

# 5 Things You Need to Know About Intelligent Information Management and Digital Transformation

Every organization is on — or should be on! — a Digital Transformation journey. The heart of this Transformation journey is understanding, anticipating, and redefining internal and external customer experiences.

AIIM believes that four key Intelligent Information Management practices or methodologies — and an associated set of modular and configurable technology building blocks — are critical to Digital Transformation success:

- Modernizing the information toolkit.
- Digitalizing core organizational processes.
- Automating compliance & governance.
- Leveraging analytics & machine learning.

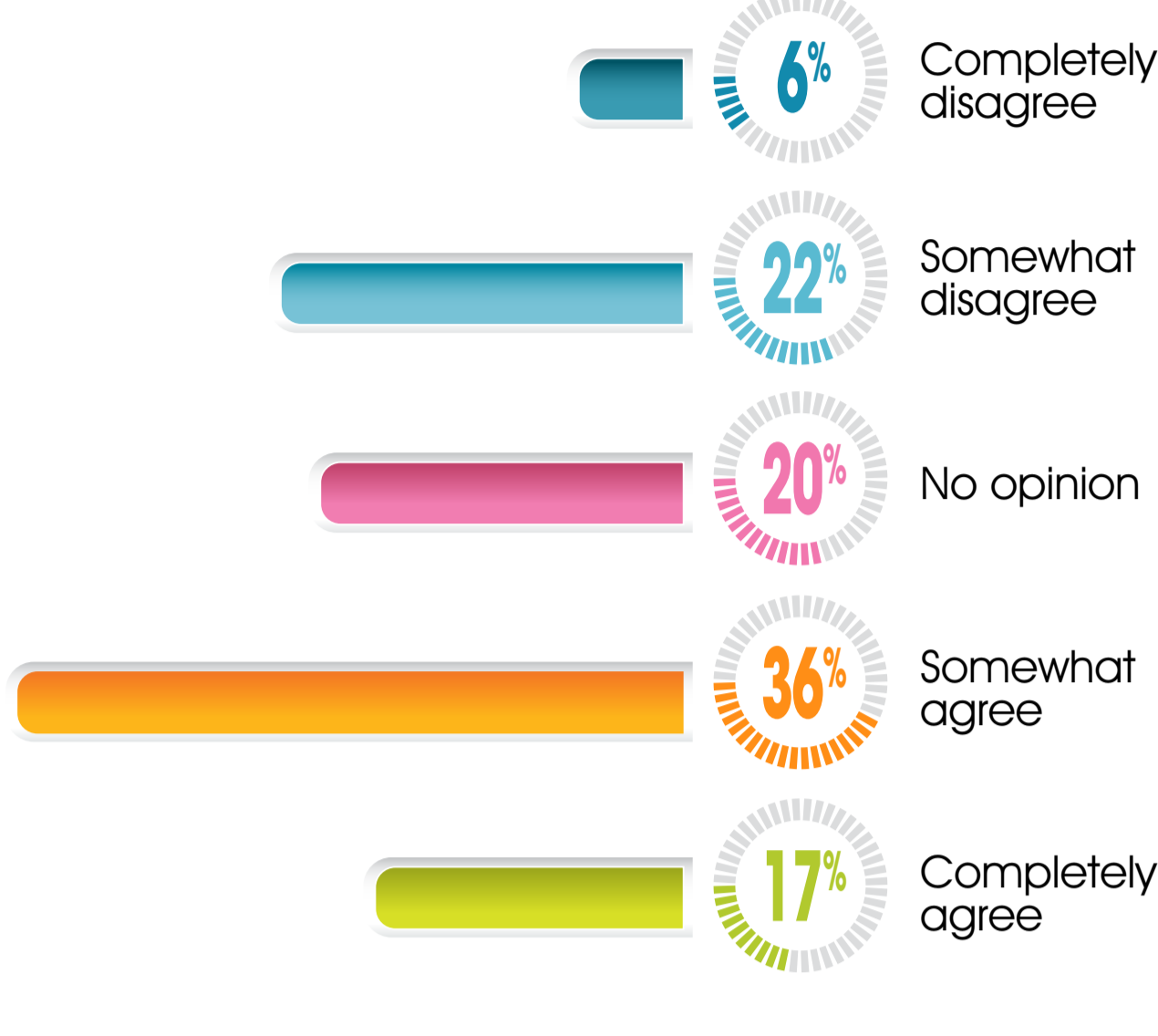
We examined the connection between Digital Transformation and Intelligent Information Management in detail in ***The State of Intelligent Information Management: Getting Ahead of the Digital Transformation Curve***, which is available free of charge to AIIM Members.

