EIM
Enterprise Information Management

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December 2013

EIM Enterprise Information Management 2014   Dr. Ulrich Kampffmeyer   1

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EIM

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All information must be treated equal

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EIM is a vision, concept & methodology

To establish a new term like

Enterprise Information Management

and a new acronym

EIM,

there has to be a concise new **quality** and a clear **definition** combined with **benefits** and a **value proposition**.

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EIM Enterprise Information Management definition

"*EIM **Enterprise Information Management** is the comprehensive management and utilization of all information of an enterprise irrespective of location, user, author, source, application, platform, use case, format, medium, and time.*

To cover this scope EIM supports, uses and unifies functional components like Social Business, Enterprise Search, Business Process Management, Data Warehousing, Business Intelligence, Automated Classification, BigData, Knowledge Management, Cloud, Mobile and Information Lifecycle Management, which surround Enterprise Content Management as the core of EIM."

EIM

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A self-fulfilling prophecy

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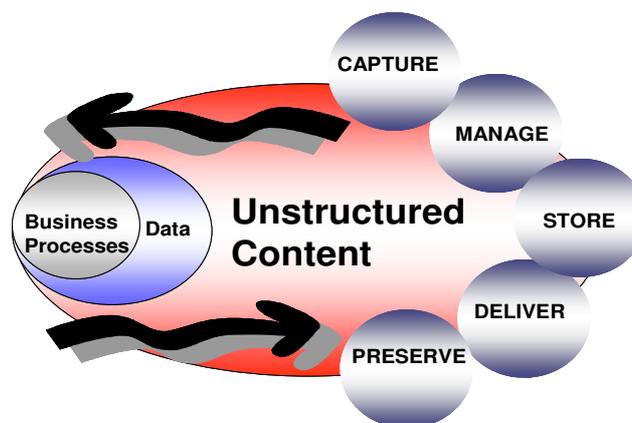## Why Enterprise Information Management now?

- *"Industry terminology based on the technical type or format of information is no longer useful because systems today have to be able to manage and utilize any type of information objects in a holistic way."* (Ulrich Kampffmeyer, 2006)

- *"Terms like document or record describe the business and legal value of an information object. Format and type do not matter."* (Ulrich Kampffmeyer, 2010)

- *"ECM functionality is absorbed by other IT solutions and platforms. ECM becomes infrastructure. Now the information itself must become the focal point of our thinking."* (Ulrich Kampffmeyer, 2005)

- *"Technologies like Social, Web 2.0, Cloud, Mobility, Tablets etc. change ECM and push it into the underground of systems and out of the focus of attention."* (Ulrich Kampffmeyer, 2007)
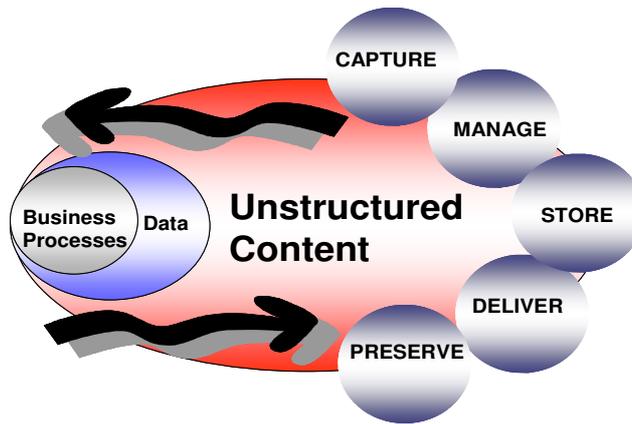
AIIM's ECM vision 2003

AIIM International, 2003

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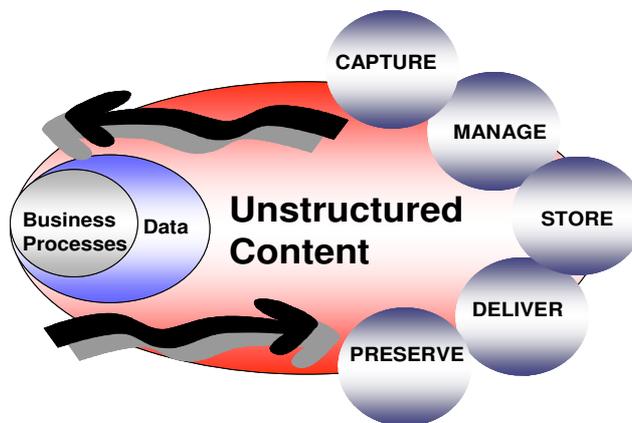## ECM: aligning structured & unstructured information

