

## *Information in business*

Why it is important and how easy it is



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## *Talk outline*

- **Your business issues**
- **Importance of information management**
- **Stop being confused**
- **How to manage information**
  - There is nothing new, it is simple
- **Summary**



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## *What Are Your Issues?*

- **Can't find information and documents**
- **Key people who now it all whilst others are lost and struggling**
- **Reinventing the wheel and repeating**
- **Duplication of effort**
- **Web site maintenance**
- **Multi-lingual support**



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## How Do You Do Business?

Brains + Infrastructure + Data = Services



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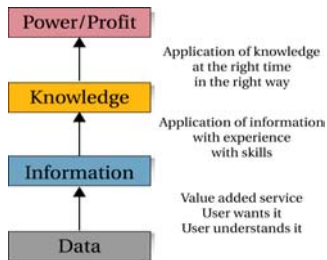
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## Wisdom = Power = Profit



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## By Managing Information

- Lower hidden costs
- Better customer service
- Less frustrated work force
- Address business optimisation required
- Have information to do business
- Ready to deliver to and from any device, anywhere, any time



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## *Are You Being Confused?*

- Content creation
- Work-flow
- Metadata
- Content management
- Content presentation



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## *Web Site and Internet Myths*

- Internet is part of every day business, NOT an additional exercise
- Role based Internet access to all information within an organisation
- Content to and from web sites is presentation management, NOT content management
- Content management - back office process



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## *How to Do It?*

- Establish a consolidated corporate repository
- Application of a unified delivery mechanism
- Separation of content from presentation and mechanism of delivery
- Metadata (classification)
- Unified search capability
- Unified work-flow



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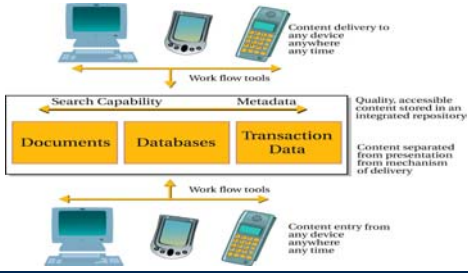
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## A Wise Solution



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## Corporate Repository

### UNIFIED CONTENT DELIVERY (VIGNETTE)

#### CORPORATE REPOSITORY



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## Repository Advantages

- Access all information
- Bringing together best of breed, one tool does not support your whole business
- Best of breed does what it does best
- Using your existing infrastructure
- Based on global alliances
- Integrated industrial strength solutions not Dot Com point solutions

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## Unified Delivery Mechanism

- Unified customer experience
- Internet matches other medium
- Best of breed tool for internet presentation management
- Presentation uses information in the corporate repository
- Web sites, Mobiles, PDAs, Set-top



Empowering Business for Today and Tomorrow

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## Content Separation & fragmentation

- Separation of content from presentation from mechanism of delivery
- Enter unformatted numbers and text strings
- Broken down in to recyclable chunks
- Single source content
- Deliver with any look and feel to any device
- Extend this to all information



Empowering Business for Today and Tomorrow

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## Example

The screenshot shows a financial software interface. On the left, there is a summary section with fields for 'Ship Via', 'Promised Date', and 'Journal Name'. The main area displays a list of transactions with columns for 'General Ledger', 'Change Type', 'QTY / Sales Exp', 'Sales', 'Purchase', 'Inventory', 'Cost Type', and 'Billing'. The transactions include items like 'Agent Recruitment (Contract)', 'Analysis Sales (Deal)', and 'Analysis Sales (Deal - FY Comparison)'. A text box on the right of the screenshot contains the text: 'For over 30 years raw numbers have been entered into systems and presented in a variety of formats to multiple devices'.



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## *Metadata - Data About Data*

- Access rights
- Title
- Abstract
- Classification (report, plan, news, policy)
- Last edited by
- Review date
- Owner of content
- Reviewers



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## *Metadata <> Instant Boredom*

- Managed at source by subject matter experts as part of an every day activity
- Only do what can be done easily
- Do it from this time forward
- Show them immediate benefits
- Don't see it as metadata, make it part of data entry
- Default values, pick lists, auto-population



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## *Search*

- Key to finding information
- Show immediate returns to users
- Web site search is not separate from others
- Search all of the corporate repository
- Best of breed tool for searching



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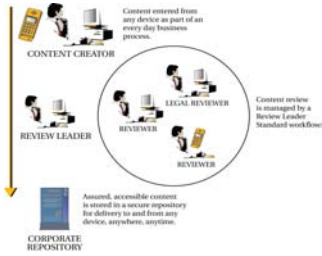
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## Work-flow



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## Summary

- **By addressing information management**
  - Lower hidden costs
  - Better customer service
  - Propel business optimisation
  - Have managed information for business
  - Ready for: any device, any where, any time
- **Part of every day business**
- **Do it from this time forward**



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