Information Productivity

Putting EIM in context
Information Workers?

Figure I.
THE WORLD'S CAPACITY TO STORE INFORMATION

This chart shows the world's growth in storage capacity for both analog data (books, newspapers, videotapes, etc.) and digital data (CDs, DVDs, computer hard drives, smartphone drives, etc.)

In gigabytes or estimated equivalent

- **1990**
  - Analog: 2.62 billion
  - Digital: 0.02 billion

- **2000**
  - Analog storage
  - Digital storage

- **2007**
  - Analog: 18.66 billion gigabytes
  - Digital: 276.12 billion gigabytes

COMPUTING POWER

In 1986, pocket calculators accounted for much of the world's data-processing power.

**Percentage of available processing power by device:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Pocket calculators</th>
<th>Personal computers</th>
<th>Video game consoles</th>
<th>Servers, mainframes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1986</td>
<td>41%</td>
<td>13%</td>
<td>5%</td>
<td>17%</td>
</tr>
<tr>
<td>2007</td>
<td>6%</td>
<td>23%</td>
<td>3%</td>
<td>6%</td>
</tr>
</tbody>
</table>

- **PC hard disks:** 44.3%
- **2.13 billion gigabytes**
- **Other includes chip cards, memory cards, floppy disks, mobile phones/PDA, cameras/camcorders, video games.**

INCENTRO
INFORMATION BECOMES INSPIRATION
Information Overload

Knowledge workers must be given the tools and methodologies to find all information they need, and to process them in ways that allow for insight. Data manipulation, reporting, visualizations, case management solutions and collaborative environments are all part of the solution for Enterprise Information Management.
Physical boundaries
Protecting the information you have from the outside world is not what matters, it is making the most of that information.

It’s about being smarter than the competition when it comes to processing information available, in order to facilitate better and faster decision making.
Which Tile is darker, tile A or tile B?
Click to find out...
Testje
Ai!
- Economist online subscription $ 59,-
- Economist printed subscription $ 125,-
- Economist Printed and online subscription $ 125,-
<table>
<thead>
<tr>
<th>Subscription Type</th>
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<th>Percentage</th>
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Note: The Economist printed subscription was removed from the list based on the responses.
Why facts don’t always do it

- **Collective Inertia**
  - “This is how we do it over here”
- **Causal Ambiguity**
  - “If our way of working would not be optimal, it would have improved long ago”
- **Management Myopia**
  - What’s smart in the short term may be countereffective in the long term
- **Self-perpetuating Myths**
  - We base our strategy on our beliefs. That reinforces our beliefs.
- **Selection Bias**
  - We base our beliefs on what we know
Now what?

"The central issue is never strategy, structure, culture or systems. The core of the matter is always about changing the behavior of people."

John Kotter
Be Humble

People hate being told what to do, but love to help
Hoe lossen we dit op?
Information Productivity

OUTSMART

ACHIEVE

COMPLY

RUN

FAIL

Information management
- sensing
- processing
- reporting
- organizing
- collecting

Information value
- proactiveness
- sharing
- control/transparency
- formality
- integrity

INCENTRO
INFORMATION BECOMES INSPIRATION
1. Business goals
2. Information domains
3. Maturity level gap identification
4. Gap analysis
5. Solution definition
6. Requirements analysis
7. Tool selection
8. Functional design
9. Technical design
10. Build and implement

Business Consultancy
- Elicitation techniques (brownpaper)
- EIM expertise

Alignment
- AIIIM/BI
- IREB

IT Project
- AIIIM
- UML Modelling
- ILAD

Incentro
INFORMATION BECOMES INSPIRATION
Value of information

- **INTERPRETABLE**: Can I make sense out of this information?
- **RELEVANT**: Is the information helpful to ME?
- **ACCESSIBLE**: Can I get to the information?
- **AVAILABLE**: Is the information somewhere?
<table>
<thead>
<tr>
<th>Expertise Knowledge</th>
<th>Opportunity Awareness</th>
<th>Brand Awareness / External Profiling</th>
<th>Demand Understanding</th>
<th>CRM</th>
<th>Matching</th>
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</thead>
<tbody>
<tr>
<td>Outsmart</td>
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<tr>
<td>Achieve</td>
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<tr>
<td>Comply</td>
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<tr>
<td>Fail</td>
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Over Incentro
Is Incentro innovatief?

• [http://www.youtube.com/watch?v=jAYiSh3Pxes](http://www.youtube.com/watch?v=jAYiSh3Pxes)
• Kluwer: [http://www.youtube.com/watch?v=qCD7l6gyhUs](http://www.youtube.com/watch?v=qCD7l6gyhUs)