Welcome to the ARMA Swiss Chapter News

Dear Information Professional,

In January we sent out our first newsletter of ARMA Swiss Chapter's new era. Our intention was providing a newsletter every quarter, i.e. nicely in line with the quarterly meetings. Not different from many other areas, our plans didn't materialize as fast as we wished and hence you are only reading the 2nd newsletter.

During spring we discussed the pure local membership, i.e. independent from international membership, with ARMA headquarter. They did not oppose to the concept as long as it helps supporting the ARMA brand and ideas.

It's now all about working hard to get new members on board.

You are kindly asked to spread the word that a new option has been introduced for information professionals to form the Swiss network promoting Information Governance.

Best regards,

Board of the ARMA Swiss Chapter

Next Events

- *ARMA Swiss Chapter Fall Event: September 28, 2017, 5pm-8pm, Technopark Zurich*
- *Save the Date for the upcoming event taking place on December 14, 2017*

Special Interest Groups (SIGs)

(Details available online)
- *Financial RIM Roundtable*
- *Semantic Information Management*

Contact us! Visit our Website!

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http://www.armachapter.ch

Hot Topics from the Chapter

- **ARMA Swiss Chapter-only Membership**

  For those primarily interested in local (national) information and the personal exchange, we have created the Local Membership. This allows participation in our activities, usually free of charge, for a very attractive yearly fee of CHF 50.00. For those requiring access to international information and resources, it is still recommended to enroll as a member with ARMA International and to opt-in to the Swiss chapter.

  If you are interested in becoming a local member please apply online on the ARMA Swiss Chapter Membership page.

- **Spring Event**

  The spring event took place in Olten on June 29. Unfortunately not as many people as expected were attending. The format of the event proved itself a success by being a combination of presentations and knowledge exchange. Following topics were presented:

  - *Implementation of a Records Management System at MAN Diesel&Turbo – Ines Kaps, Passion2Practice*
  - *Records Management Compliance Reviews – Michael Thut, Swiss Re-Insurance.*

  Location Olten was fine but the decision on where the next meetings will take place will have to be revisited also considering that the majority of the attendees are travelling from the Zurich area.

- **Special Interest Groups (SIGs)**

  SIG Semantic Information Management to be launched with a first meeting taking place after the summer break. What is the topic about? The discussion could e.g. be started based on a definition given in the Stanford Encyclopedia of Philosophy: https://plato.stanford.edu/entries/information-semantic/
  In the Special Interest Group concepts, definitions etc. shall be analyzed, discussed and challenged from a practical and business-

related perspective.

Deep Dive and Knowledge Transfer	**Information as an Asset**
	Taking a different perspective on Information Governance (by Guy Rom, Member of the Board)

As an Information Professional, employed in a company or as consultant or service provider you will be asked by managers and stakeholders "Why shall our company spend time and money on Information Governance?". It's costly, consumes lots of resources, never comes to an end and won't help the business to achieve their goals and increasing bottom line benefits and process efficiency.

But is it really true? Well, if Information Governance is understood as "Archiving" and only driven due to legal and regulatory obligations it's probably not entirely wrong. And yes, from that perspective it's a hard job to get supporters and followers.

The following lines shall give you a different view by which Information Governance can be sold to your managers and stakeholders.

Information is an asset and not (only) a liability!

It's not new and when browsing the internet you'll easily find articles highlighting and elaborating the view. Unfortunately it's too often missed to remind decision makers that it's all about leveraging the resources a company already has. Considering information as a resource shouldn't be too hard in 2017.

The most valuable companies globally have built their business model on information management. Google, Amazon, Alphabet (Apple) and Microsoft are making big money by using information collected through their products and analyzing, enhancing and reselling it to their customers. However, their business model would fail without not only having information management but information governance implemented.

Organizations that still do not treat data as an asset may even tend to be unaware of the possibilities if they did. As an Information Professional it's your duty to stress this fact and to raise their awareness.

