Welcome to the ARMA Swiss Chapter News

Dear Information Governance Professional,

When looking back into 2017 we are pleased to see that the chapter has survived, but not only, the two reports from the September meeting document that we had very interesting chapter meetings covering a variety of topics of interest for Information Governance Professionals.

Considering 2018 there are many more changes which should lead to further stress the importance of Information Governance. GDPR, MiFID II, digitization, Internet of Things, Information Security and many more will keep us busy.

We are wishing you a successful start into 2018 and lots of success all year long.

Board of ARMA Swiss Chapter

Next Events (save the dates)

- *March 22nd , 2018, Zurich*
- *June 27th, 2018, Zurich*
- *September 26th, 2018, Zurich*
- *December 12th , 2018, Zurich*

Special Interest Groups
(Details available online)

- *Financial RIM Roundtable*
- *Semantic Information Management*

Contact and website (to register for events or become a member)
info-pro@armachapter.ch
http://www.armachapter.ch

Hot Topics from the Chapter

- **ARMA Swiss Chapter Website**

  All Newsletters are published and accessible on the website.

- **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.

- **Quarterly Meetings**

  Even that the attendance was below expectations the board has decided to keep the periodicity and format also in 2018. Meetings will be held on the last Thursday of the quarter except in Spring and Winter where the dates would collide with public holidays.
  Please save the dates and try to attend. Discussions and networking become more valuable having a broad representation of experience and knowledge.

- **ARMA International Website**

  The website of ARMA International has undergone a complete redesign. The new website should bring easier navigation and greater ease in accessing ARMA's tools and resources that are so important to your careers. You'll find new resources to help you and your stakeholders understand the value of IM and IG professionals, as well as ARMA's perspective on the IM and IG industries. With the new website comes increased transparency in survey results, governance records, and the overall health of the organization. You'll find more opportunities to connect with peers inside and outside of your local community, with experts, and with solution providers. And you'll get improved ways to monitor news, social media, and ARMA's events calendar.
  Not all information is accessible without registration though.

Deep Dive and *Knowledge Transfer*	***ARMA Information Governance Professional (IGP) -*** ***Taking the exam to get certified – an experience report*** *by Barbara Aeschbacher, member of the ARMA Swiss chapter*

What is an Information Governance Professional (IGP)?

ARMA International describes the level of professionality you'll have achieved by successfully completing their most strategic education as follows:

"An Information Governance Professional (IGP) is a person who has earned the only certification that demonstrates he or she has the strategic perspective and the requisite knowledge to help an organization leverage information for maximum value while reducing the costs and mitigating the risks associated with using and governing this important asset."

In early 2017 I decided to apply for the certification with the goal to underline my professional experience in the field of Information Governance by a formal certificate.

Many questions came up prior, during and after having completed the journey.

Is this an appropriate training and certification that is helpful for me? Will the education help me in any way to do my job? Will the certificate help me to stay valuable in the job market?

Having some 15 plus years of experience in the field of Information Governance, we may find ourselves asking these questions. I evaluated the training offerings both in Switzerland and abroad and found this training and certification to be of the most value for my situation as an Information Governance responsible person at a large corporate company.

What is the scope of the training/certification program?

ARMA provides quite comprehensive input to prepare for the exam. They recommend a list of study material from the area of Information Governance including the various subtopics such as Records Management, Master Data Management, eDiscovery, Access Management etc..

What is the exam alike?

The exam includes 140 multiple choice questions to be answered in 2 hours 45 minutes. There are two exam windows of about 2 months available per year.
The exam can be taken in a test center of your choice. You'll find test centers in locations all over the world.

What are the advantages and disadvantages of the training and exam?

The IGP study concept does not include onsite or instructor-led trainings.
This clearly bears the advantage that both, studying and performing the exam, can be done fully remotely with only little travelling involved. In addition, depending on how much study material you have to purchase, it is relatively inexpensive.
But it also bears a clear disadvantage: Since there are no mandatory trainings necessary, respective networking opportunities must be established separately. The format of the exam (multiple choice) also means that the training and exam will only give theoretical guidance regarding required skills. The exam will not confirm that we have the social and communication skills to successfully implement an Information Governance program in an organization.