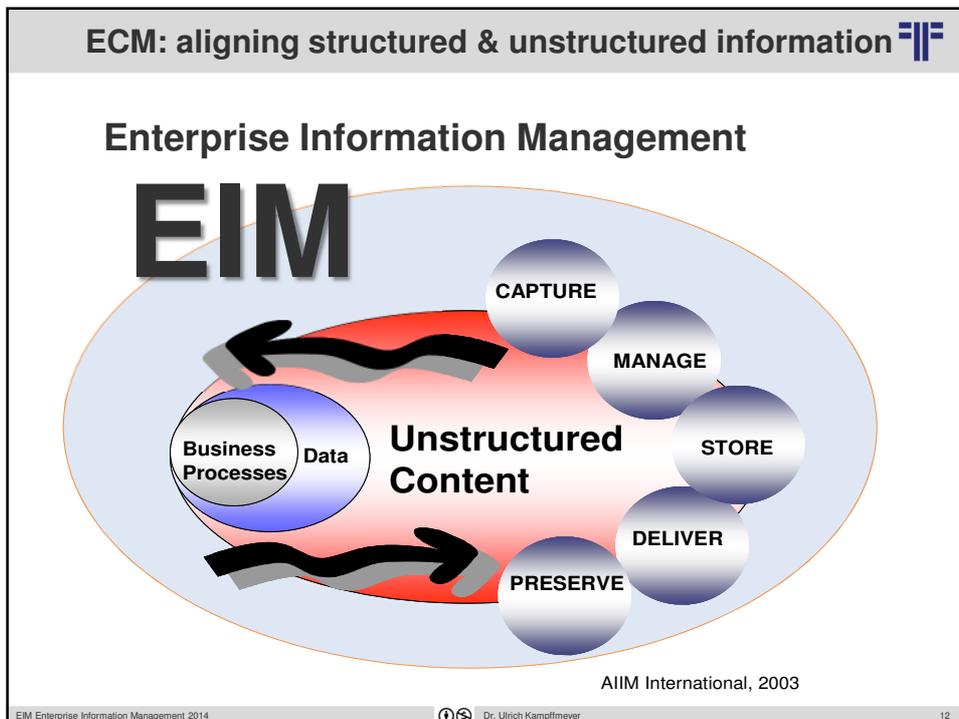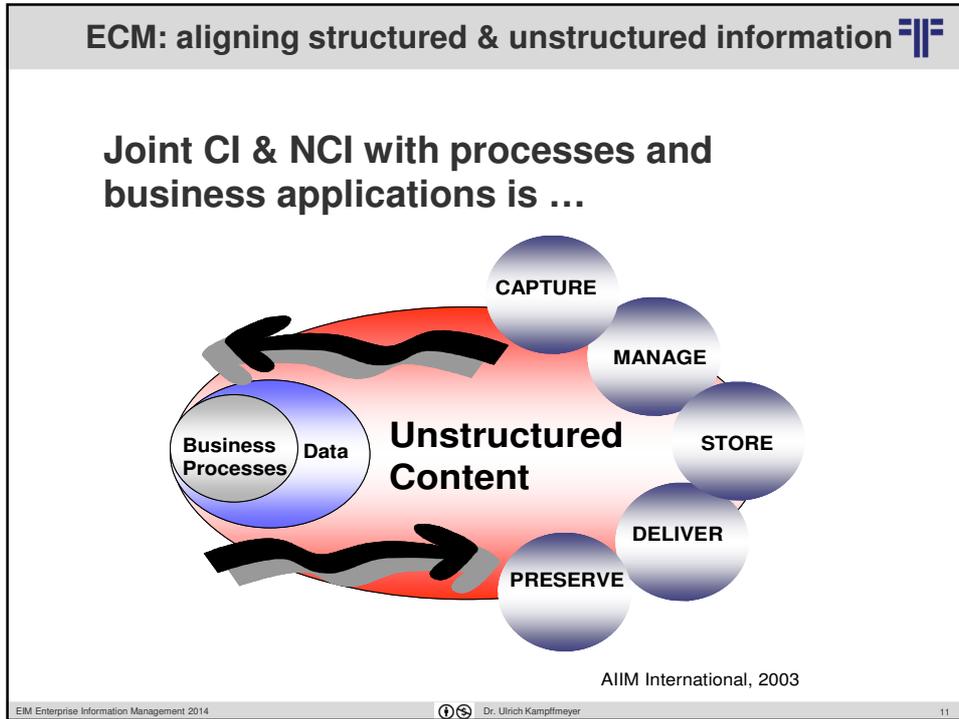# The coalescence of unstructured content
with structured data and processes!

