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## NEW IMAGES

### 8 Things You Need to Know to Manage the Explosion of Information

By: Jean-Luc Chatelain

Information Explosion is making way for a new strategy to align business policies with people and technology. The following steps are my take on ways in which organizations can be successful in creating and implementing information management practices in this challenging environment.

#### 1. Obtain Senior executive sponsorship and cross-organizational involvement.

This is the cornerstone for sustainable success of an information management strategy. A new strategy will involve investments and organizational changes. Without active and visible senior executive support and commitment, any strategy or plan will be set for failure from the beginning. Since most organizations consist of federated yet independent business functions or silos, it is important to involve all major constituencies at all stages - from definition through to implementation and ongoing monitoring of the business success metrics.

#### 2. Paper is still cool: organizations need to leverage best practices from the physical world.

Information management is not new. We have been managing information in one form or another since the birth of civilization. What is new is the electronic aspect of it. In nearly every organization, there are people who have been managing paper records for years. They understand how to index, classify, distribute and retain information - they are usually known as records managers, archivists and librarians. Organizations need to leverage their domain knowledge and experience to the fullest. It is crucial to understand that you cannot simply adopt the old policies and processes and make them electronic - you will need to adapt them. For example,

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### Year End Banquet - Metro 21

**Tuesday, June 8, 2010**

**O'Donnell's Sea Grill**

**311 Kentlands Blvd  
Gaithersburg, MD**

**Networking: 6:00 PM**

**Dinner: 6:30 PM**

**Awards and  
Presentations: 7:30 –  
8:30**

What a year! Our Chapter has turned 21 years of age, has a new name, and a new newsletter format! Our theme for the year was

policies and processes for handling paper memos will not work for emails that have a different order of magnitude and contain a plethora of irrelevant content. There is a lot of "white noise" in emails that doesn't exist in the paper world -- rarely did someone type a memo to say, "let's grab a coffee."

### **3. Define the policies that will govern your enterprise information.**

This is the most critical phase of executing a successful strategy. Policies need to be flexible to allow the organization to be agile and respond to changing markets, customer needs, business partner ecosystems and similar business changes. Policies need to be owned and executed by the business, and supported by technology. When defining policies, remember that not all information is created equal; one needs to identify the information assets that deliver business value to the organization – information that has business, decision, risk or organizational impact. An example of such information includes legal documents, product catalogs, balanced scorecards and key performance metrics.

### **4. Define the processes you will use to manage the information.**

Business processes define how the policies are implemented and executed across the organization. While this step seems obvious, it is often overlooked. Process flows must mirror business flows, and they must be molded to meet the users' needs, not the other way around. There are many examples of failed information projects where the technology attempted to force users to work in an ineffective, rigid workflow. A key metric for defining the success of processes is that they must improve business productivity.

### **5. Stay in constant communication and use a shared vocabulary.**

As with any major change program, dialogue is most important. Be cautious to not overlook that certain terms mean different things to different people. It is very important to clearly define and document what is meant at all times.

### **6. Educate, educate and educate again.**

Employee training is often underestimated and it is critical to user acceptance. Without training, policies will be ignored, processes will be short cut or, even worse, bypassed. In one such example, a policy was communicated by email that states "No MP3 player content is to be stored on desktop or laptop computers." IT then runs a script every night to delete any MP3 files it finds. However, users want to listen to music while they work so each morning they re-download their MP3 files. What they don't know is that the reason the policy was brought in was to reduce corporate liability and risk from potentially

Information Governance: Advanced Skills for Records Managers. And now, having acquired these advanced skills, we are all stars. So come to the Metro-21 Banquet to Dance with the Stars. (Maybe more figuratively than literally—but that could be up to you!) Help us to recognize our incredibly supportive vendor community, contributing members, and incoming and outgoing board members.

**IMPORTANT:** Before June 1, you should also go to the Metro MD webpage at [www.armamar.org/gmd/](http://www.armamar.org/gmd/) and see if you are eligible to apply for our education awards which will be awarded at the banquet. These are incredible chapter benefits so take advantage. Come and enjoy great food, music, and networking and be ready to have some fun!

**Menu:** The ARMA Metro Maryland Chapter Board will provide crab dip and spinach artichoke dip appetizers. Dinner will be choice of Donnell's Signature Crab Cake, Herb-roasted Chicken, Salmon, or Fresh Vegetable Penne. Coffee, tea, and other beverages are included. Cash bar will be available.