Are there any tips which can help preparing for the exam?

- *Define your own information and study needs: We all bring along different experiences and knowledge – we all have to identify our training needs ourselves. "Information Governance – Concepts, Strategies, and Best Practices" by Robert Smallwood proved being a valuable resource by outlining what is needed to pass the test.*
- *Establish a feeling for the kind of questions and answers that are expected and read the questions carefully.*

Providing an example of an exam question:

Which of the following is an internal driver that should be analyzed when developing an IG strategic plan? A. corporate culture B. industry best practices C. technology industry trends D. organizational structure. The expected answer is A. Corporate Culture.
Personally, I would also analyze the organizational structure and consider this as a right answer.

Was it worth going through the training and certification program? My answer is "YES".

The knowledge is closely related and tailored to the environment of the large, private, internationally operating enterprise I am/many of us are working in (terminology, processes, approaches).

I have enhanced my own knowledge in areas of Information Governance I was less familiar with.

I could place my existing knowledge in an extended context also giving me a broader overview, the famous "big picture".

The certificate mainly confirmed my experience and knowledge in Information Governance. Given my working experience, I was able to get the certificate with medium effort and believe this would be true for many of us in the ARMA Swiss chapter.

Being a certification by our international subject matter organization I could benefit from the ARMA label, but I also see it as an investment in the same.

Deep Dive and Knowledge Transfer	***Moments of Risk and Extended Metadata Framework for IG and RIM***
	by Dr. Peter Toebak, Toebak DM+A GmbH

On 28 September, I presented basic thoughts on AUFBAU to the ARMA Swiss Chapter.

AUFBAU is a metadata framework and the methodological basis to operationalize IG and RIM worldwide. All private companies and public enterprises must be able to enrich their business information with necessary context, metadata, business and information rules in an automated way.

The Metadata Service works as throughput-engine between productive systems (input) and records management and archives systems (output). It does not hold any primary data itself but provides structure data, attributes and control rules. By capturing, filing and arranging records become part of the business information system.

Three basic facets are controlled from then on: object, context and content.
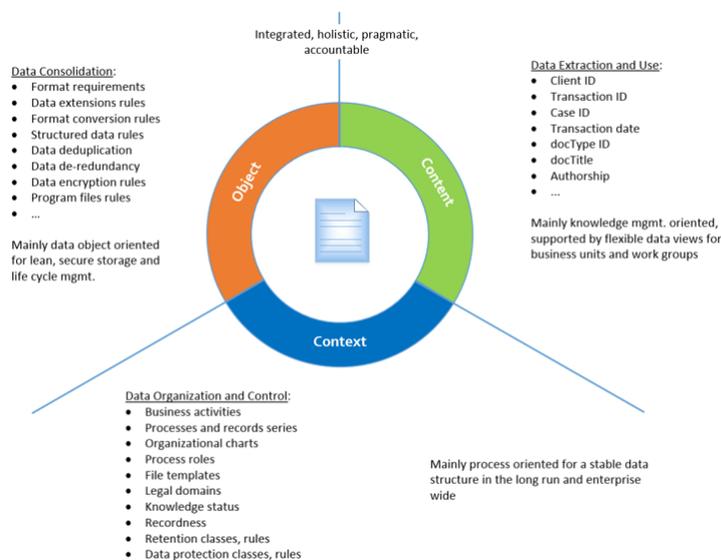

Figure 1: Three basic aspects or facets of a record in the AUFBAU framework (Meier-Toebak, 2017)

Many "moments of risk" occur during the "life" of a record (David Bearman, 2006):

- *Is it captured in a records and information management system? Did this happen on time?*
- *Is the record saved into the appropriate dossier (or collection, file, folder), linked to the generating process?*
- *Is it connected with a business and records classification scheme?*
- *Will it be data protected and classified if it needed to be? How long is it kept?*
- *Is it converted, migrated at the right moment and into the right format?*
- *Is it destroyed, as soon as legally feasible or prescribed, in a documented, accountable way?*
- *Can it be presented in additional, virtual data views to interested business units?*

Capturing, filing and the arrangement of records (and non-records) are the real challenge for every data system today. Much is at stake, one has to "make sure proper coding will take employees only a few seconds to make the right selection" (Nancy Flynn und Randolph Kahn, 2003). Even black box processing seems a realistic goal to strive for.