AIIM International, 2003

ECM: aligning structured & unstructured information

A self-fulfilling prophecy!

AIIM International, 2003

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ECM: aligning structured & unstructured information

Joint CI & NCI with processes and business applications is …

CAPTURE

MANAGE

STORE

DELIVER

PRESERVE

Business Processes | Data

Unstructured Content

AIIM International, 2003

ECM: aligning structured & unstructured information

Enterprise Information Management

EIM

CAPTURE

MANAGE

STORE

DELIVER

PRESERVE

Business Processes | Data

Unstructured Content

AIIM International, 2003

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Definition
still in progress

EIM definition 2006

Iain Kiernan, Data Agility

"The processes, technologies and tools needed to turn data into information, information into knowledge and knowledge into plans that drive profitable business action."

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EIM definition 2007

Gartner Conference 2007

"EIM Enterprise Information Management is the combination and integration of ECM Enterprise Content Management with BPM Business Process Management and BI Business Intelligence."

EIM definition 2009

Ulrich Kampffmeyer, PROJECT CONSULT

"Enterprise Information Management captures, manages, uses, controls, protects, accesses, presents and preserves any type of information in a holistic manner, without regard for format, media, location, business case, model of use, user, author, platform, device, or time."

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EIM definition 2011

Gartner Glossary

"EIM is an integrative discipline for structuring, describing and governing information assets, regardless of organizational and technological boundaries, enabling business insight."

EIM definition 2012

OpenText Whitepaper

"Accelerate time to information governance while mitigating the risk of growing volumes of content - focus on using information to drive growth and innovation."

OpenText EIM Building Blocks

- Enterprise Content Management (ECM)
- Business Process Management (BPM)
- Customer Experience Management (CEM)
- Information Exchange
- Discovery

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EIM definition 2012

SAP Enterprise Information Management
EIM common use cases

"Operational EIM
*Managing on-boarding, use and off-boarding of
all types of information within and outside the
enterprise.*

Analytical EIM
*Using Business Intelligence and BigData
analytics to leverage information.*

Information Governance
Active control of information."

EIM definition 2013

VOI association, Germany
Verband Organisations- und Informationssysteme e.V.

*"Enterprise Information Management is
a quality concept combining data, information and
knowledge for the improvement of business
processes."*

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From ECM to EIM

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A functional model

ECM is still the heart of EIM
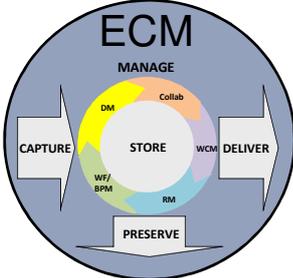
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From the AIIM ECM model to EIM

