

INFORMATION PORTFOLIO MANAGEMENT

PRODUCT SHEET

Quick Facts

- The importance of information management is understood in almost every business, but very few organisations believe they manage their information appropriately or use it effectively.
- Many don't realise the business opportunities lost because they lack an effective information governance process.



The problem and opportunity around effective use of information is that it's not presented in a manner that can be understood and acted upon by stakeholders and decision makers.

Stakeholders generally understand the concept of financial and project portfolios; they understand the notion of defining objectives and goals and then prioritising them based on flexible criteria that change over time. They want to be involved in the weighting of the influencing criteria and understanding the effect on the information portfolio. This process is often cyclical and results in some objectives being removed or others being included as the bigger portfolio picture unfolds.

Over many years Certus observed the challenge that organisations face in communicating the problem, obtaining stakeholder feedback, and gaining commitment for the solution. Certus has developed a proven solution to this problem that we call Information Portfolio Management. This provides the critical first step toward Enterprise Information Management.

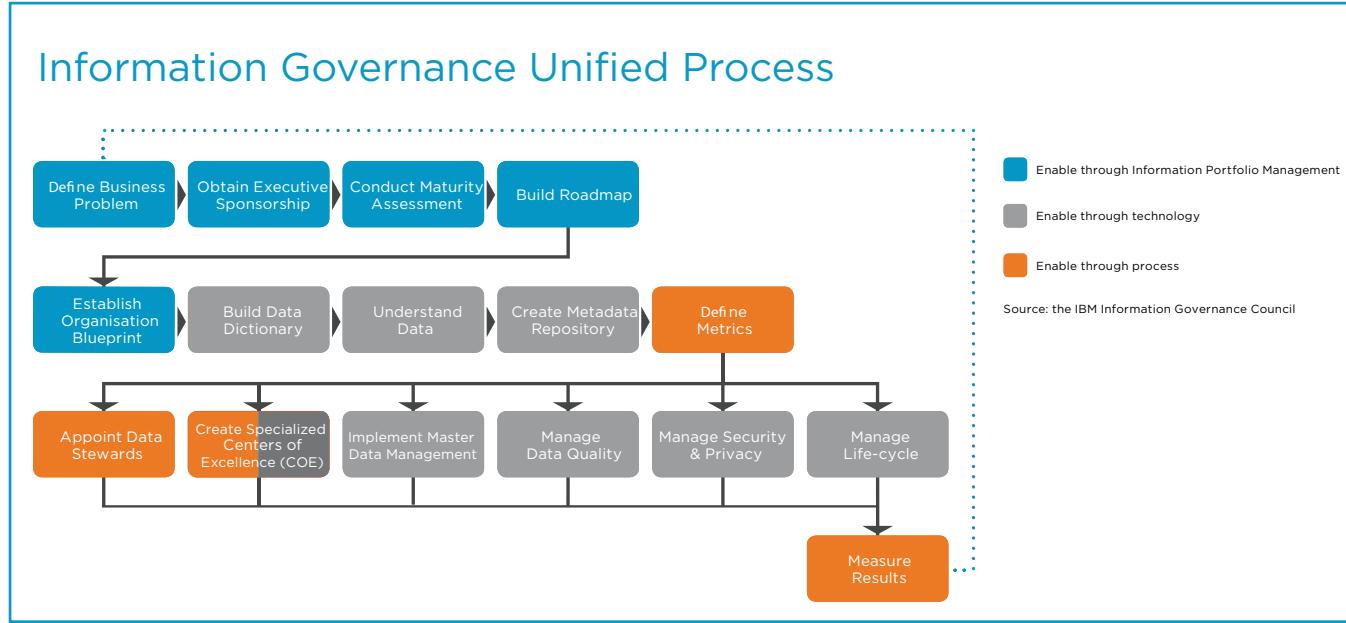
The challenges of information management can be rapidly defined, classified and communicated with stakeholders, developing a portfolio of information requirements that contains influencing criteria and actions for improvement or realisation.

The portfolio also provides an enterprise information classification, consistent definitions of key business terms, and a platform for metadata management. The outcome is a business asset that has an evolving and agile management plan and reusable information assets.

Certus can take your “information problem” and deliver an on-going collaborative capability for addressing information management.

“The Information Portfolio Management approach allows stakeholders and executives to observe the impact of their prioritisations and assessments. They remain actively engaged in the management process as priorities and assessments change over time.”

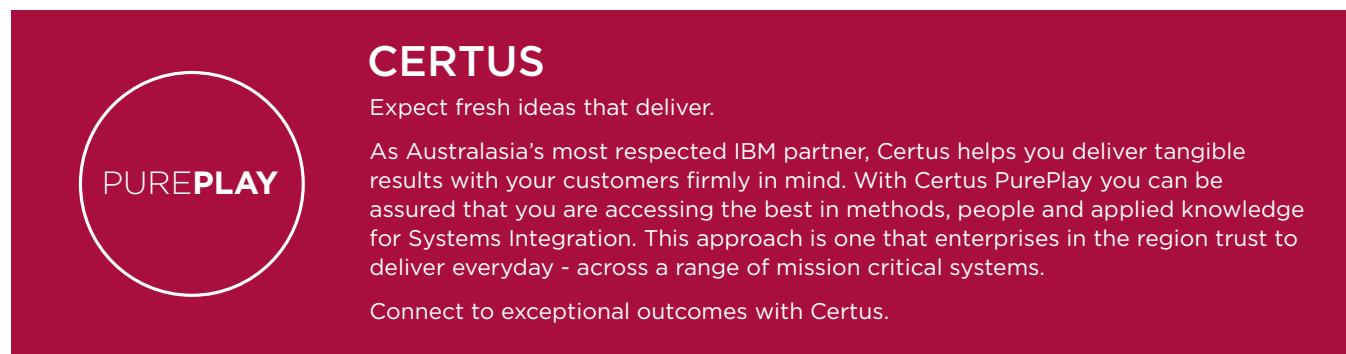
Ashwin Sinha, Practice Lead
Information Management, Certus



Information Portfolio Management accelerates the initial steps of the Information Governance Unified Process (IGUP), an initiative of IBM's Information Governance Council, and defines an agile and informed plan for its execution. Once this capability has been implemented and the stakeholders understand the problem and are committed to the solution, Certus is then able to provide solutions for the other common challenges of information management and the realisation of IGUP.

These include:

- Information Governance
- Information/Enterprise Architecture
- Data Quality
- Master Data Management
- Information Classification
- Predictive Analytics
- Information Discovery
- Information Security
- Data Migration / Cleansing
- Business Analytics



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