

# Windream.CON

## Information Management: Challenge & Opportunity

**Dr. Ulrich Kampffmeyer**

**Bochum, November 21, 2019**

# AGENDA



# AGENDA

1. Progress & standstill of digitization

2. A changing industry

3. It was all about information management

4. 10 Principles &  
10 Commandments

5. Between greed and fear

6. Requirements for modern information management solutions

7. A small outlook into the future

# Progress & standstill of digitization





**Digitization is a process that has been running since the introduction of the computer**

**The only differences are:**

- **Acceleration**
- **Penetration of all business, private and social areas**
- **Priority "Digital First"**

# In a nutshell:

Digitization

Conversion of analogue information into digital information (e.g. scanning etc.)

Digitalization

Conversion of processes & communication to digital technologies

Digital transformation

Continuous change process & use of information technology due to digital communication media



# Hybris

# Digitization?

**Germany to be future leader in**

- AI?
- Infrastructure?
- Education?
- E-Government?

**The impact of digitization  
is underestimated**







**Asteridae Lamiales**  
**Plantaginaceae Digitalis**

Digitalis is  
like a  
Foxglove

beautiful to look at,

but

poisonous

# A changing industry



# **A changing industry**



**Document - Management**

**Enterprise Content Management**

**Enterprise Information Management**

**Content Services Platforms**

**Intelligent Information Management**



# **DMS Document Management**

**Document management in the narrower sense**

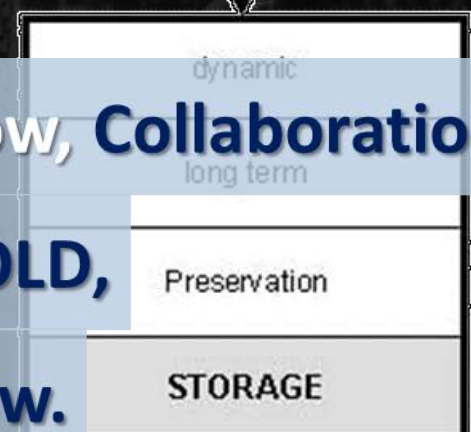
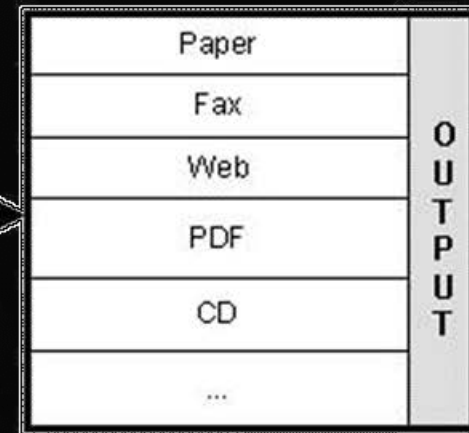
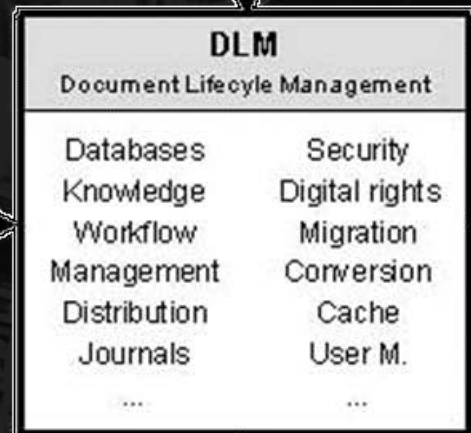
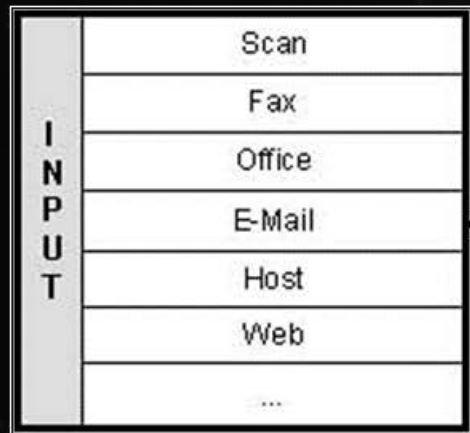
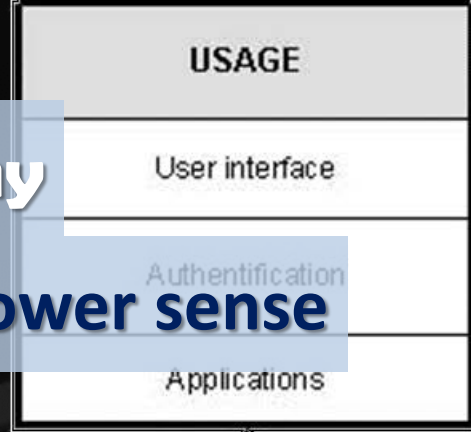
**Dynamic document management for files,  
Replacement of the file  
manager**

**Check-In, Check-Out, Versioning, Electronic File**

**Life cycle before archiving**

# DMS in Germany

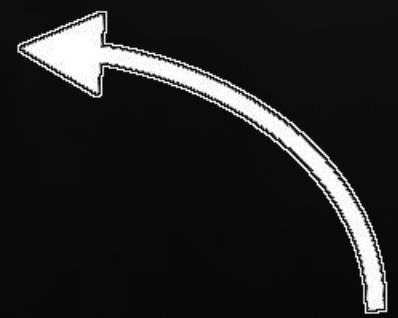
Document management in the narrower sense