The ECM components model, PROJECT CONSULT, 2003

From the AIIM ECM model to EIM

The ECM components model, PROJECT CONSULT, 2003

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ECM is the heart of EIM

Enriched with functionality

ECM

EIM

for the management
and useof information
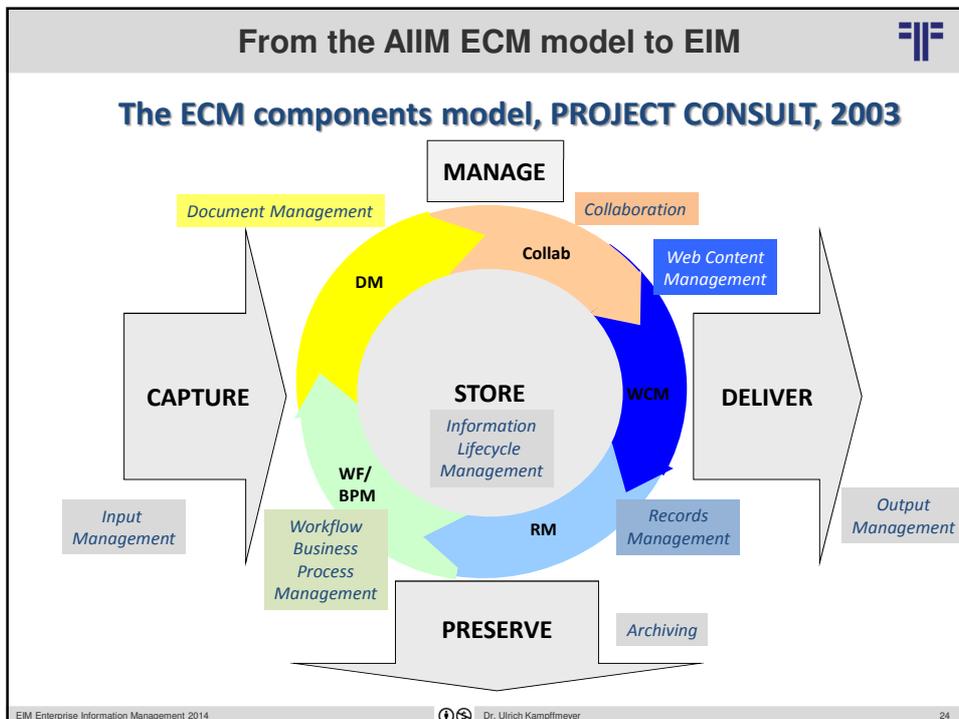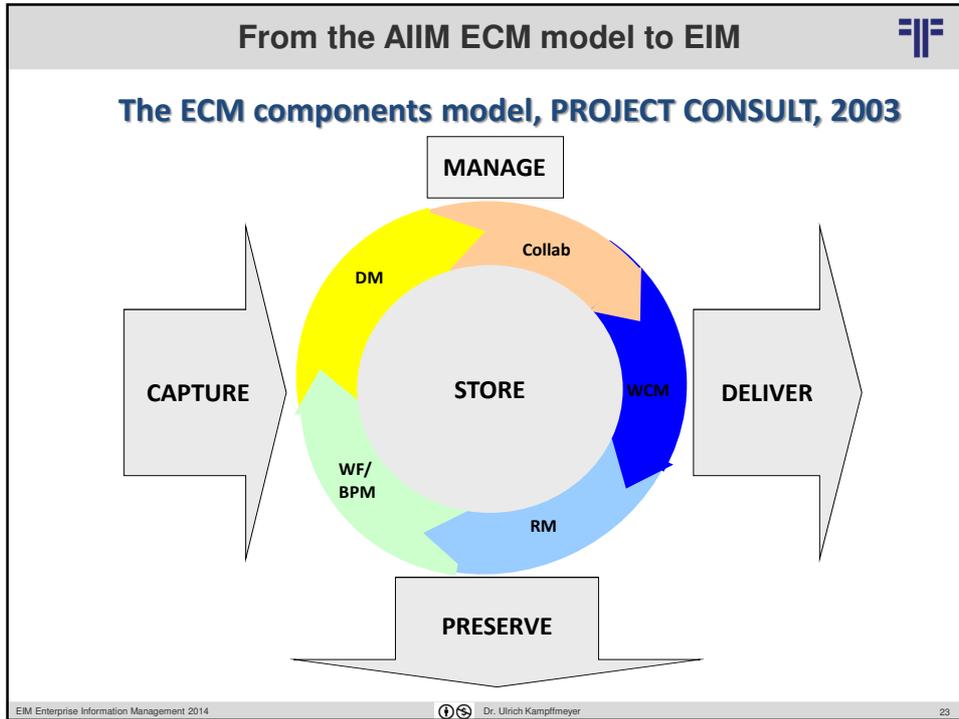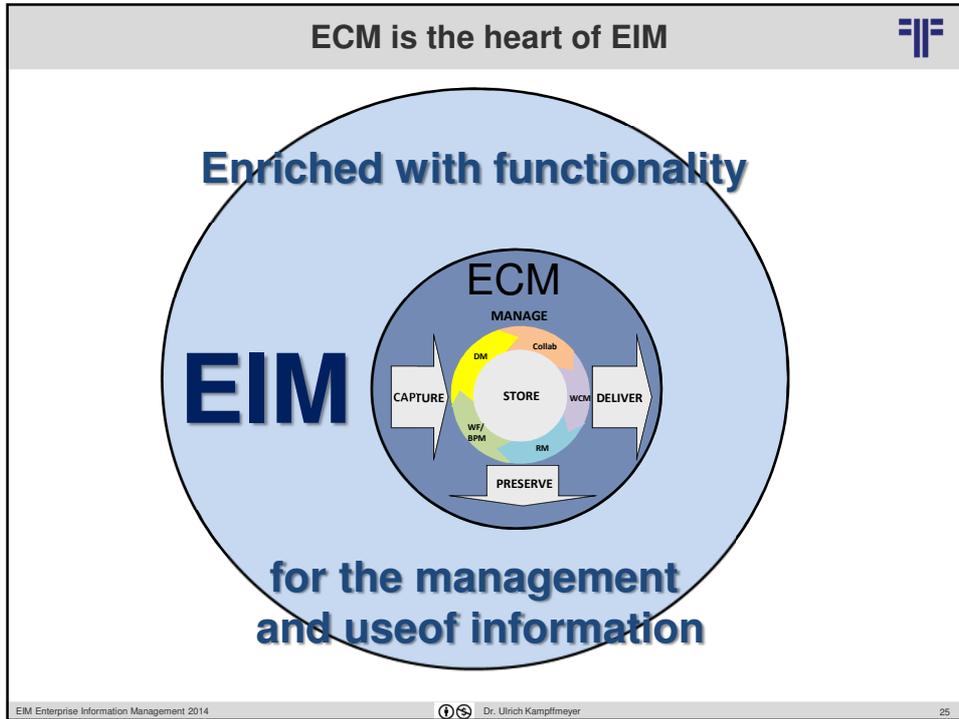
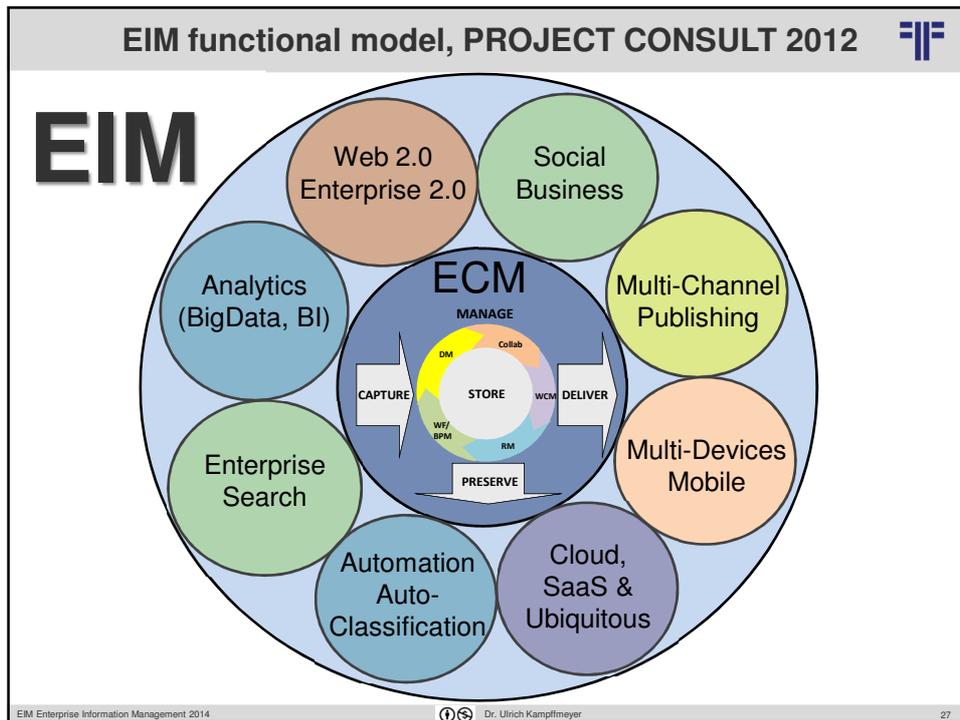## ECM is the heart of EIM

