

ECM Seminar



8 Factors to Consider in Creating an Information Management Strategy: How Your Organization Can Improve Efficiency, Increase Productivity, and Reduce Risk

For many years, organizations have survived by “winging it” when it comes to information management.

“Yes, we need a strategy for managing the financial assets of the organization, so we’ll invest in an accounting system.”

“Yes, we need a strategy for managing the physical assets and their associated data, so we’ll put in place an ERP system.”

“Yes, our human assets are important, so we’ll spend money on an HR system.”

But a strategy for managing information? Treat our information assets with the same rigor and discipline as we do our money, inventories, and people? OK, maybe we’ll automate a specific process. But in terms of getting our arms around the legendary “80% of the information in our organization that is unstructured,” we’ll get to that sometime, someday, thank you very much.

The sheer quantity of information that is descending upon our organizations is rapidly creating a set of circumstances in which we will no longer be able to just “wing it.” SharePoint deployments are sweeping through many organizations, often with little planning or structure. The strategic imperative to manage information effectively will soon become irreversible — with devastating consequences for those who assume it is otherwise.

Come to AIIM’s **FREE, one-day seminar** to learn about infrastructure and platform options and the role of SharePoint in your strategy; how to drive paper out of your core document-intensive processes; legal and e-discovery issues; information governance guidelines, and change management implications.

Dates and Locations

March 9	Bellevue, WA
March 11	San Francisco, CA
March 16	Anaheim, CA
March 18	Denver, CO
March 23	Dallas, TX
March 25	Houston, TX



Register at www.aiim.org/ecmseminar
(use priority code 2215)