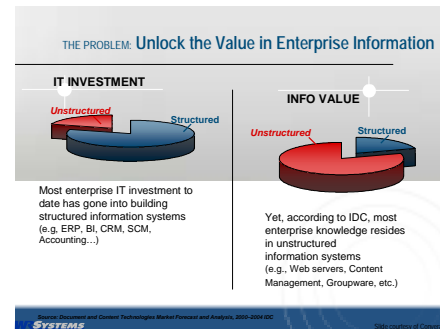


# Information Asset Management: A Joint Responsibility

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As we talk about Information Asset Management, also known as any combination of Content Management, Document and Records Management, and Authoritative Data, discussion of this topic tends to have a different definition based on the author's perspective. The one item of agreement is that organizations have information. This information may be in text, images, audio- or videotapes, and yes, even someone's brain (also known as Tacit Knowledge). Thus as we go about "managing" this information, there tends to be an assumption that information is "already known" within the organization. As International Data Corporation (IDC) states, the greatest opportunity lies in the Information Value, not in the IT infrastructure. Thus, the challenge remains that even though information may be "known", 80% of the time this content is not known by the person who needs it.



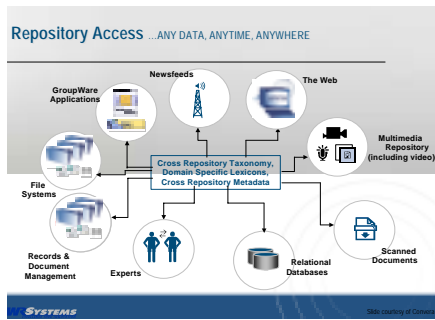
As CIO's focus on increased efficiency in infrastructure to maintain overall management of all repositories, and provide appropriate access to users, the responsibility for information discovery in context still remains with the business units. In order to achieve global organizational access, users must have accurate, timely, secure and personalized access to this information. This access can be accomplished through Discovery and Information Asset Management.

**Discovery.** With the continually expanding base of information available, the challenge of finding and managing information within an organization continues to create challenges different for each group or person requiring information.

- Executives and knowledge workers have a need to find conceptually relevant information already in existence;
- Records managers have a need to determine compliance with authoritative data storage, record classification, retention and disposition planning;
- Security officers have a need to determine compliance with the content of information traffic through the organization's infrastructure.

Determining the existing information within an organization requires accurate, conceptually related and personalized query capability. Conceptual relevance is determined by the information requirements of the user, not the storage within the infrastructure.

As such, development of taxonomies, across multiple languages using multiple domain-specific semantic networks becomes increasingly critical. Use of thesauri and dynamic categories is imperative to the success of the joint effort between business and technology. Today, two different types of technology concepts are generally deployed to try to achieve this goal: Relevance determination derived from automatically scanning information, and relevance determination derived from user knowledge as to the conceptual meaning of what needs to be queried.



- Automated, or “black box” taxonomy development leaves much of the determination up to the technology;
- Organizationally developed taxonomies and lexicons allow for interconnection of interrelated meaning-based concepts focusing on domain specific requirements of the organization.

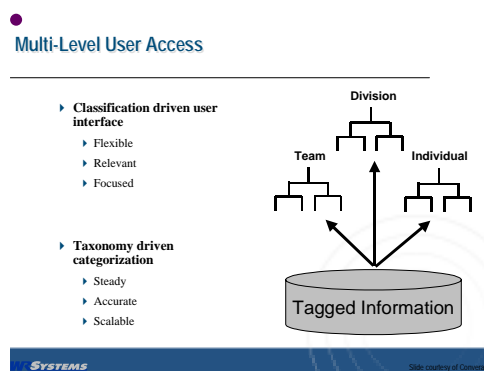
Both technologies have a place within the organization; however, user relevance and accuracy provide different results from the different approaches – generally, user defined concept-based categorization and query access will provide more accurate, relevant results.

**Information Asset Management.** While discovery of relevant information provides significant timesavings to the use of information, management of the information remains a critical aspect of the total picture. Many insightful and in-depth articles have been written by industry experts on the progress and convergence of technologies such as those written over the past several months in the NCC AIIM newsletter. Benefits of this convergence continue to be better understood as they are deployed within organizations.

The significance of the volume and diversity of information access, however, continues to create challenges for information managers and users alike. Therefore, with the application of organization-wide taxonomy structures, across multiple languages using multiple domain-specific semantic networks, users have the ability to create, capture, classify, store, disseminate, and manage this information.

Personalization based on this organization-wide infrastructure then allows for greater relevance not only in discovery, but also in the use and management of information assets.

Through this integrated approach, administrators will avoid duplication, end users will get a common but personalized experience, content will be come easier to find, and thus standardized administration provides more rapid relevant access to business intelligence.



Information Asset Management – One Step Beyond Enterprise Content Management.

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