

# 7 REASONS INFORMATION GOVERNANCE MAKES SENSE

From Reactive to Proactive Information Management

[www.everteam.com](http://www.everteam.com)

## Big Data is Everywhere

Big data.

It's everywhere, and it's growing.

Every department in your organization creates it and collects it and stores it. And needs access to it. The effective use of your data is a key driver of competitive differentiation.

But there's a problem.

If your information governance strategy is not very well thought out or implemented, or -- worse -- it's non-existent, your entire organization is at risk. You need to address information governance. Now.

Need to convince executive management information governance is critical? Here are seven reasons that just plain make sense.



### 1 There's Simply Too Much Data

Every part of your organization creates data, and their data sets are unique. Human resources, accounting, research, and IT all create different types of data, and have different needs for accessing it and storing it. Each area has different compliance and legal requirements. Each area has a different approach.

This growth of data and data types makes it too complex to manage without a clear set of policies. You need to identify:

- Structured transactional data
- Unstructured digital data
- Paper records
- Records of multiple types in multiple locations



### 2 It's Not All Good Data

The thing is, not all that data is good data. Some of it is critical -- and some of it is junk. You can't keep it all, and you can't dump the load, either.

You have to figure out what you have, and what you need to keep.

- What is required for compliance and regulation?
- What can be defensibly deleted?
- Save everything, find nothing?

### 3 You Can't Keep it All in One Place

Between different networks, different applications, and different document formats, a centralized data repository is difficult to create. YOU have to consider:

- Data is stored in different business systems
- Legacy systems contain needed data
- Too many data types



### 4 It's Hard to Find the Right Data

With data spread out, and in different formats, how do you find the data when you need it, not days or weeks later? Most of the time you don't. Unless you have:

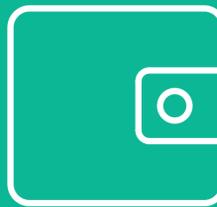
- A centralized taxonomy and metadata strategy
- The ability to searching across systems
- A way to reduce time to find data, increase time to leverage data



### 5 Data Needs to be Secure

And then there's security. It's not open season on your data. Your data -- no matter where it's located -- needs to be safe and secure as well as accessible.

- Accessible to the right people, at the right time
- Auditable to data access and use
- Protected from malicious intent



### 6 You Don't Want to Mess With the Law

Legal compliance is nothing to joke about. Legal actions are costly, terrible for public relations, and just plain bad business. You need to support compliance, legal parameters, and regulations. Because you don't want to mess with the law, your need to arrange data such that you can:

- Quickly respond to discovery requests
- Easily apply legal holds
- Prove reliability and integrity of data

### 7 Increase Adaptability

There are no givens in business. Things are changing quickly and constantly. What's in one day is out the next. If you blink, that next thing might be over, too.

You need to be able to access your data for better business intelligence and decision making.

You need to be able to adapt to the times. Quickly.

- Keep up with technology and associated threats - and opportunities
- Quickly react to changes in market
- Differentiate your business on your data



## From Reactive to Proactive Information Governance

Forget reactive records management; find and organize information when it's needed:

- Data-driven insights and decision-making
- Discovery or legal hold
- New regulations, compliance rules

Get proactive: actively manage information using predefined policies and procedures at the point of capture, creation, archive and disposition:

- Improve employee productivity
- Mitigate risk
- Increase adaptability

It's time to get in the driver's seat and take an active stance on managing all your information. It's time for an information governance strategy.

Ready to Get Started?

## About Everteam

Everteam connects people, process and content to automate and streamline business workflows, which would otherwise be time-consuming, error-ridden, and non-compliant.

To learn more about us, find us on the web at [www.everteam.com](http://www.everteam.com) or contact us directly at [info@everteam.com](mailto:info@everteam.com)

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