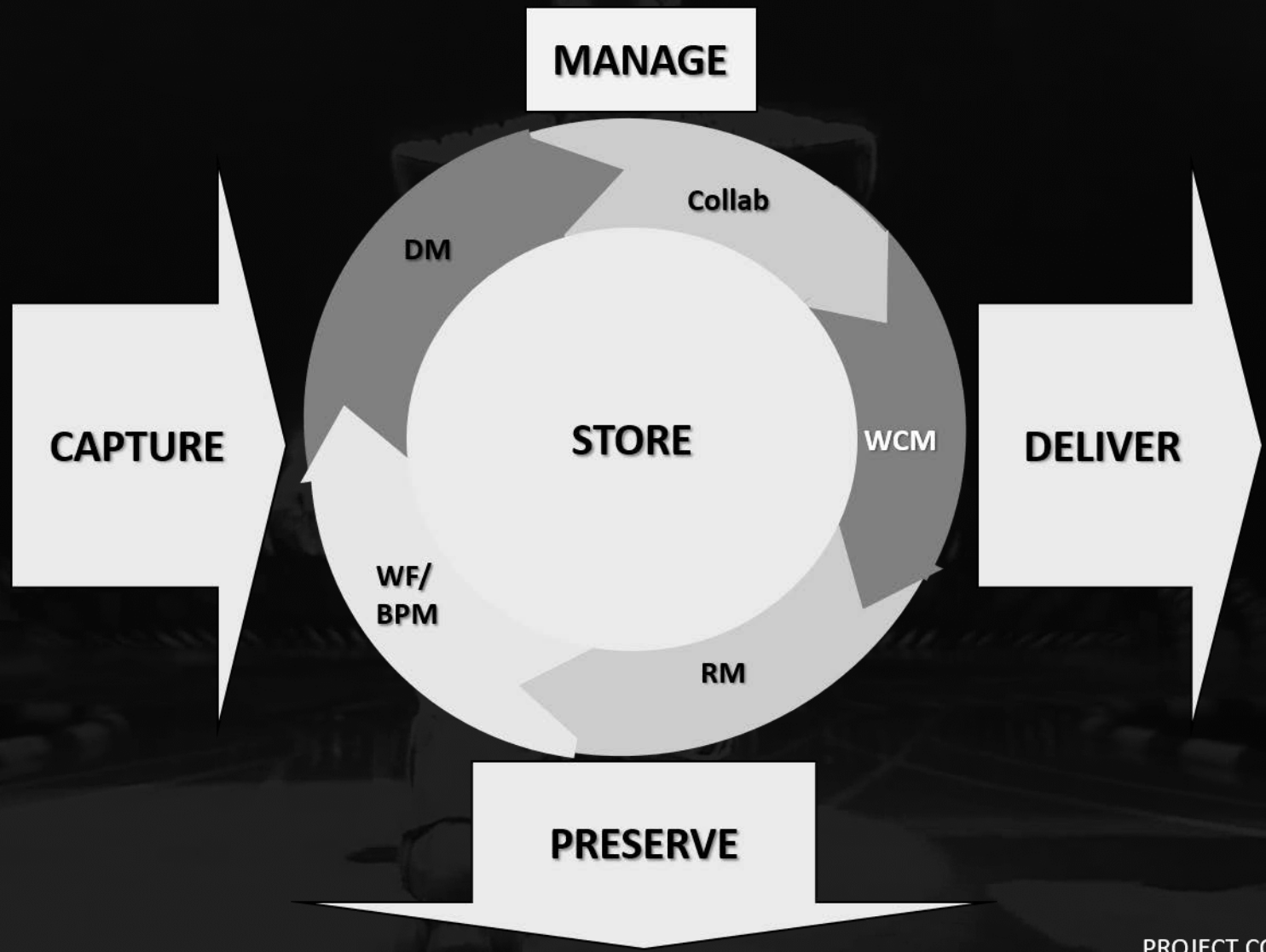
Archivierung, Scannen, Workflow, Collaboration,

DMS im engeren Sinn, eAkte, COLD,

Imaging, E-Mail-Archivierung, usw.