Here are five key highlights from that report.

## 01 Over 53% of organizations believe they are “living on the edge” of a potential serious disruption in their business model.

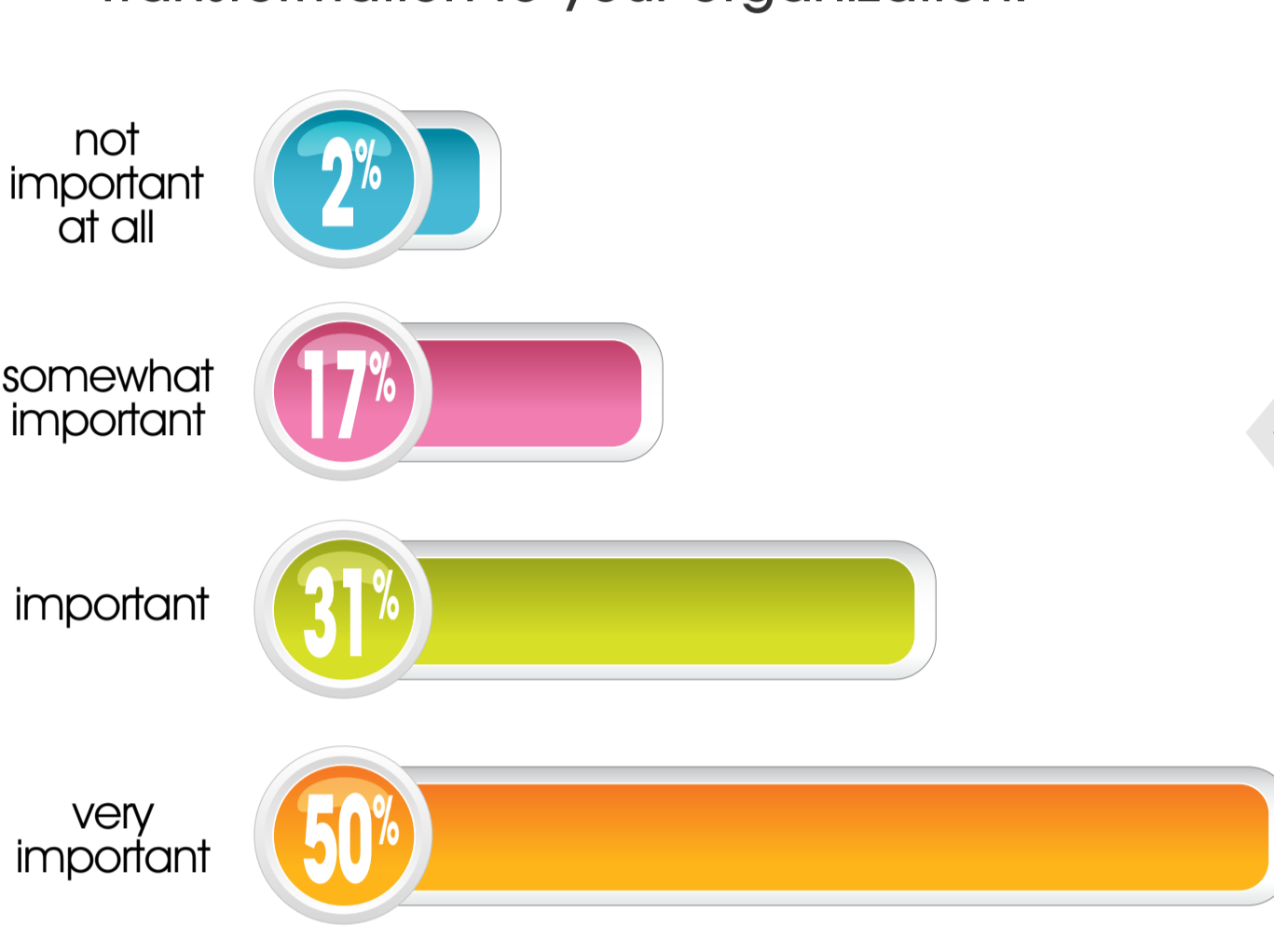
53%

My organization is concerned that we could face serious disruption of our business model in the next 2 years.