One more quotation: „What electronic recordkeeping has forced us to confront is that archival methods must be applied throughout the life of the record. No new problems arise as records age. All of the technical issues involved in keeping electronic records arise at the moment of their creation. An agency has to have an archival program in place in order to keep electronic records for any length of time – be it a second or a millennium" (Sue McKemmish, 1999).
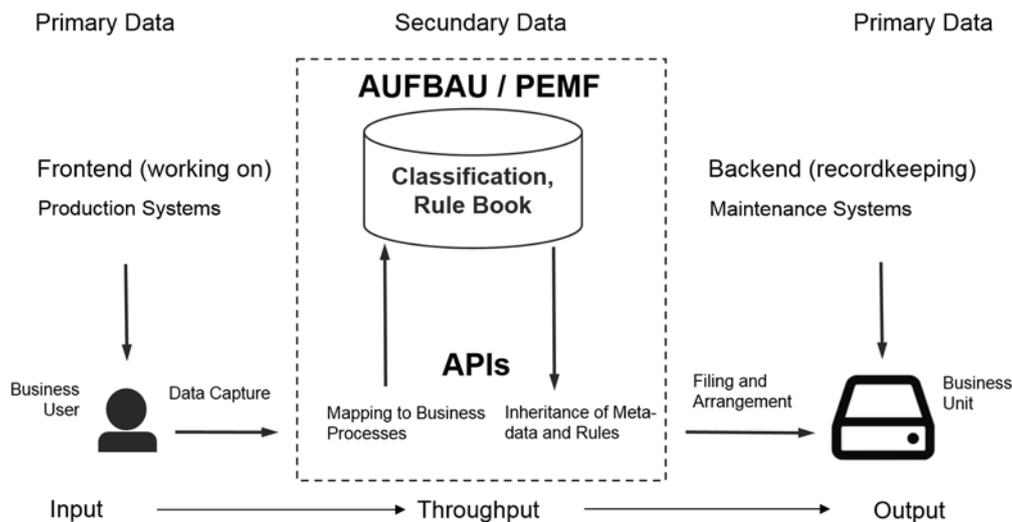

Figure 2: Metadata Service, AUFBAU and ITO-Model (Meier-Richards-Toebak, 2017)

As the age of above citations show, the challenge is not new at all. All private enterprises and public administrations had to pay a heavy price for not tackling it. To me this is undeniable. Relying on sound logical concepts and by providing a SaaS-solution, AUFBAU can now support responsible professionals in IG and RIM in a holistic, yet pragmatic way:

- *All upfront moments of risk, particularly capturing, filing and arranging, are handled in one go, while remaining very simple for the workers and users in Frontend.*
- *All context data, metadata and rules are inherited by the record in the backend, when it becomes pertinent (of business relevance) for the business unit / entire organization.*
- *Hard skills are preferred over soft skills (basically systematics and systemics do the trick; setting on training, awareness, experience of staff has fallen short for 35 years).*

To achieve all this, the business information system is to be governed by AUFBAU and to be supported by integrated frontend and backend systems over standard interfaces for data transfer.

A top-down approach (business processes) does not exclude bottom-up refinements (scheduling, taxonomies).

Electronic IG and RIM are not new, methodologies already exist for more than twenty or even thirty years. Now it is time to implement those in an automated way. Search features have their own right and will flourish as well, as soon as content is put into context, i.e. into structure and under control.

Glossary

AUFBAU = Information framework containing structure data, metadata, business rules and information rules for RIM in the widest sense (Retention Management, Data Protection, Classifying of Business Information, Business Continuity, Archiving, Data Format Management, etc.)
SaaS = Software as a Service, in the case of AUFBAU comprising, among other, of the Metadata Service
ITO = Input, Throughput and Output, having in this case feasible IG and RIM as Outcome