Two roles for ECM, two benefits:

1) ECM provides to EIM the infrastructure
   to manage all types of information

2) EIM components and services enhance
   traditional ECM to cope with
   new technologies and new use cases.

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EIM functional model, PROJECT CONSULT 2012

EIM functional model, PROJECT CONSULT 2012

EIM | Web 2.0 & Enterprise 2.0

"2.0" functionalities like blogs, communities, forums, wikis, feeds, messaging, conferencing, tagging and others enrich ECM. Structured and unstructured information is combined intuitively using the same user interface.

Web 2.0 provides the open public view of internet functionality, Enterprise 2.0 the internal view.

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## EIM functional model, PROJECT CONSULT 2012

EIM | Social Business

Structured data and information from business applications like ERP, CRM, PLM etc. is combined with unstructured information like documents, web pages, geo-data and others. This provides holistic, integrated and personalized applications for intranet, extranet and internet.

Social business turns social media into a business approach.

EIM functional model, PROJECT CONSULT 2012
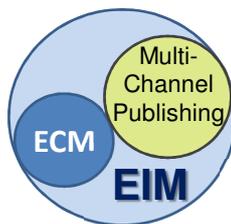
EIM | Multi-Channel Publishing

Highly automated and personalized output management and information delivery via new technologies and channels complements the existing OMS approach.

Each user and audience receives the desired information in the appropriate format on any channel and medium in a timely fashion.

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EIM functional model, PROJECT CONSULT 2012
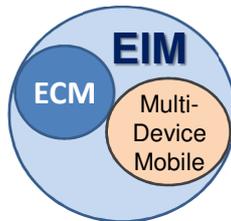
EIM | Multi-Device & Mobile

EIM provides and converts information for use with mobile devices via different channels, online and offline. These devices include today's tablets, notebooks and smartphones, but also future technologies like gadgets, TVs, house management technology, etc.

EIM supports all kinds of user interfaces for capture, display and use with strong controls and security features.

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EIM functional model, PROJECT CONSULT 2012
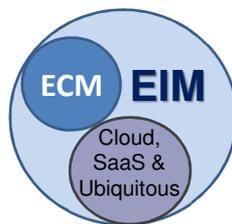
EIM | Cloud, SaaS & Ubiquitous

EIM supports the management of information for the cloud as well as using the cloud itself as a platform with SaaS or hybrid. The cloud enables EIM to provide information without restriction as to location, system and time.
Ubiquitous computing will enhance the generation and use of information.

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EIM functional model, PROJECT CONSULT 2012

EIM | Automation & Auto-Classification
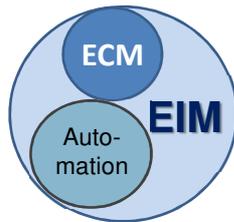
Automation is a major feature of EIM. With BPM and auto-categorization during capture processes, automation replaces manual work, enhances quality and allows direct processing of information.

Automation completely changes the workspace and the idea of human work.

ECM
Auto-mation
EIM

EIM functional model, PROJECT CONSULT 2012

EIM | Enterprise Search
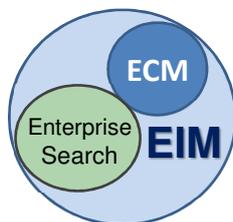
Enterprise search allows easier retrieval from and access to all information repositories.

Enterprise search challenges records management and orderly information organization, promising unlimited accessibility without the tiresome task of manually attributing metadata. Security, privacy and confidentiality may be ignored by enterprise search when not implemented and used accordingly.

ECM
Enterprise Search
EIM

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EIM functional model, PROJECT CONSULT 2012
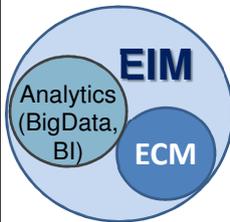
EIM | Business Intelligence & BigData Analytics

Analytic tools like BI and BigData examine every available information source and generate new information of a higher quality for use in planning, control and business decisions. EIM provides a backbone to keep this information and is itself an information source of high quality with metadata, audit trails, processes, huge content stores and archives for these analytic tools. BigData unearths the hidden treasures in information holdings.