## 02 81% of organizations see Digital Transformation as a core part of their strategy to deal with disruption.

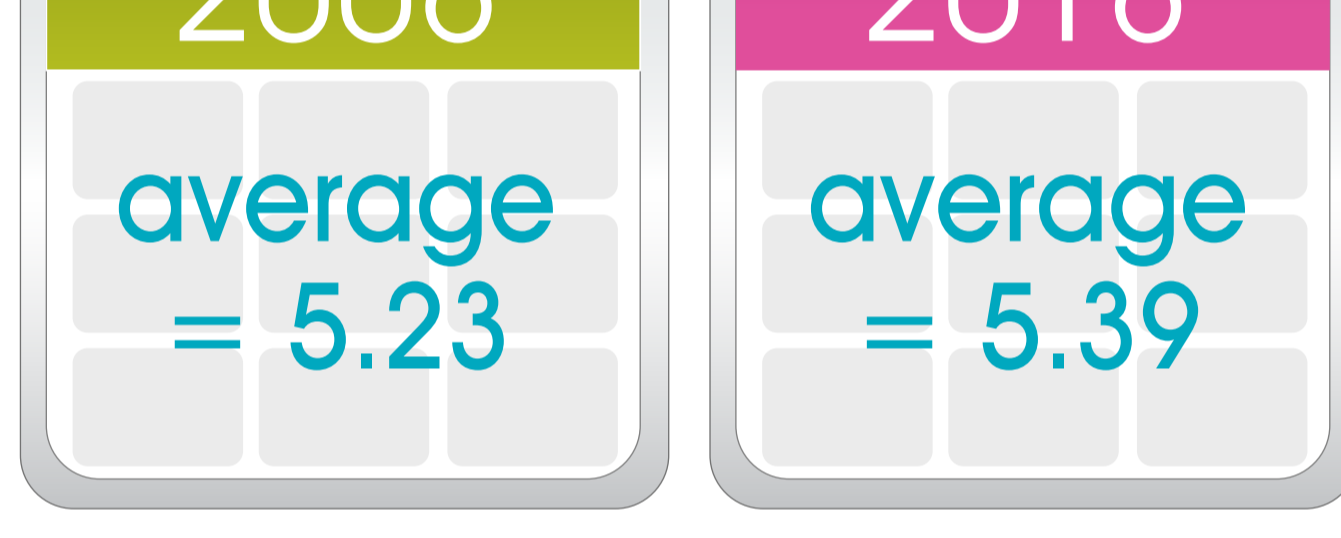
Rate the overall importance of Digital Transformation to your organization.



81%

## 03 A rising tide of information chaos — organizations have run faster and faster over the past decade to stay in the same place — is frustrating Digital Transformation initiatives.

On a scale of 1 (TERRIBLE) to 10 (EXCELLENT), please rate the overall effectiveness of your organization in managing, controlling and utilizing electronic information.



## 04 Organizations need new approaches — Intelligent Information Management — to manage the rising tide of information chaos.

