

# INFORMATION CHAOS

## VS

# INFORMATION OPPORTUNITY

Information is the lifeblood of your business. It's also everywhere; on mobile devices, laptops, in apps and the cloud. Sometimes this information is even well managed. The problem – and opportunity – will only get worse (and better). Information is everywhere and barely controlled.

**IDC forecasts we'll produce 40 zetta-bytes by 2020 (that's 40 trillion GB)**

Every content asset not managed is an opportunity lost for customer **ENGAGEMENT** and an opening for **RISK**.

  
**#infochaos**  
on Twitter  
to join the  
conversation

By combining content and processes in new and unexpected ways, organizations can dramatically mitigate risk; reduce process costs; better engage with customers, employees, and partners; and transform information into insight.

**Through addressing the questions of risk, transformation, engagement, and insight; organizations will create opportunity from information chaos.**

## Cloud & Mobile

are creating an expectation of anywhere, anytime access for both work and play

**82 billion apps**  
were downloaded worldwide in 2014

**1 in 4**  
organizations see unofficial use of cloud file-sharing sites.

**In 45 seconds**

You can go from never having heard a song to owning it. **This is the era of collapsing purchase cycles**

How we look at applications in the enterprise...

How we deploy enterprise systems...

How we buy enterprise technology...

## Consumerization

is transforming what users expect from applications and how we deliver them

## The Changing Nature of Work

is forcing organizations to think flat and agile, not hierarchical and slow



**20 million**  
are actively disengaged

**30 million**  
are engaged and inspired at work...

**50 million**  
are NOT engaged

They're just kind of present, but not inspired by their work or their managers.



Find employees who want to be great at what they do.

**Then let them.**

Ready to learn more about **#infochaos**?

**Download: Information Chaos V Information Opportunity**

 **aiim**

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## Managing the RISK of growing volumes of content

Create an **information governance plan** for ALL of your content – regardless of type or platform.



## Getting business INSIGHT out of ALL the information you are gathering?

If your content data is: dirty, duplicated or inconsistently tagged, **consider using a data cleaning or migration package** to apply better policy rules.



## Using content to better ENGAGE customers & employees

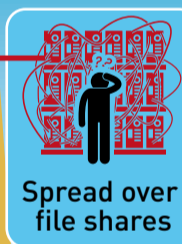
Map out **exactly who** within the organization is responsible for the various types of social interaction.



Engagement **BEGINS** at first touch and lasts as long as a customer is a customer.

## TRANSFORMING content-intensive business processes

Take a quick audit of where poor access to information is hurting the business – and unlock the power of information.



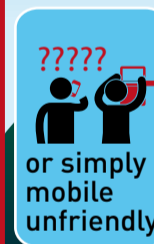
Spread over file shares



Trapped on paper



Locked up in enterprise systems



?????  
or simply mobile unfriendly