Intelligent Information Management

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Rethink Your IM Competencies

- Few organizations are ready for the growing volume, variety, and velocity of information in 2020 – you can’t use paper principles to manage the digital age.
- The MACC stack (Mobile, Analytics, Collaboration, and Cloud) changes everything – staff can go from never having heard about an app to using it in less then 1 minute
- IT investments are changing from IT to Business – the analyst firm Gartner claims the business currently control 35% of IT investments, but this will change to 90% in 2020.
- Value comes from people and processes, not just the technology – focus 80% on people, 15% on processes, and 5% on staff
- Staff turnover and new ways of working require new System of Engagements – we need to better connect people, information, and knowledge.
- New Systems of Records are required to ensure control – we need to make information management compliance, security, and privacy inherent and transparent to the knowledge worker.
AIIM.org mission: AIIM’s mission is to improve organizational performance by empowering a community of leaders committed to information-driven innovation.
### How Do We Minimize the RISK of Information Chaos?

- How to Automate Records Capture
- How to Automate Records Disposition
- How to Automate Records Identification
- How to Become Litigation Ready
- How to Capture Records into SharePoint 2013
- How to Create a Data Security Classification Policy
- How to Create a Defensible Disposition Strategy
- How to Create a Global Records Program
- How to Create and Configure SharePoint 2013 Records Center
- How to Create Information Management Policies in SharePoint 2013
- How to Demonstrate the Value of an Information Governance Program
- How to Determine Roles and Responsibilities for an Information Governance Program
- How to Determine the Necessary Information Governance Technologies – Content, Document, and Records Management
- How to Develop a Data Privacy Map
- How to Gain Support for an Information Governance Program
- How to Get Employees to Follow Your Information Governance Program
- How to Improve Business Governance of SharePoint 2013
- How to Leverage SharePoint 2013 Components for Managing Records
- How to Manage Retention and Disposition in SharePoint 2013
- How to Plan an Information Governance Program
- How to Plan Information Governance for Big Data, Mobile, Cloud, and Social Media
- How to Plan Information Governance for Improving Information Lifecycle, Quality, Security, and Privacy
- How to Prepare For 35mm & 16mm Digital To Film Conversions
- How to Prepare Your Information Governance Program for Mergers, Acquisitions and Divestitures
- How to Protect Sensitive Information from Customers or Staff
- How to Provide Social Media Content for Public Records Requests
- How to Safely Get Rid of Digital Landfills
- How to Update Your U.S. Records Program to Become Global
- How to Use Content Types for Effective Records Management
- How to Use SharePoint 2013 to Manage Records in Place

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**"The range of information that AIIM is providing to our industry is nothing short of impressive and the Professional Membership sits at the heart of it."**

Hanns Köhler-Krüner – Gartner

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**"I find AIIM one of the very best resources for my job."**

Larry Sanders - Woodmen of the World Life Insurance Society

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### How Do We Extract INSIGHT from Information?

- How to Automate Metadata Collection and Classification
- How to Create and Manage Metadata in SharePoint 2013
- How to Determine if You Should Buy or Build a Taxonomy
- How to Determine the Purpose of a Taxonomy
- How to Determine the Right Type of Taxonomy for Your Business
- How to Develop a Business Case for a Taxonomy
- How to Develop a Search Strategy
- How to Develop a Taxonomy
- How to Develop an Information Management Strategy for Your Organization
- How to Ensure a Taxonomy is Easy to Use
- How to Improve Search on Your Website
- How to Improve Search Using Analytics
- How to Improve Your Organization with Integrated Information Management
- How to Keep a Taxonomy up to date
- How to Leverage SharePoint 2013 to Organize Label Navigate and Search Your Information
- How to Make a Business Case for Investing in Search Technologies
- How to Manage Open Source Search Development Projects
- How to Plan a Taxonomy and Metadata Model for Information Governance
- How to Set Up and Manage a Search Support Team
- How to Start Planning a Content Model
- How to Start Planning a Metadata Model
- How to Start Planning a Semantic Network, Ontology, or Topic Map
- How to Start Planning a Taxonomy
- How to Tame Information Chaos with Artificial Intelligence
- How to Use Metadata and a Taxonomy to Improve Access to Information

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**"I would not be able to stay current in this fast paced industry without an information resource like AIIM."**

Monica Crocker - Wells Fargo

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**"My one regret professionally is that I wish I would have heard of AIIM sooner."**

Jeffrey Lewis - Sol Capital Management
In-Depth Training Courses

AIIM training courses can be customized for educating your colleagues and staff

25,000+ course attendees
Self-paced or live courses
1 in 4 students are from IT solution or service providers

Job posting by Oracle Germany;

Developed by industry experts

Training objectives are defined by the AIIM Education Advisory Groups

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AIIM Certificate Programs

Enterprise Content Management  Electronic Records Management  Information Governance  Business Process Management  Taxonomy & Metadata  SharePoint

Course feedback:
• 97% of course attendees found the course content to be excellent, good, or satisfactory. 84% say the technical level was just right.
• 40% of course attendees says the course helped them identify new ways a solution could add value, reduce costs, and manage risks
• 26% of course attendees got promoted, got higher salary or bonus, or got a new job, clients, or customers as a result of taking the course

Course price:
• Courses start from $299 – includes 6 months access to online courses and exam

Course Structure

Why & What?  How?  Use?

ECM as a Practice  ECM as a Project  ECM Case

The Practitioner and Specialist programs are available as both online and classroom courses

The Master programs are only available as a virtual or in-person classroom course
Standards and best practices

Refer to standards when possible

All AIIM training courses have an international focus with local examples of regulations and standards

Don’t be left behind…

- Join the AIIM community of experts by becoming a Practitioner, Specialist or Master
- Understand market trends and available technologies
- Identify and demonstrate the business benefits of starting new projects
- Ensure progress by linking business strategy with a new vision and ways of working
- Understand global best practices for managing information infrastructure
- Be recognized as an industry expert by being an AIIM Practitioner, Specialist or Master!
Questions?

Email: training@aiim.org
Web: www.aiim.org/training