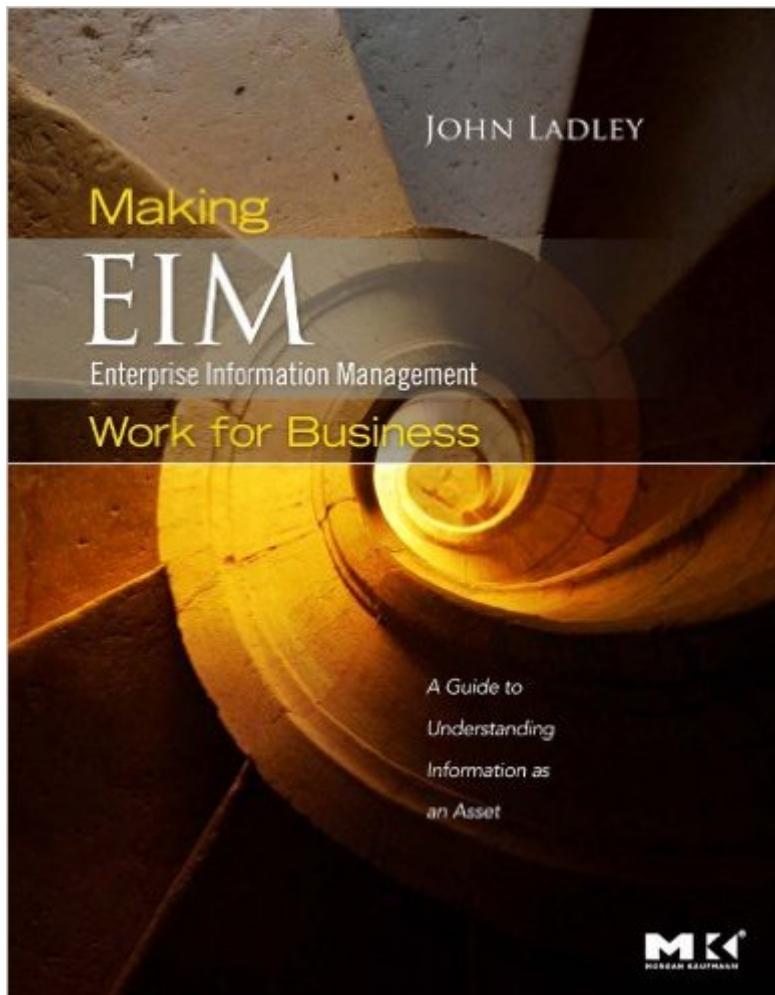


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# Making Enterprise Information Management (EIM) Work For Business: A Guide To Understanding Information As An Asset



## **Synopsis**

Making Enterprise Information Management (EIM) Work for Business: A Guide to Understanding Information as an Asset provides a comprehensive discussion of EIM. It endeavors to explain information asset management and place it into a pragmatic, focused, and relevant light. The book is organized into two parts. Part 1 provides the material required to sell, understand, and validate the EIM program. It explains concepts such as treating Information, Data, and Content as true assets; information management maturity; and how EIM affects organizations. It also reviews the basic process that builds and maintains an EIM program, including two case studies that provide a birds-eye view of the products of the EIM program. Part 2 deals with the methods and artifacts necessary to maintain EIM and have the business manage information. Along with overviews of Information Asset concepts and the EIM process, it discusses how to initiate an EIM program and the necessary building blocks to manage the changes to managed data and content. \*Organizes information modularly, so you can delve directly into the topics that you need to understand \*Based in reality with practical case studies and a focus on getting the job done, even when confronted with tight budgets, resistant stakeholders, and security and compliance issues. \*Includes applicatory templates, examples, and advice for executing every step of an EIM program.

## **Book Information**

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## Customer Reviews

We live in the Information Age and this book pushes the edge from theory into practice. It's a treatise on Enterprise Information Management (EIM), the emerging IT discipline whereby the business and technology functions within an organization seek to manage information as a corporate asset. Ladley writes this hefty text for the purpose of answering - to himself and to his readers -- a fundamental question: "What makes information valuable? Not [merely] useful, but valuable?" Focuses on the practical requirements for this emerging discipline to accomplish the goal of turning information into an organizational asset that will make an impact on the bottom line: increasing corporate value; improving workforce productivity; reducing production costs; and, enabling executives to make better decisions. In short, this text explores how IT professionals can better tie together all of an enterprise's information assets and applications to help their executives and workforce work better, faster and smarter. While different practitioners view EIM from different perspectives -- some seeing it as a "data-centric part" of the firm's information management plan to help them get to the next generation of IT management--while others view it as simply another layer to integrate into the business process--they all seem to converge around the idea that "the EIM vision is for a truly integrated, holistic information resource to finally become a reality." The author, John Ladley, Principal of IMCue Solutions, brings a great deal of thought and experience to this book.

John Ladley indicates at the outset that the necessity of this text is threefold: (1) because the reader is already doing enterprise information management (EIM) to some extent but not very well, this book is intended to show how to manage information better, (2) since this book is an apology from the author following a 30-year information technology career during which time he and his peers have "absolutely done a terrible job making a business case" for addressing data and information as an asset, this book is intended to increase business understanding, and (3) because business attitudes toward data and content are stuck in a "quick-fix, I can do it myself and Information Technology are idiots" mode, this book covers the risks and challenges that can only be addressed after data and content are seen from a different perspective. While it is not made apparent from the Table of Contents, the 30 chapters preceding the 8 appendixes are divided into two parts, the first of which (Chapters 1 through 14) is intended to provide material to sell, understand, and validate the EIM program, and the second of which (Chapters 15 through 30) is intended to delve into the

methods and artifacts needed to maintain EIM and have the business manage information. Whatever the case specific to this reviewer, perhaps due to Ladley targeting executive audiences, the text started making sense beginning with chapter 6 ("A Case for the Case"), the beginning Mark Twain quote of which sums it up: "It usually takes more than three weeks to prepare a good impromptu speech." In other words, "the EIM team needs to prepare to sell, so they can go and officially sell.

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