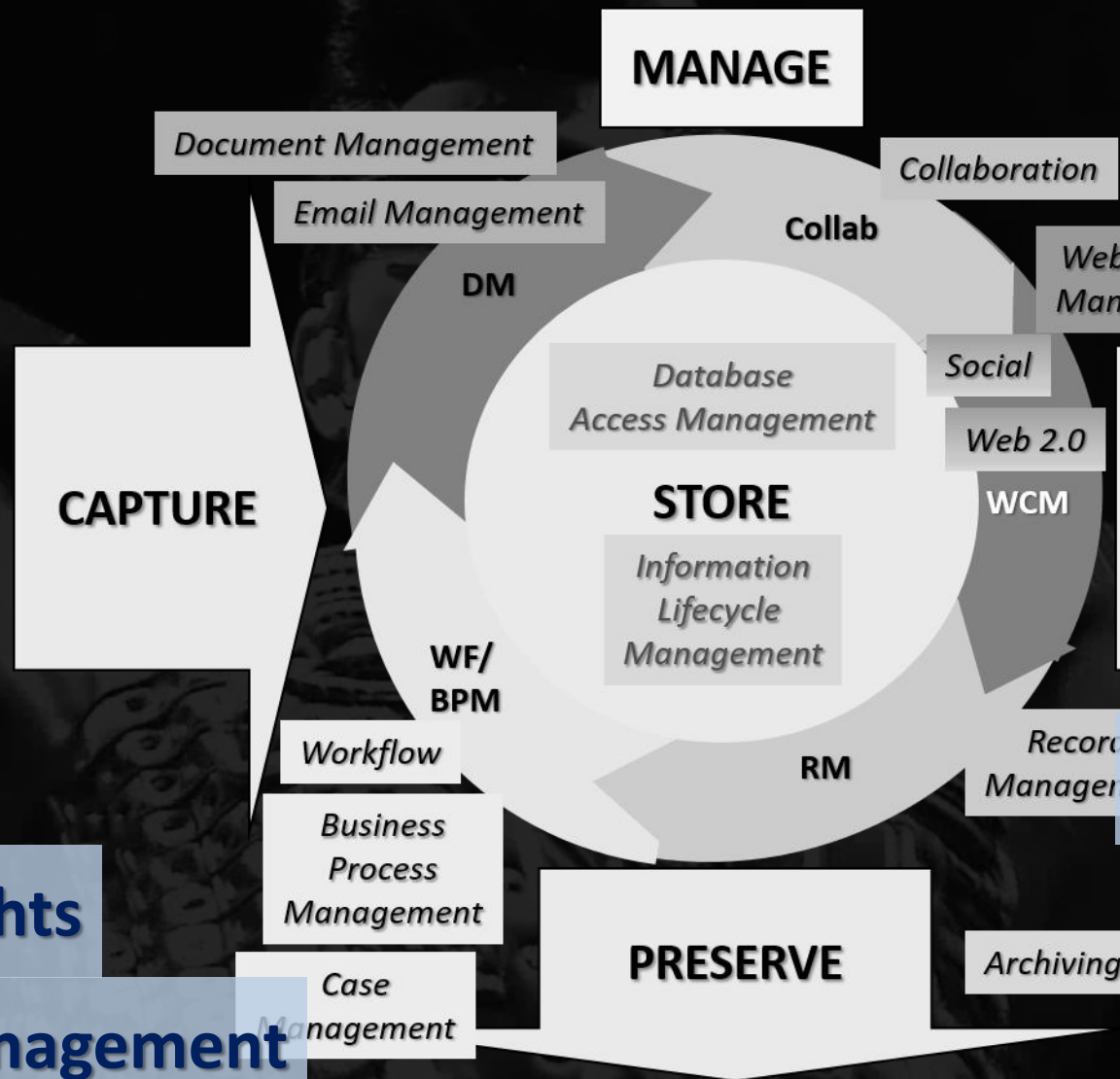
# ECM Enterprise Content Management



- Capture
- Manage**
- Deliver
- Store
- Preserve

# ECM Enterprise Content Management

Manage



Document Management

Collaboration

Web Content Management

Records Management

Business Process Management

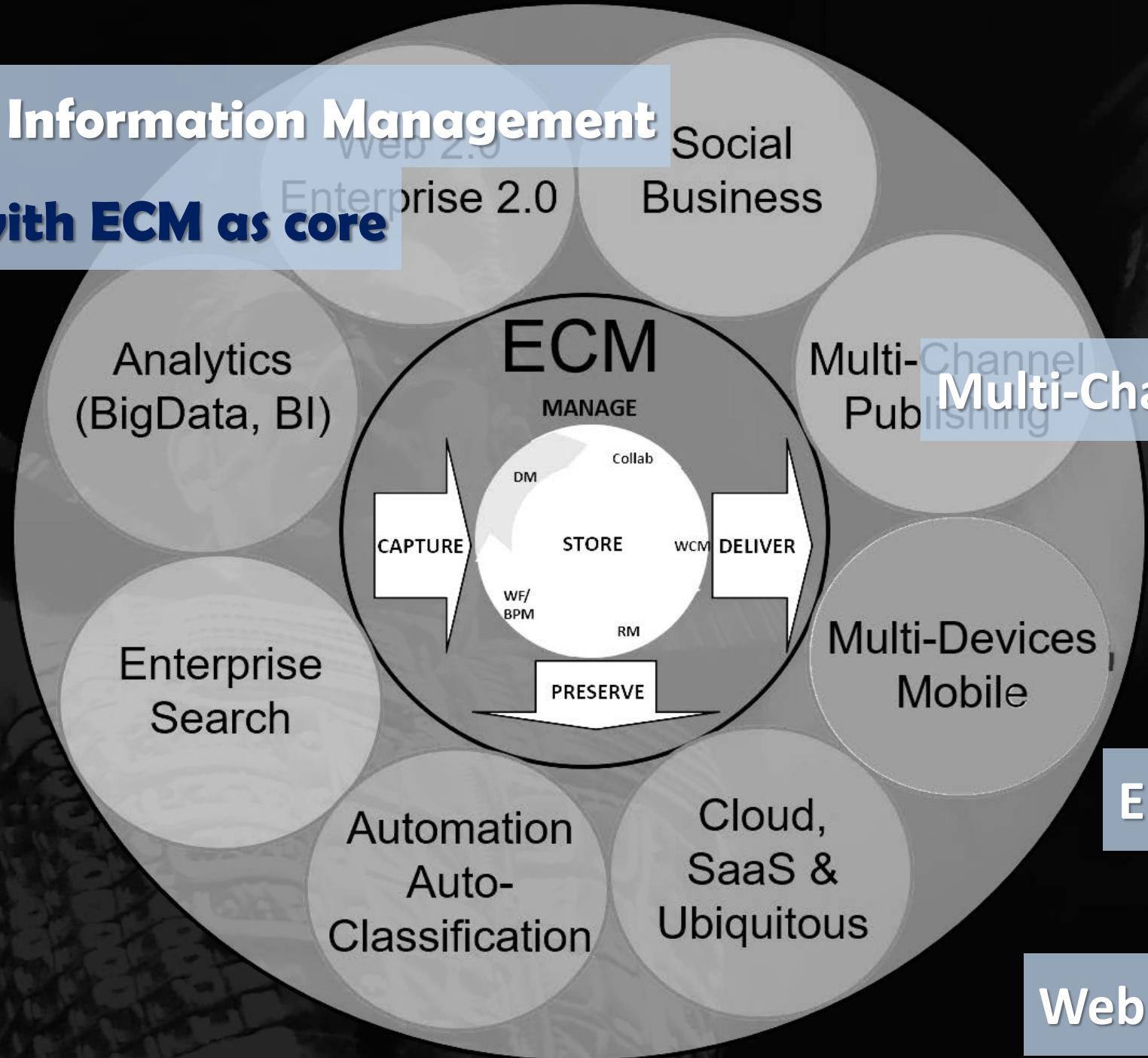
Database

Rights

Lifecycle Management

# EIM Enterprise Information Management

## Extension with ECM as core



Social Business

