

Conquering information chaos with Intelligent Information Management



Breaking the cycle of information chaos

Many organizations are on some sort of Digital Transformation journey – or they should be. Everyone wants to “transform.” But what exactly is Digital Transformation?

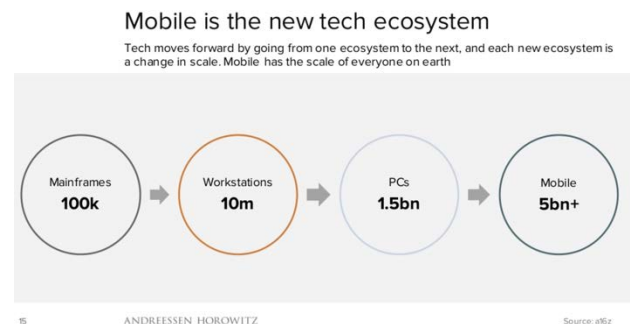
Most organizations and departments have a mandate to continuously improve operations. A *conventional* change agenda involves better tools and technology, better behaviors, and better processes, all focused on generating better efficiencies and improved productivity.

Ultimately, AIIM believes Digital Transformation is *more than conventional change*. Digital Transformation is about using information in brand new ways. Digital Transformation success or failure fundamentally rests upon radically redefined experiences with customers, employees, and partners.

Standing in the way of most Digital Transformation initiatives is *information chaos*. Information chaos that is more pervasive and potentially debilitating than ever before. Here are 5 questions every organization needs to answer about information chaos – or risk the failure of all of those well-intentioned Digital Transformation initiatives. [Note: I explored many of these concepts in greater detail on an AIIM webinar on October 18. The replay is available [HERE](#). Check it out!]

1 Why is the “information chaos” problem particularly challenging right now?

The “information chaos” problem is particularly challenging right now because we are in midst of a massive change in computing and customer ecosystems. Andressen Horowitz describes this change as follows:



This change is generating massive amounts and new forms of data and content. The cumulative impact of this explosion has caught many organizations by surprise. Ray Kurzweil describes the change in these terms: “Exponential growth is deceptive, then *explosive*.”

Businesses today are dealing with an exponential growth of data. There are paper based business inputs and there are vast amounts of digital documents coming to you in various formats – such as video, phone calls, chat logs, web analytics and more – and from multiple sources including social

media channels, customer care centers, online and offline.

2 What are the business implications of failing to solve the “chaos” problem?

Expectations of both internal and external customers are increasing -- *rapidly*. Within organizations, there is a desire to process inputs with a higher level of automation than ever before, meaning quicker and with less human intervention. Employees expect the right information to be available at the right time and in the right context. Among external customers, this “Amazoning” of expectations is driven by the end customer -- for example, a bank customer who applies for a mortgage that expects the transaction to be completed in 30 minutes.

It’s still all about PROCESS – and processes that can no longer be hidden in the back room, but exposed directly to the end customer. And a customer who can make his/her frustrations with your clunky back-end processes instantly known to the world.

Meeting these rising expectations requires a clear understanding of the business implications of the revolution in platforms and data. These implications are clearly reflected in these data points from IDC’s *Digital Universe Study*:

By 2020, IT departments worldwide will experience:

- 10X the number of servers (virtual and physical).
- 50X the amount of information to be managed.
- 75X the number of files or containers that encapsulate the information in the digital universe -- growing even faster than the information itself as more and more embedded systems, such as sensors in clothing, in bridges, or medical devices.

And only a 1.5X increase in the number of IT professionals to manage all of this.

Clearly something has to change.

3 Where can you start? -- How can you begin to break the cycle of information chaos?

A good place to start is by thinking about the information chaos encountered by knowledge workers every day.

1. Pick your most business-critical workflow and map out the process steps with data streams, data repositories etc.
2. Identify the biggest bottle necks in your processes. Quantify the impacts to the business that affect profitability, productivity and long-term success. If there are bottle necks upfront in the process, they will impact the entire workflow.
3. Drive unnecessary complexity out of the workflow and focus on automating process steps that are most impactful – information capture is one to consider due to impact on the downstream process.

4 What is the role of machine learning and intelligent capture in breaking the chaos cycle?

Just about every leading user organization has some sort of AI (artificial intelligence) or machine learning initiative their agenda. Many are still struggling with the basics – how to overcome the limitations of data silos and a shortage of skilled workers being two problems at the top of many lists.

AI and machine learning is marking a step change in the automation of business processes. Processes are rarely stable and can be handled with rules based processes; AI based processes will allow to dynamically adjust processes to reflect a new business situation. The growing gap between traditional paper-based approaches and the all-digital world of Artificial Intelligence is creating big winners and big losers when it comes to competition on both the buy side and the sell side.

AIIM (www.aiim.org) AIIM is the global community of information professionals. We provide the education, research and certification that information professionals need to manage and share information assets in an era of mobile, social, cloud and big data.

Intelligent Capture is a good starting point to address both the data quality and the skills shortage problems. Being able to handle different types of business inputs in one cohesive process is a key prerequisite for reaching a higher level of automation. Image science plays a key role as well, starting with intelligent enhancement of scanned images that reduces prep time (a key bottle neck) and exception processing (which is another huge bottle neck).

5 How is all of this changing content management?

AIIM believes that four key Intelligent Information Management capabilities are integral to delivering upon the Digital Transformation challenge of understanding, anticipating, and redefining internal and external customer experiences.

1. Rationalizing and modernizing the information infrastructure.
2. Digitalizing the core infrastructure.
3. Automating compliance and governance.
4. Leveraging analytics and machine learning.

For organizations to digitally transform, they need a much broader – and more “consumable” -- content toolkit than was offered by ECM. We think the core Intelligent Information Management elements that need to be part of your tool kit to address information chaos include the following:

1. Rationalizing and modernizing the information infrastructure.
 - a. Content integration and migration tools
 - b. Internal & external collaboration platforms
 - c. Low and no-code application development platforms
2. Digitalizing the core infrastructure.
 - a. Robotic process automation
 - b. Multi-channel intelligent capture
 - c. High-volume process optimization
3. Automating compliance and governance.
 - a. Records management and disposition
 - b. eDiscovery and legal

- c. Blockchain
4. Leveraging analytics and machine learning.
 - a. AI, content analytics, and semantics
 - b. Data recognition, extraction, and standardization
 - c. Metadata and taxonomy management

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Kodak Alaris Information Management combines the science, technology and partnerships required for companies large and small to use data to drive business efficiency, growth and profitability.

We are in the Era of Data Chaos. Businesses are dealing with an [exponential growth of data and related challenges](#). It takes an integrated approach to information capture to help you succeed. The Alaris IN2 Ecosystem offers:

- o Robust scanners and integrated software designed to work together
- o Partners with deep experience to deliver solutions at scale
- o Services to keep your information capture solutions running flawlessly

Make sure to check out AIIM's free webinar on [Overcoming Information Chaos -- It's More Than Just FINDING the Needle in the Haystack](#).

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