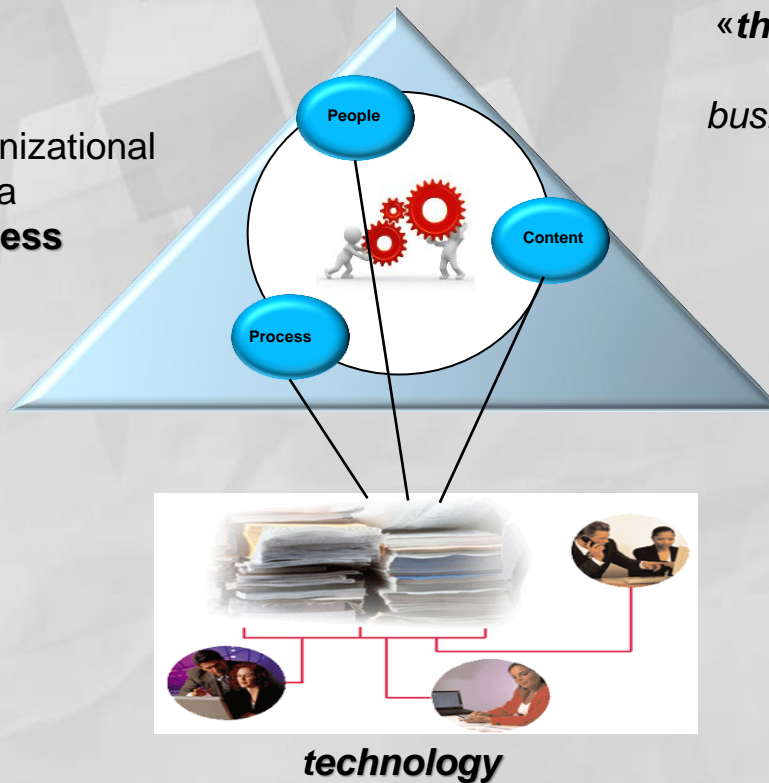
Intelligence ways through organizations... i processi, le persone, le informazioni



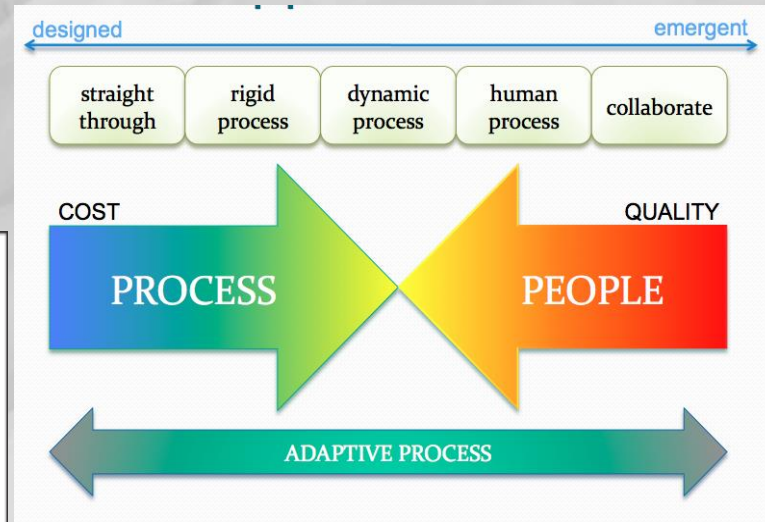
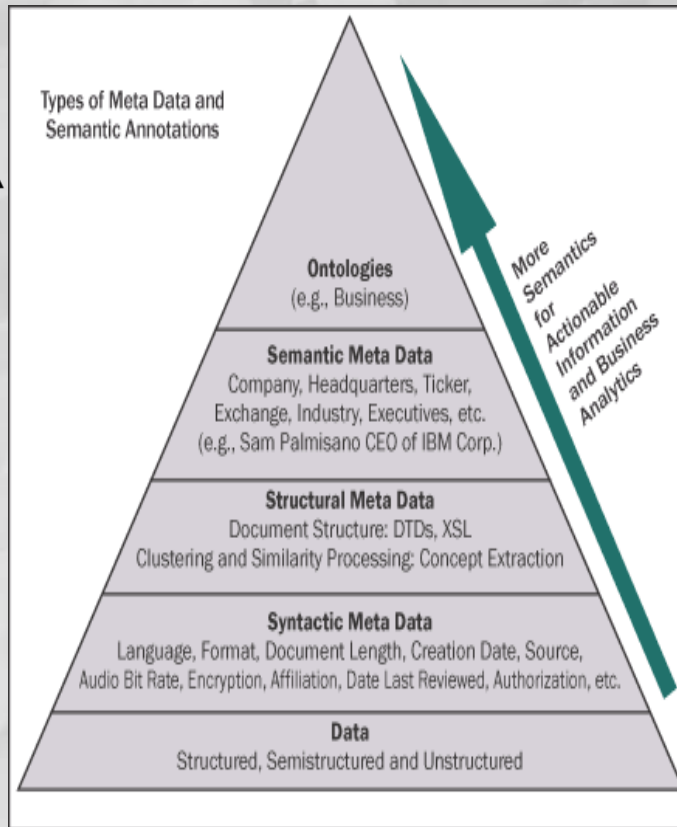
«technology impact organizational performances via intermediate **business processes**»