Multi-Channel Publishing

Mobile Devices

Automation

Cloud

Enterprise Search

Analytics

Web & Enterprise 2.0



# EIM Enterprise Information Management

## EIM as an ecosystem

Natural Language Processing

Omni-Channel Communication

Universal Access

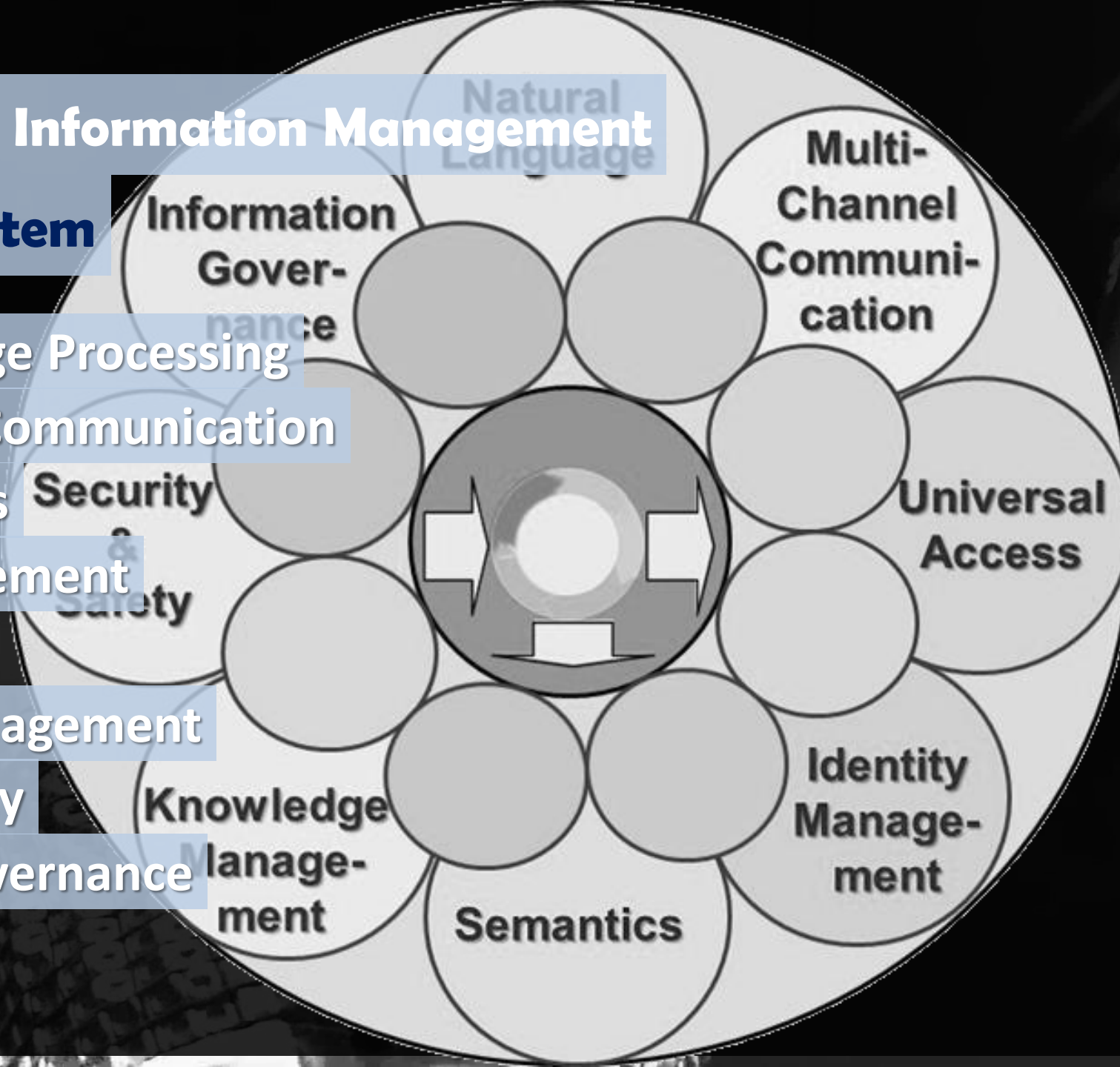
Identity Management

Semantics

Knowledge Management

Security & Safety

Information Governance



ECM is dead!