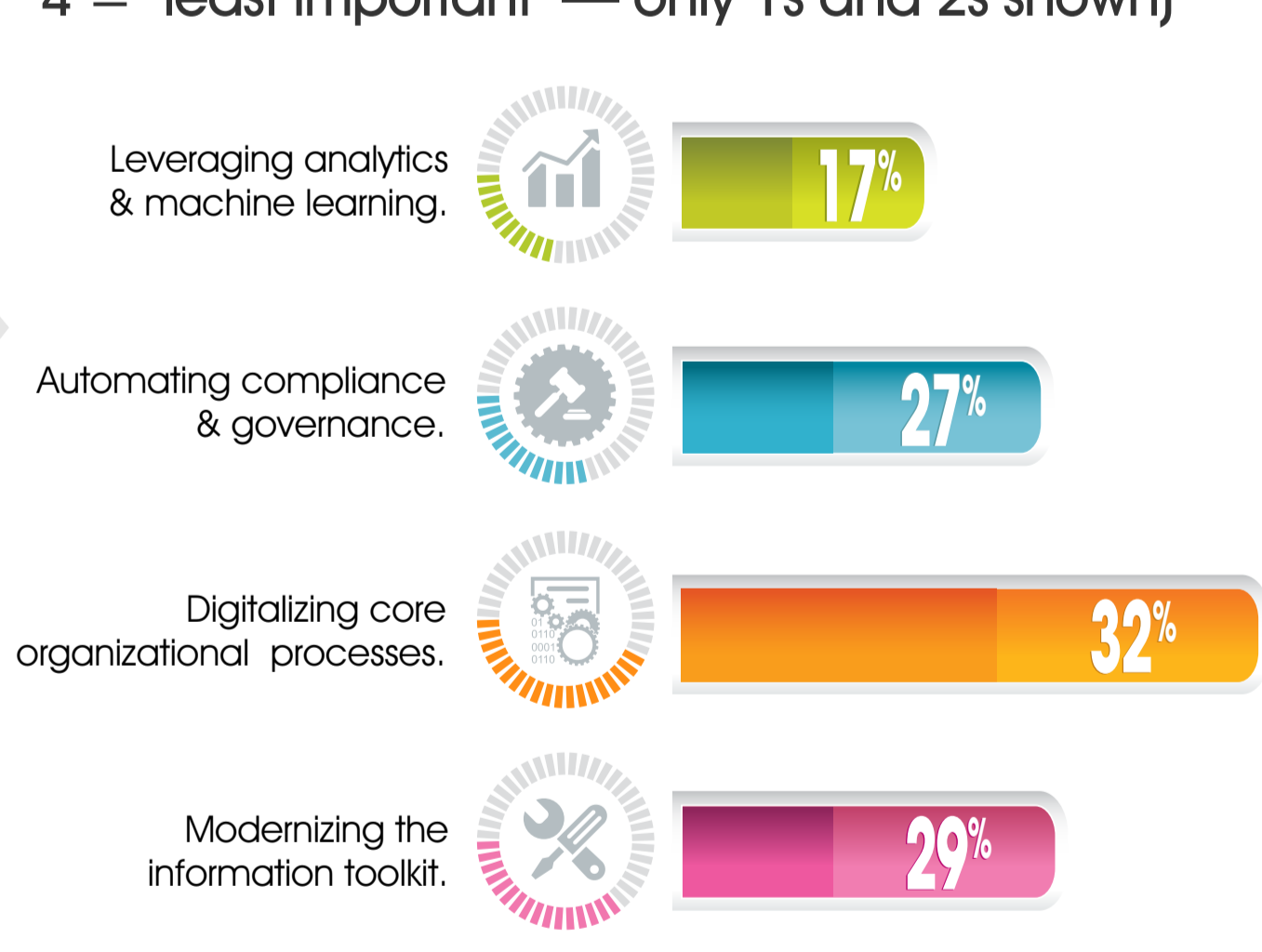
92% Agree — “Our information management strategy needs to be modernized to meet modern problems.”

84% Agree — “We view cloud capabilities as a key component in our information management and content management strategy.”

70% Agree — “Our organization wants to pick only the information capabilities we need for each process or application.”

## 05 “Digitalizing” core organizational processes — becoming a true “digital business” — is the top immediate organizational priority.

Looking out over the next 12 months, please rank the relative importance of each of the following broad IIM practices and methodologies to your Digital Transformation goals (1 = “most important” and 4 = “least important” — only 1s and 2s shown)



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Here at AIIM, we believe that information is your most important asset and we want to teach you the skills to manage it. We've felt this way since 1943, back when this community was founded.

Sure, the technology has come a long way since then and the variety of information we're managing has changed a lot, but one tenet has remained constant — we've always focused on the intersection of people, processes, and information. We help organizations put information to work.

AIIM is a non-profit organization that provides independent research, training, and certification for information professionals.

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