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EIM

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A platform and an ecoystem

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The holistic platform for EIM

Natural Language

Multi-Channel Communication

Information Governance

Universal Access

Security & Safety

Identity Management

Knowledge Management

Semantics

EIM Enterprise Information Management 2014 · Dr. Ulrich Kampffmeyer · 37

Eight general platform features for EIM

Natural Language
EIM

EIM Platform | Natural language

Natural language will create new user interfaces and new ways to use information systems. In parallel, audio information will set up new requirements for the use and management of information like video, digital models and other complex media formats.

Enterprise Information Management is an environment to handle these challenges.

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**Eight general platform features for EIM**

EIM Platform | Multi-Channel Communication

Communication is necessary for the effective use of information. It exchanges information and it creates information to be managed. New forms and behaviors of communication as well as man-machine interaction add to the current challenges.

Enterprise Information Management provides the ecosystem to enable effective, controlled communication.

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Eight general platform features for EIM
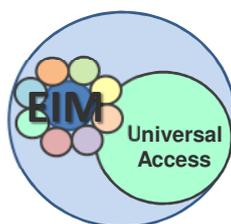
EIM Platform | Universal Access

Access to and availability of all information must be provided to all kinds of applications and for different use cases independently of location, device and time. Adaptive user interfaces and access rights management are key issues.

Enterprise Information Management provides the flexible ecosystem for accessing information.

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Eight general platform features for EIM

EIM Platform | Identity Management

Identification, authorization, authentification und related rights management are combined and integrated components of information management. Currentness and accurency of rights information and master data are key issues.

Enterprise Information Management uses identity management and provides a safe, transparent platform for information provision.

Eight general platform features for EIM
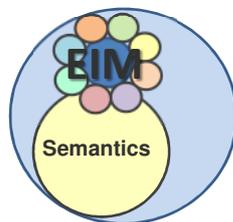
EIM Platform | Semantics

The semantic web was one of the visions which brought semantic technologies into nearly all software which organizes, structures and links information at a higher level. Reduction of complexity, quality and accurateness are key issues.

Enterprise Information Management uses semantic technologies and provides a platform to manage the linked information.

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Eight general platform features for EIM

EIM Platform | Knowledge Management

New collaborative, usage and organizational technologies lead to a renaissance of knowledge management. Analysis, linking and enriching raises information to a new level of usable knowledge. Information quality and usability are a key issues.

Enterprise Information Management is the platform for providing, integrating and managing all resources, to create an knowledge infrastructure.

Eight general platform features for EIM

EIM Platform | Security & Safety

Correctness, availability, security, quality and accessibility must be assured during the complete life-cycle of information, with enhanced controls when information is used via open networks and in the cloud. Confidentiality, privacy and the protection of the value of information must be established as an overall functionality with EIM.

Enterprise Information Management is the platform for overarching data security, safety, and protection.

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Eight general platform features for EIM

EIM Platform | Information Governance

The information flood and new analytic tools require strong information governance to stay in control and to mitigate risk. Fulfillment of compliance obligations, legal requirements, completeness, traceability, transparency, assessment, control, selection, auditability and protection are key issues.

Enterprise Information Management is the platform for effective Information Governance.

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What's up with EIM?

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EIM brings a new quality to ITC

Enterprise Information Management overcomes the old limits set by isolated systems for different types and formats of information.

Enterprise Information Management handles all types of information, traceable, in high quality and in a controlled environment. EIM provides information to business processes and as knowledge to the enterprise and its people.

Enterprise Information Management is the big turntable, the universal provider, the intelligent evaluator, the secure manager and the trusted controller of all information in the enterprise.

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What is the core of EIM?

Enterprise Information Management has little to do with technology and systems:

- Technology and systems are services in the backbone of EIM

The three main focal points of EIM are:

1) To support users of information technology in an appropriate human way
2) To handle information with care and in a responsible manner with respect to its value.
3) To make effective use of all information in the enterprise to support the business, comply with regulations, provide good services and to maintain competitiveness.

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The future

Do we still need the word "enterprise" in the term?

Globalization, web and social business stretch and tear the former borders of the enterprise. Customers, partners, providers, press, authorities and the public are already part of the framework of business.

The "e" for "enterprise" (meaning in the enterprise, for the enterprise, enterprise-wide) should fall away.

"Information Management" is sufficient.

The vision

All information must
be treated equal
and with care!

Enterprise Information Management protects and unlocks your digital assets.

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