## Michael Woodbridge's Gartner Blog

A member of the Gartner Blog Network

The Analyst House

Gartner

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7

establishes instead the term

Content Services

## The Death of ECM and Birth of Content Services

by Michael Woodbridge | January 5, 2017 | 14 Comments

UPDATE 13th March 2017: Check out my colleague Karen Hobert's webinar on this very topic here:

# Content Services

Gartner

## Applications



IN-CONTEXT



USER-CENTRIC

## Components

Forrester

APIs and Connectors

## Platforms



REPOSITORIES



FOUNDATIONAL SERVICES

Content Services Platforms

Content Services Applications

Content Services Components

Business Content Services

Transactional Content Services

ECM Content Services



Platform Connectors

UTILITY SERVICES

SINGLE PURPOSE



# Time for a New Approach

AIIM Intelligent Information Management

The new vision of the AIIM association

## Intelligent Information Management

|   |   |   |   |  |
|---|---|---|---|--|
| <p>Understanding and anticipating internal and external customer expectations</p> | <p>Understanding and anticipating internal and external customer expectations</p> | <p>Rationalizing and modernizing the information infrastructure</p> | <p>Automating compliance and governance</p> | <p>Leveraging analytics and machine learning</p> |
|---|---|---|---|--|

**Understanding and anticipating internal and external Customer Expectations**

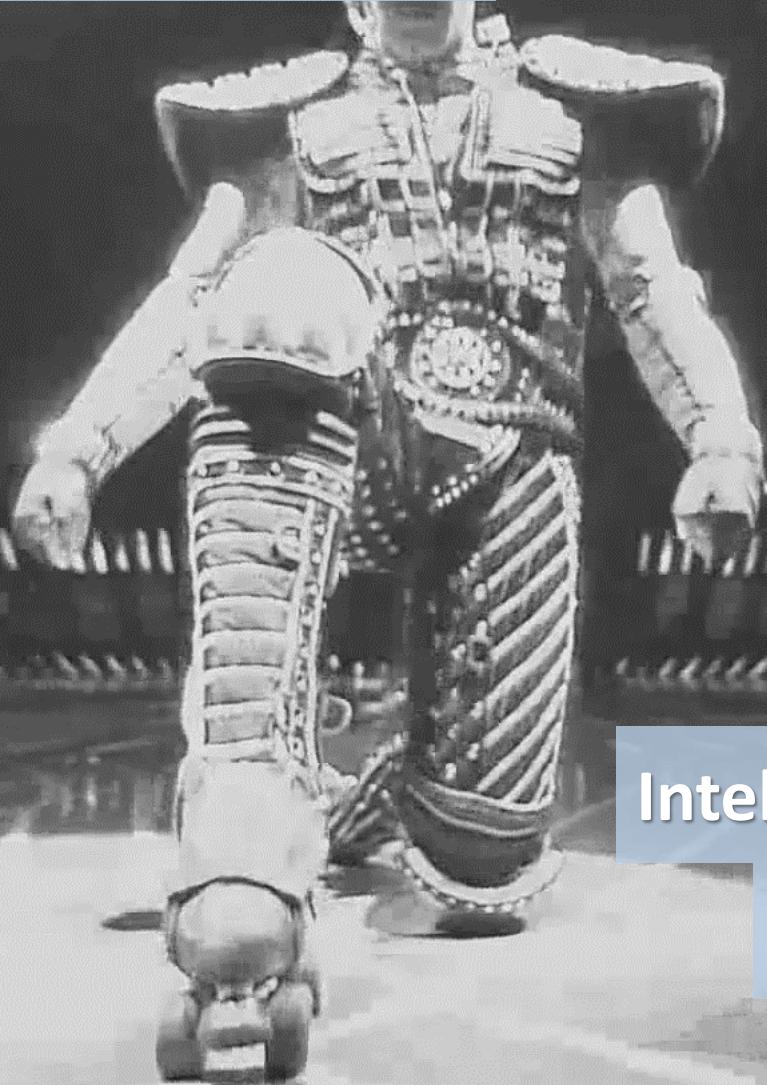
**Digitalizing the Core Infrastructure**