**Cost:** Online payment with credit card available until reservation closing

pirated copies. Best practices for training include a planned strategy from the beginning of the project. Human resources must be consulted at this stage in order to receive the necessary support and funding. In addition, training must be repeatable in order to resonate, as well as support changes in regulations and compliance.

### **7. Recognize that technology is a mean not the end.**

Technologies should help implement policies and execute processes faster and more accurately. As information expands, it must scale to meet new needs. It must be agile enough to respond to ever-changing business and information needs. Different sourcing models should be investigated to achieve the optimal total cost of ownership for the organization. Remember that if some technologies are selected incorrectly, they can doom the implementation of any information management strategy all together. Today, IT manages business value, which is designed, built and delivered in the form of technology-enabled services. This increases the importance of an information management strategy since data will be consumed in a variety of new and different ways. The once tight coupling between applications and data is being broken, and centralized "ownership" of data becomes more difficult. This makes the consistency and quality of the data even more critical, putting more pressure on one's information management strategy to also include data quality and stewardship programs to help achieve a single version of the truth.

### **8. Don't forget to prove the business value.**

Finally, maintain momentum and executive support by showing and communicating ongoing demonstrable business value. It is critical to measure and prove the team's accomplishments in financial and business terms. Examples of financial and business metrics include: quantifiable impact on revenue, increased customer retention, reduced service calls and decreased inventory levels.

#### **About the Author**

Jean-Luc Chatelain is an HP Fellow and the Information Optimization CTO for HP Software and Solutions. Chatelain joined HP at the time of acquisition of Persist Technologies, where he was Founder and CTO, a world leader in grid storage & archiving solutions which technology is the basis of the HP Integrated Archiving Platform IAP.

#### **About the "8 things" Series**

"8 things" is a series of guest blog posts on John Mancini's blog [Digital Landfill](#). The idea of the series is to tap into the collective experience of members/readers on topics that they are passionate about. (But related to information, documents, content, or records!).

time, \$35  
@www.armac.org/gmd;  
payment at the door,  
cash or check only: \$30  
members; \$35 non-  
members; \$15 students  
(student ID required).

**Reservations:** Please RSVP no later than 5:00 PM Friday, June 4, 2010, by responding to your E-vite or by sending an email to [gburgarma@yahoo.com](mailto:gburgarma@yahoo.com). Please indicate your dinner selection with your response. No shows and cancellations after 5:00 PM on Friday, June 4, 2010, will be billed.

**Directions:** From 495 (Beltway) take I-270 N toward Frederick, MD. From I-270 (local lanes), take Exit 10, Clopper Road, turn right at the light onto Diamond Ave/Clopper Road (Rte 117). Turn left at the next light onto Quince Orchard Road (Rte 124). Turn left onto Great Seneca Highway (Rte 119) and right into the Kentlands Shopping Center. Look for the restaurant on the left. From Frederick, MD take I-270 S to MD-124, Quince Orchard Road Exit Number 11B; turn left onto Great Seneca Hwy. Then turn right into the Kentlands Shopping Center, and look for the restaurant on the left.

*ARMA Metropolitan  
Maryland Chapter is*

[Link to Article](#)

**Chapter Leadership**

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*preparing a series of meetings, panel discussions, and seminars focusing on the theme "Information Governance: Advanced Skills for Records Managers."*

*Contributions or gifts to ARMA International Inc. are not deductible as charitable contributions for federal income tax purposes.*

**Member News**

The Metropolitan Maryland ARMA Chapter May Meeting was held on Wednesday, May 12, at the Far East Restaurant in Rockville. The speaker was Sabrina Lozano of Freddie Mac, speaking on "Information Governance: Best Practices." Attendees included:

- Carol Agayoff
- Greg Bardwell
- Beth Canter
- Peter Chiomenti
- Betsy Christie
- Eboni Cooper
- Katie Cyboron
- Joanna Fagan
- Jim Fisher
- Barbara Fleming
- Jack Frost
- David King
- Herbert Malone
- John Milligan
- Al Minnick
- Angela Minturn
- Frederic Paul

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**From the Pen, By Al Minnick, Chapter President**

The imminent close of the chapter year has got me to thinking about the whole associative process of running an organization such as the Metropolitan Maryland Chapter of ARMA International. This is my last "From the Pen" article as Chapter President and I want to express my pride, honor and thanks to everyone who made this a great year in the middle of hard economic times. It takes a village to raise a child, as the popular saying goes, and I feel it's accurate to say that it takes

a host of dedicated records and other information manager-villagers to run this organization.