The core of the Information Governance Reference Model (IGRM) is the information lifecycle

Information Governance Reference Model (IGRM)
Linking duty + value to information asset = efficient, effective management
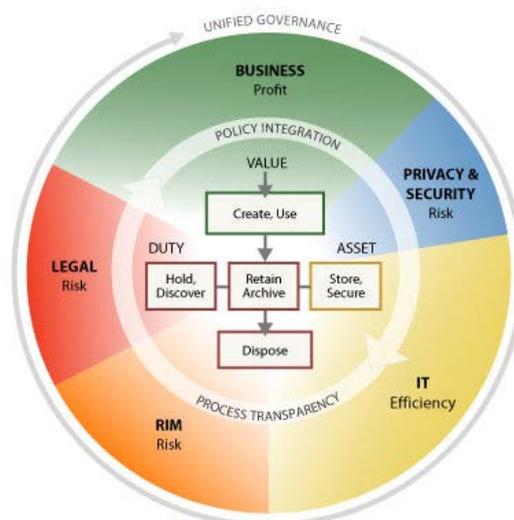
**Duty:** Legal obligation for specific information

Value: Utility or business purpose of specific information

Asset: Specific container of information

All along the information lifecycle the following questions should be raised for any information:

- *Why are we getting or creating the information?*
- *Which business process is involved in processing this information?*
- *Do we have to specially protect this information (e.g. because it's sensitive personal information)*
- *What other value could this information have? E.g. can additional value be created by aggregating the information and using it as statistical data in a dash board?*
- *Who else in the company could need this information?*
- *Do we need to keep this information? And if yes, how and for how long?*
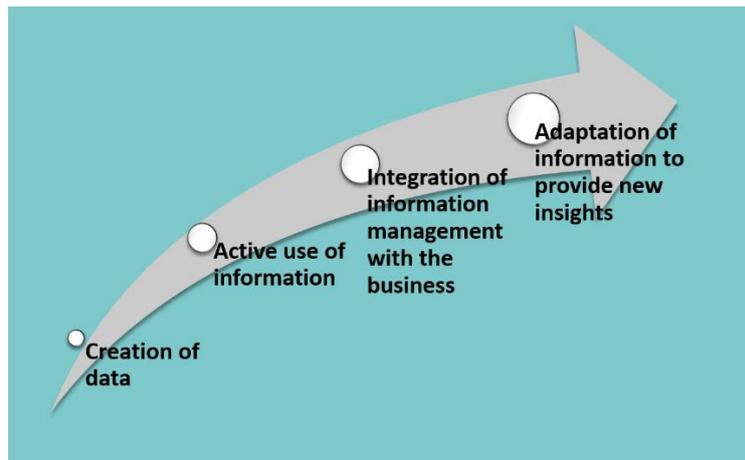
© Change Factory 2014

When information is treated as an asset, it is considered formally as having a value chain – not unlike manufacturing or supply. That is, it increases in value as we move from the creation of data through to the adaptation of information to provide new insights (see figure above) and that value is managed by a governance framework of policy, processes and procedures and is subject to continuous improvement through the organization.

Who is in charge?

In 2016 Gartner published an article on [Treating Information as an Asset](#):

"The emergence of chief data officers (CDOs) in many organizations and across industries indicates a growing recognition of information as a strategic business asset – one distinguished from the technology through which it flows. In fact, by 2020, Gartner predicts that 10 percent of organizations will have a highly profitable business unit specifically for productizing and commercializing their information assets.

According to Douglas Laney, vice president and distinguished analyst at Gartner, to achieve direct monetization of data requires supplementing your existing business model. This implies creating a team with a specific job of defining, developing and productizing the market for the information asset, similar to the product development life cycle established for managing and marketing traditional products.

The majority of these data leaders are learning on the job. Their first task is to create an information strategy that both mitigates risks and improves business outcomes. The most difficult issue for many CDOs is creating relevant metrics that tie the activities of information management to key business drivers. While monetization of data is a relatively straightforward way to demonstrate value, determining which data assets can be monetized, and how, is not an easy task."

As Information Professional you should pro-actively position yourself and emphasize the skills and competences you're carrying. Many other professionals are part of the team as well but it's key having an integrator with a focus on information considering its broader context and having the entire information lifecycle in view.

How valuable is information?

It's not an easy task determining the value of the information. The value will differ depending on where

the information is in its lifecycle, who in the organization is using it and how unique and demanded the information is.