**Rationalizing and modernizing the Information Infrastructure**

**Automating Compliance and Governance**

**Leveraging Analytics and Machine Learning**

**IM Intelligent Information Management  
has nothing to do with functionality  
or software:**



**Intelligent Information Management  
is what we do with information!**

**It was all about**

**Information Management**





**Documents, content, records, e-mails, assets, lists etc.**

**are only  
different characteristics,  
different formats,  
different states of  
information**

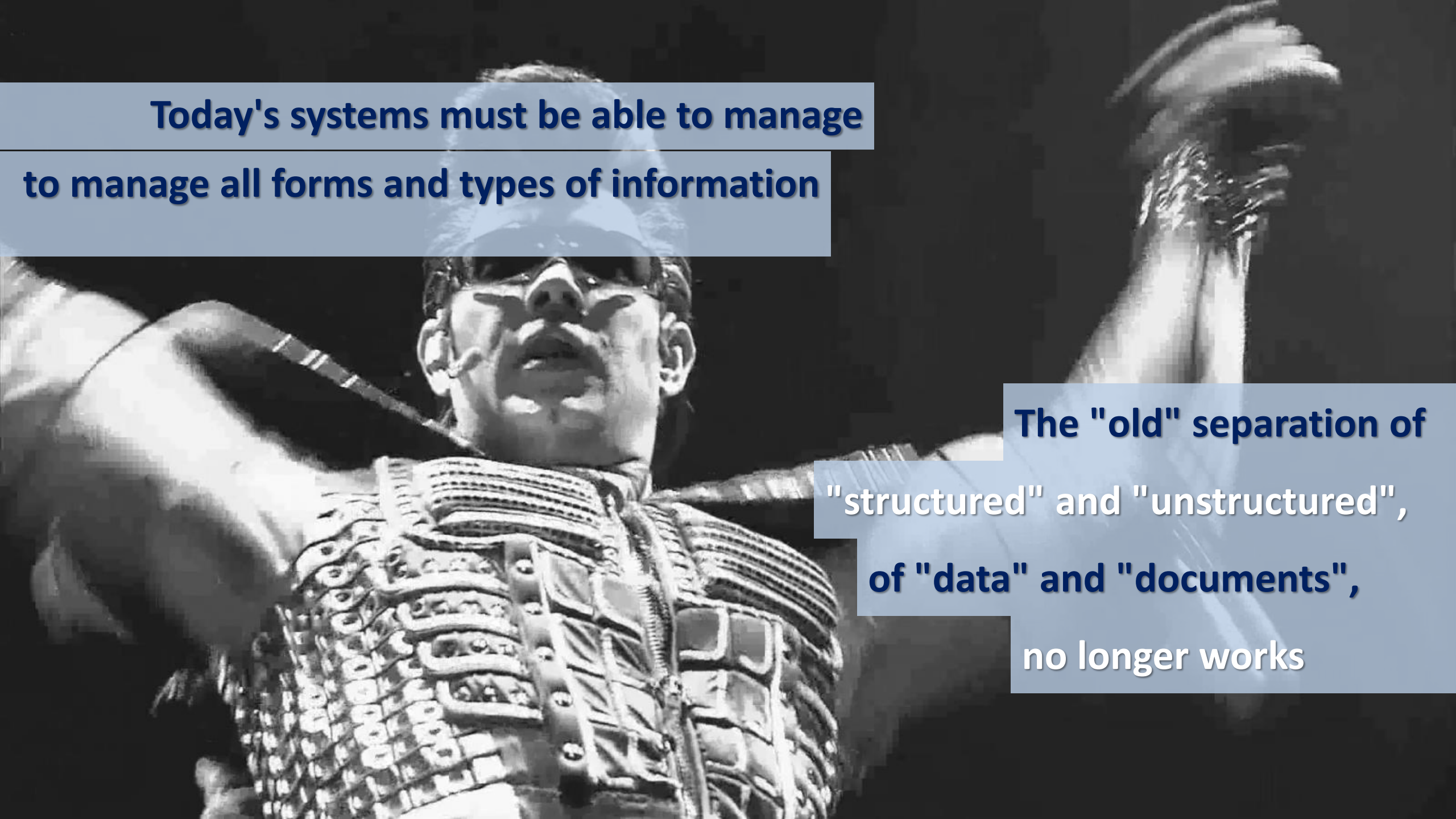
Therefore makes sense,

to speak only of

Information Management







**Today's systems must be able to manage  
to manage all forms and types of information**

**The "old" separation of  
"structured" and "unstructured",  
of "data" and "documents",  
no longer works**



**Information management as a discipline**

**has little to do with technology and systems:**

**Technologies and systems are only services**

**to support a holistic**

**information management concept**



## Three main focuses of Information Management :

- To support the users of information technologies in an appropriate, humane manner.
- **To treat information with care, responsibility and respect for its value.**
- To effectively leverage all information within the organization to support the organization, comply with regulations, deliver good service, and maintain competitiveness.

# 10 Principles & 10 Commandments



# 10 Basic principles of information management



1.) Exchange of information

2.) Use of information

3.) Protection of  
information

**4.) Information provision**

**5.) Information management**

**6.) Information mastery**

**7.) Information evaluation**

**8.) Distribution of information**

**9.) Information retention**

**10.) Information disposal**

# The 10 Commandments

**Thus speaks the Lord of Information to His chosen people!**

*You shall not have redundant information beside the true information!*

*You shall make a picture of your information so that you can find it!*

*You shall honour the originality of the information and not falsify it!*

*You shall not delete your information until the retention period has expired!*

*You shall maintain your information in such a way that it is always correct!*

*You shall not use false information!*

*You shall protect your information so that it cannot be stolen or destroyed!*

*You shall not desire your next information, but pay homage to data protection!*

*You shall organize your information so that it is useful to you!*

*You shall recognize the true value of your information and preserve it carefully.!*

A man in a light-colored jacket is running through a crowd of people. The image is split vertically down the middle. The left side is a solid red color, and the right side is a solid black color. The man's body is split by this vertical line, with his left side appearing in the red and his right side in the black. The crowd behind him is also split, with the left side appearing in red and the right side in black. The overall scene suggests a sense of urgency or escape.