This year, the chapter not only changed its name to greater represent the changes in our chapter location and our membership, but also went fully electronic— this electronically created and disseminated newsletter being a prime example. The Board was naturally attracted to using the web-based newsletter system to provide the ballots for voting on board nominations. Point-of-sale credit card transactions may be the next step in the upgrading and diversification of our chapter's electronically oriented processes.

Now all of the coaxing, discussions, wailing and gnashing of teeth behind the scenes are not enough to obtain a member of the year nomination. That honor goes to the dedicated member (not necessarily a board member) who contributes the most, in the perceptions of the nominating committee. There are rewards for these perceptions. In addition to the rewards for attending the seminar or banquet—perhaps winning one of the scholarships that the Education Committee offers; the ARMA Conference registration fee; ARMA bookstore shopping sprees; chapter dinner meeting fees for the year and on-line courses— other professional organizations also recognize our members. This year I was fortunate to receive a full-scholarship from Cohasset & Associates to attend the annual Managing Electronic Records (MER) conference in Chicago. Professional support from your employers allows for our members' continuing education; these villages and villagers are what makes this associative effort worthwhile. Thank you for a great two years as president. My best wishes to each and every chapter member. Take advantage of your professional association and all of the benefits of membership that it offers.

### **Apply for Education Awards**

Metro Maryland members, do you recognize this link: [http://www.armamar.org/GMD/education/education\\_fund.htm](http://www.armamar.org/GMD/education/education_fund.htm)? Do you know where it goes? Is it even worth clicking? Well, it could be, in fact it could be worth more than \$700 – really. But really, what are the chances that **you** would actually qualify for anything on that page? Seriously, your chances for qualifying for **something** on that page aren't all that bad. Why don't you take a look?

OK, by now you have probably figured out that we are talking about the chapter's Education Awards and not the lottery, but they are still a good value. True, it is a little late in the year, but there is still time to apply and qualify for one of the awards. But time is running out – unless otherwise stated, the deadline for having your application in is the first Monday in June. This year that is June 7. So go on check it out, what have you got to lose?

For the second meeting in a row, Carol Agayoff was the lucky winner of the 50/50 drawing, and donated her winnings back to the chapter.

### **Payments for Meetings**

Payment for meetings by credit card is now available to both members and non-members at a cost of \$35. To use this payment option, visit [www.armamar.org/gmd](http://www.armamar.org/gmd). We have also introduced a special student rate for meetings. With a valid student ID, students may attend the monthly dinner meetings at a reduced rate of \$15. For more information, visit [ARMA Metro Maryland's membership page](#).

### **2010-2011 Vendor of the Year Contest**

The 2010-2011 contest is underway! The winner will be determined based on scores as of April 1, 2011, and will be announced at the Chapter Banquet in June 2011. Vendors who sponsored booths at our recent seminar got a head start on the competition. Get a piece of the action by advertising in the online chapter newsletter, "New Images," sponsoring a meeting, or participating on the Executive Board of the chapter. There will be plenty of additional opportunities this year for your company to show its support and



earn vendor points. Visit [www.armamar.org/gmd](http://www.armamar.org/gmd) for further information on the Vendor or the Year Program. And, don't forget to attend our year-end banquet on June 8 to find out who won the 2009-2010 contest!

**Vendor Sponsorship Opportunities**

The Metro MD chapter offers a variety of opportunities for vendors to become more involved in chapter activities and to spread the word about their products and services. Sponsorship levels include Featured Vendor, Dessert Sponsor, Meeting Sponsor, On-Site Sponsor and Door Prize/Raffle. Points toward the Vendor of the Year Contest may be earned for each of these sponsorship levels. For more information on the various levels of sponsorship, or if your company is interested in becoming a sponsor, please visit [www.armamar.org/gmd](http://www.armamar.org/gmd) or contact a Metro MD board member.

**Mugs for Chapter Members!**

In order to celebrate our new name and logo, the chapter will be giving out one free ARMA Metro Maryland travel mug to each chapter member at up-coming meetings. Be sure to pick up your mug, if haven't received it already, at the chapter banquet!



**Current 2010-2011 Vendor of the Year Standings**

- ECS Inc.: 5
- Feith Systems & Software: 5
- Infolinx: 5
- Kruysman-Redweld: 8
- NARA/Federal Records Centers: 5
- Open Text: 5
- USIS/Labat: 5

**New Chapter Address**

To go along with our new name, the chapter now has a new mailing address. Effective immediately, our new mailing address is:

Metropolitan MD ARMA Chapter  
P.O. Box 8043  
Gaithersburg, MD 20898

### **Sites to Surf**

Interviews with David Ferriero, Archivist of the United States  
<http://www.infotoday.com/IT/apr10/Drake.shtml>  
<http://www.infotoday.com/it/may10/Drake.shtml>

### **Facebook, MySpace Confront Privacy Loophole**

Facebook, MySpace and several other social-networking sites have been sending data to advertising companies that could be used to find consumers' names and other personal details, despite promises they don't share such information without consent.