You won't be able to put a price tag on every information as the price, i.e. its value will change over time and depending on the internal or external customer. Information which is new and valuable in one period becomes common knowledge or obsolete shortly after. You may think of insider information prior publishing a quarterly report and how well it must be protected e.g. from external analysts. Once published it loses most of its value for a person interested in insider information. However, it might become of interest for analysts who evaluate trends and effects.

In 2015 Gartner came up with a methodology to value information:
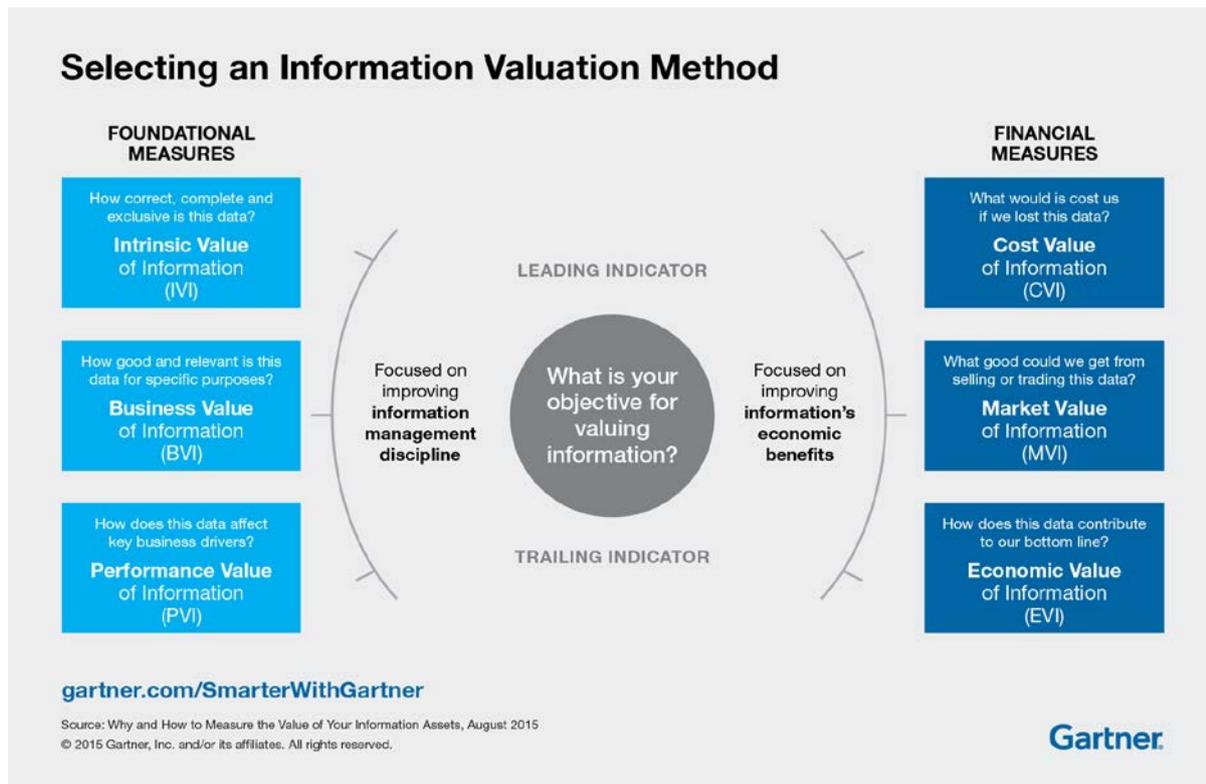
No Digitization without seeing information as an asset

Digitization is the buzzword of these days. Information Professionals should be considered as sitting in the "eye of the storm" and supporting management and stakeholders in getting digital. Digitization will only be successful if the company understands that it's not about technology only but about information, i.e. content and context, too.

One of the top ten trends for 2017 identified by Gartner says "Digital technology platforms are the building blocks for a digital business and are necessary to break into digital. Every organization will have some mix of five digital technology platforms: Information systems, customer experience, analytics and intelligence, the Internet of Things and business ecosystems.".

What's to be done?

When Information Governance shall be rolled out it's recommended to shift the main focus from regulatory and legal aspects to the value that can be generated from the information. Business stakeholders should be asked to review their processes and the entire lifecycle of information processed therein. Risk management, legal and regulatory as well as financial aspects won't be missed when analyzing business processes.

Don't forget: In most cases process owners are information owners, too.