**Greed**

**Fear**



**the question of the economic efficiency  
of Enterprise Content Management  
should appear absolutely in the lecture ...**

**Drivers for information management are straight**

**economy**

**and**

**solution of Compliance defaults**





**the question of economic efficiency**

**Simple answer:**

**The Use of Information Management**

**is economical!**

**the introduction is not a question of "whether",  
but only of "how" and "when"!**



**the question of compliance**

**As infrastructure the  
compliance requirements  
must be fulfilled so quasi incidentally**

**the introduction is not a question of "whether",  
but only of "how" and "when"!**



# **Requirements for modern information management solutions**



**Requirements for modern  
information management solutions**

**Audit trails that can be evaluated  
compliance infrastructure**

**Management of information of all types**

**Holistic Overarching Access**

**Cloud in a wide variety of forms**

**SaaS, IaaS, PaaS, hybrid**

**Interfaces to & enabling with  
all important, leading applications**

**Automation of processes**

**RPA Robotic Process Automation**

**Knowledge management**

**Semantic development of content**

**Services in the underground of the systems**

**Dienste für alle Anwendungen**



**Requirements for modern  
Information Management solutions**

**Self-documentation of the systems  
with administration of all definitions**

**Predictive Analytics  
with automatic provision  
of information before search**

**Automatic installation and configuration  
of information management systems**

**Artificial Intelligence  
with Machine Learning**

**natural language control  
instead of keyboard and mouse**

**Automation of most processes still  
performed by humans**

**Services in the underground of the  
systems**

**Services for all applications  
and conversion of content, permissions and data**



**...modern**

**Information Management solutions**

**so actually  
the introduction of**

**“Intelligence”**

**Into the Information  
management**

**IIM**

**Intelligent Information Management**



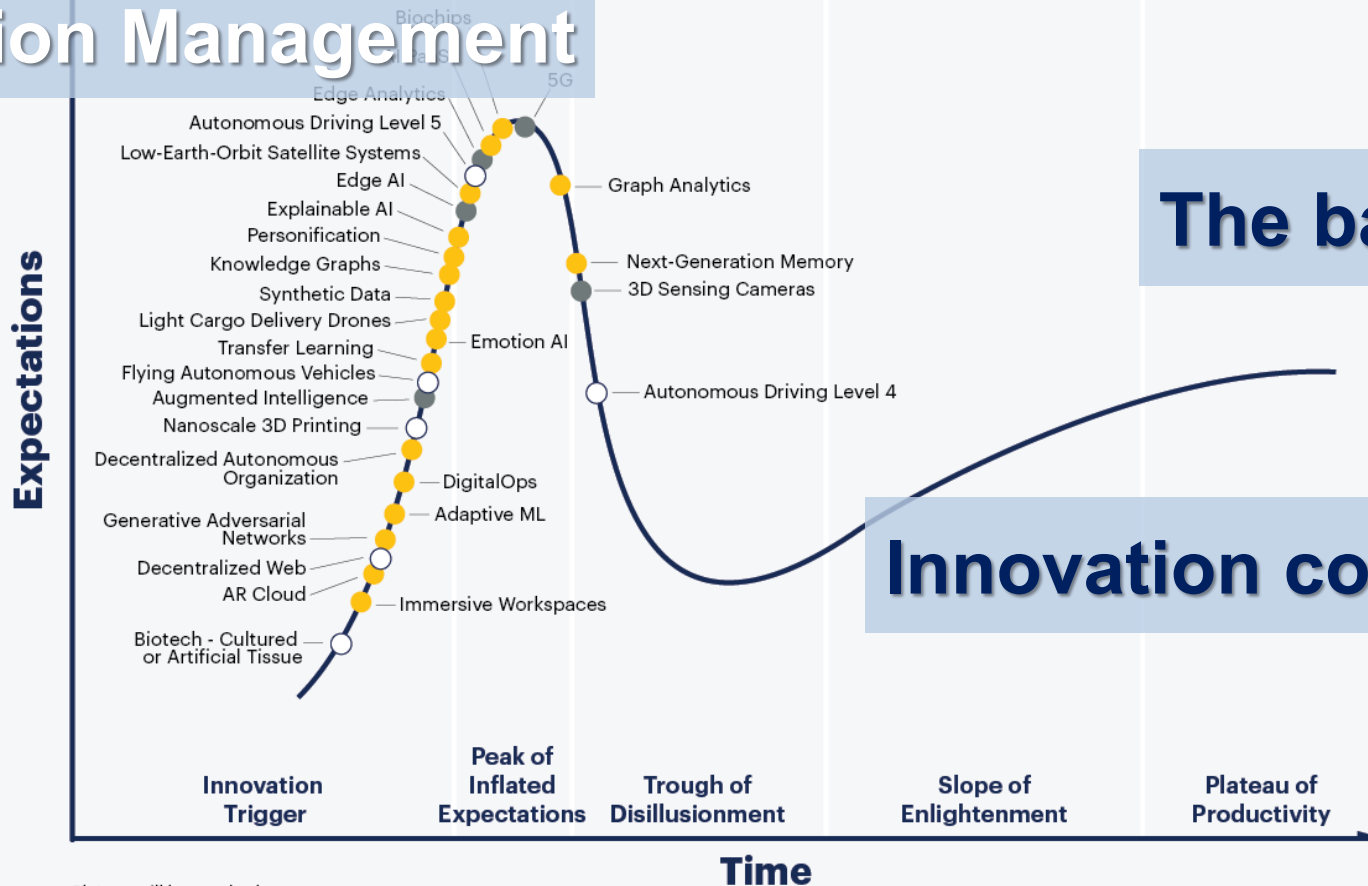
**A brief outlook**

**A brief outlook into the future**

# Gartner Hype Cycle for Emerging Technologies, 2019

Gartner Hype Cycle

without Information Management



The basic technologies are mature

Innovation comes from outside the ICT sector

Plateau will be reached:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- more than 10 years
- obsolete before plateau
- As of August 2019

[gartner.com/SmarterWithGartner](https://gartner.com/SmarterWithGartner)

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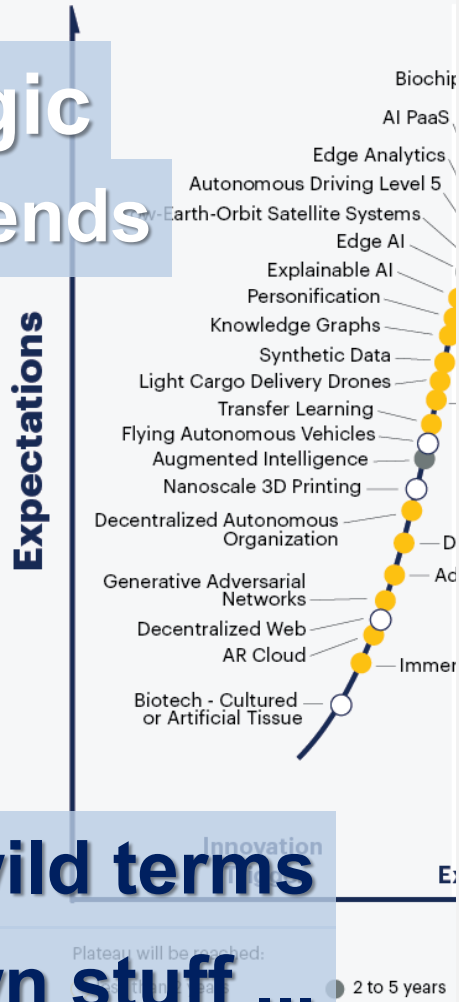
**Gartner**



Gartner

# Top 10 Strategic Technology Trends for 2020

## Gartner Hype Emerging Tec



New, wild terms for known stuff ...

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## Top 10 Strategic Technology Trends for 2020

People-centric



Hyperautomation



Multiexperience