### **Unstructured Thoughts**

A blog exploring the intersection of structured and unstructured information: content classification, content analytics and how these technologies can solve business problems in compliance, enterprise content management and more broadly information management.

### **Information Governance: Information Law Group**

When it comes to creating policies for handling personal data in an organization, who decides? How are those policy decisions made and kept up to date?

### **Twitter archive at Library of Congress could help redefine history's scope**

### **CIO Update: Special Report - IT's Critical Partnership with Records Management**

### **Digital universe to smash 'zettabyte' barrier for first time**

The size of the "digital universe" will swell so rapidly this year that it will pass the "zettabyte" barrier for the first time.

### **Who owns all the data in the workplace?**

### **Senators Ask Facebook to Fix Privacy**

### **Google is Not the Last Word in Information**

### **NARA's Agency Records Management Self Assessment Report**

NIST Special Publication 800-122 Guide to Protecting the Confidentiality of Personally Identifiable Information (PII) published in April 2010  
[http://www.nist.gov/cgi-bin/view\\_pub.cgi?pub\\_id=904990](http://www.nist.gov/cgi-bin/view_pub.cgi?pub_id=904990)

The 2010-2011 contest is underway. Get involved in the chapter and give your company an advantage over the competition!

### **Donations for Haiti**

The chapter's first check for \$100 was sent to Partners in Health for Haiti earthquake relief. This continues the chapter's long tradition of charitable donations to worthy causes. Visit the [PIH website](#) to see how Partners in Health is working to help the Haitian people after this devastating natural disaster.

### **No Shows Cost the Chapter Money!**

Please remember that if you sign up for a meeting but then find out later that you are unable to attend, we ask that you find a substitute to take your place, or notify us at [gburgarma@yahoo.com](mailto:gburgarma@yahoo.com) that you will not be at the meeting. Each meeting invitation includes contact information and a deadline for reservation cancellations. Please be aware that no-shows who have not cancelled by the deadline will be billed. This action is necessary to ensure that we do not need to dip into our treasury to pay for those who commit to attend, and then do not. We thank you for your cooperation as we strive

### **Educational Opportunities**

#### **Generally Accepted Recordkeeping Principles (GARP): Principle of Availability Webinar**

June 3, 2010 at 12:00pm

Speaker: Jim Coulson

This seminar will examine the Principle of Availability, perhaps the most critical to your organization and definitely the one that employees and legal counsel would agree is foundational to their work. What adds to the complexity in most organizations is that information often starts out with one person filing it in their own personal places and potentially winds up needing global availability. Further, this information can be stored on a variety of hardware and be accessed through an endless upgrading of software, constantly changing, and challenging access and availability during its life cycle. The seminar will address the tension between an organization's need for information and the individual's need to get their work done. Attendees will be provided with an understanding of how to integrate organizational taxonomy and departmental file plans in an electronic context, as well as how to organize information around business processes to better control access, migration, and the demand for availability and sharing by disparate stakeholders inside and outside an organization.

More information and registration:

<https://arma.peachnewmedia.com/store/seminar/seminar.php?seminar=5158>

#### **Society of American Archivists Annual Conference**

August 10-15

Washington Marriot Wardman Park Hotel

Registration and more information:

<http://www2.archivists.org/conference/2010/washington>

#### **Enterprise 2.0 Conference**

Enterprise 2.0 is the leading conference and expo for organizations using collaborative technologies to accelerate information flow and drive revenue.

June 15-17

Westin Boston Waterfront

More information and registration:

<http://www.e2conf.com/boston/>

to keep our costs reasonable.

#### **Welcome New Members**

Wayne King, Elias, Matz, Tiernan & Herrick LLP

#### **ARMA International Conferences**

It's never too early to start planning for next year's annual ARMA Conference and Expo. Below are the dates for the next three years:

November 7-10, 2010  
San Francisco, CA

October 16-19, 2011  
Washington, DC

September 23-26, 2012  
Chicago, IL

*New Images is the newsletter of the Metropolitan Maryland Chapter of ARMA International. Questions or comments should be directed to Newsletter Editor Courtney Hanson, 202-512-4442, [hansonc@gao.gov](mailto:hansonc@gao.gov).*

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