«many **organizational resource** such as workplace practices interact with technology»

«*the environment plays a role in technology business value generation*»



How can business processes be intelligent by content?



<http://acmisis.wordpress.com/2010/10/01/gartner-group-expands-bpm-definition/>

**A big opportunity:
adaptive business process
and metadata**



Systemic & Analytic

- Legal
- IT
- Organizational
- Human Interactions

**A mixed
profile**

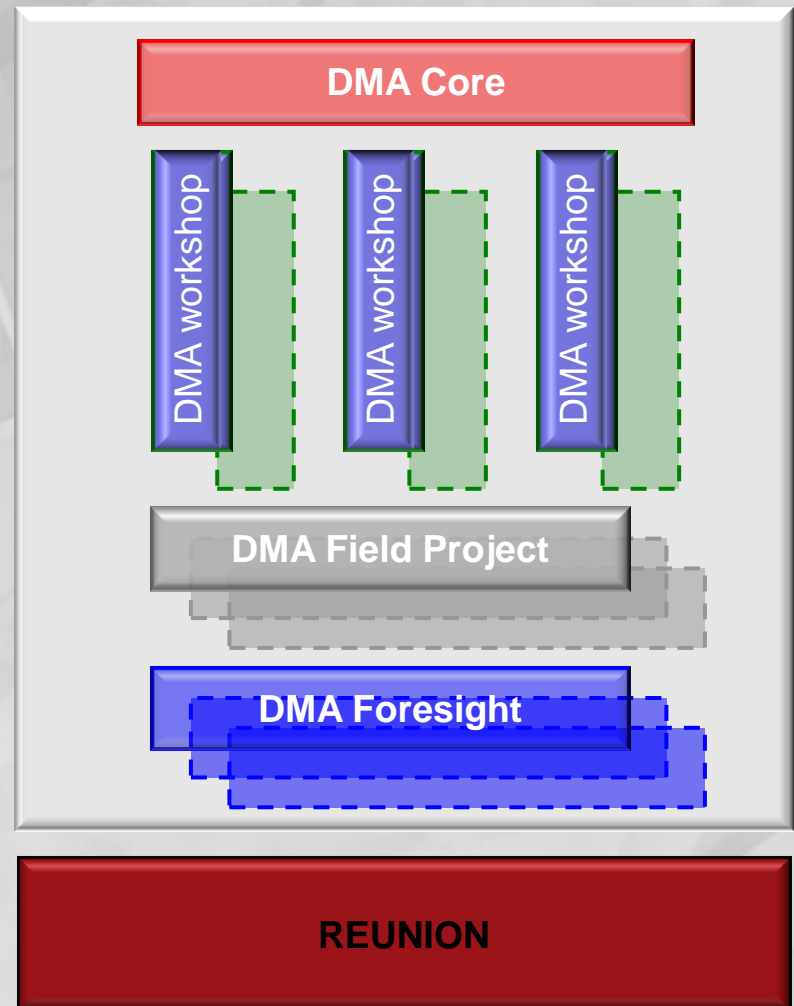
Or a Competence Center??

Document & Content Management Initiative: the overall overview



SDA Bocconi
School of Management


ANORC
ASSOCIAZIONE NAZIONALE
PER OPERATORI E RESPONSABILI
DELLA CONSERVAZIONE SOSTITUTIVA





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