Democratization



Human Augmentation



Transparency and Traceability

Smart spaces



Empowered Edge



Distributed Cloud



Autonomous Things



Practical Blockchain



AI Security

Human Augmentation  
Transparency and Traceability



People-centric

Hyperautomation

Multiexperience

Democratization

Human Augmentation

Transparency and Traceability

Smart Spaces

Empowered Edge

Distributed Cloud

Autonomous Things

Practical Blockchain

AI Security

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# Information Management: Technical approaches for the future

Blockchain

also for archiving

eIDAS

Timestamps and seals make life easier

Micro-Services

new governance instruments needed

Hybride Cloud

Interface standards in development

Apps

displace browser interfaces

Architecture

end-to-end virtualization

Storage

SSD becomes cheaper and attacks hard disks

Software-defined

Hardware, Memory, Networks

IOT

heterogeneous mass data with new  
Forms of information management

# Information Management: Technical Approaches for the Future



**RPA**

**Robotic Process Automation replaces complex BPM design**

**Unified Messaging**

**is merged with Collaboration**

**Augmented- and hybrid e-learning**

**replaces conventional aid**

**Mobile and home work**

**the offices will become less**

**Automation**

**Standard processes without human influence**

**AI**

**AI-supported administration and information governance**

# Information Management: Legal Approaches for the Future

Cyberwar

more is done for protection

New EU Directives

GeschGesG, ePrivacy, working time recording etc  
bring new requirements

Free Flow of Data

you can store and process your data all  
anywhere in EU countries

German special cases

are unfortunately persistent (TR-ESOR, TR-Resiscan)

EU GDPR

high million-dollar fines imposed

Copyright

check what you publish on the internet

IOT

Data instead of documents require legislative changes

DSM

EU Digital Single Market –  
numerous new requirements for the coming years

# **Social approaches**

## **for the future**



# Social approaches for the future



What is work?

Speed & Complexity

Kontrolle, Ausforschung und Beeinflussung

A new Digital Divide

leads to more and more power and wealth for the few

1984

the state put the monitoring devices in the novel today we buy them ourselves

Social Media

from a great communication opportunity to an addictive manipulator, to "antisocial media".

Is there a right to work for people?

the overstrain grows

Being at the mercy of others leads to

**Farewell**



# Farewell



**Digitization :  
Think different!**

**Only with new, different thinking,  
the detachment from the mental and physical burdens of the  
past,  
the digital transformation can be really advanced**





# Have a nice econod conference day at the windream.Con 2019

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[www.PROJECT-CONSULT.com](http://www.PROJECT-CONSULT.com)

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