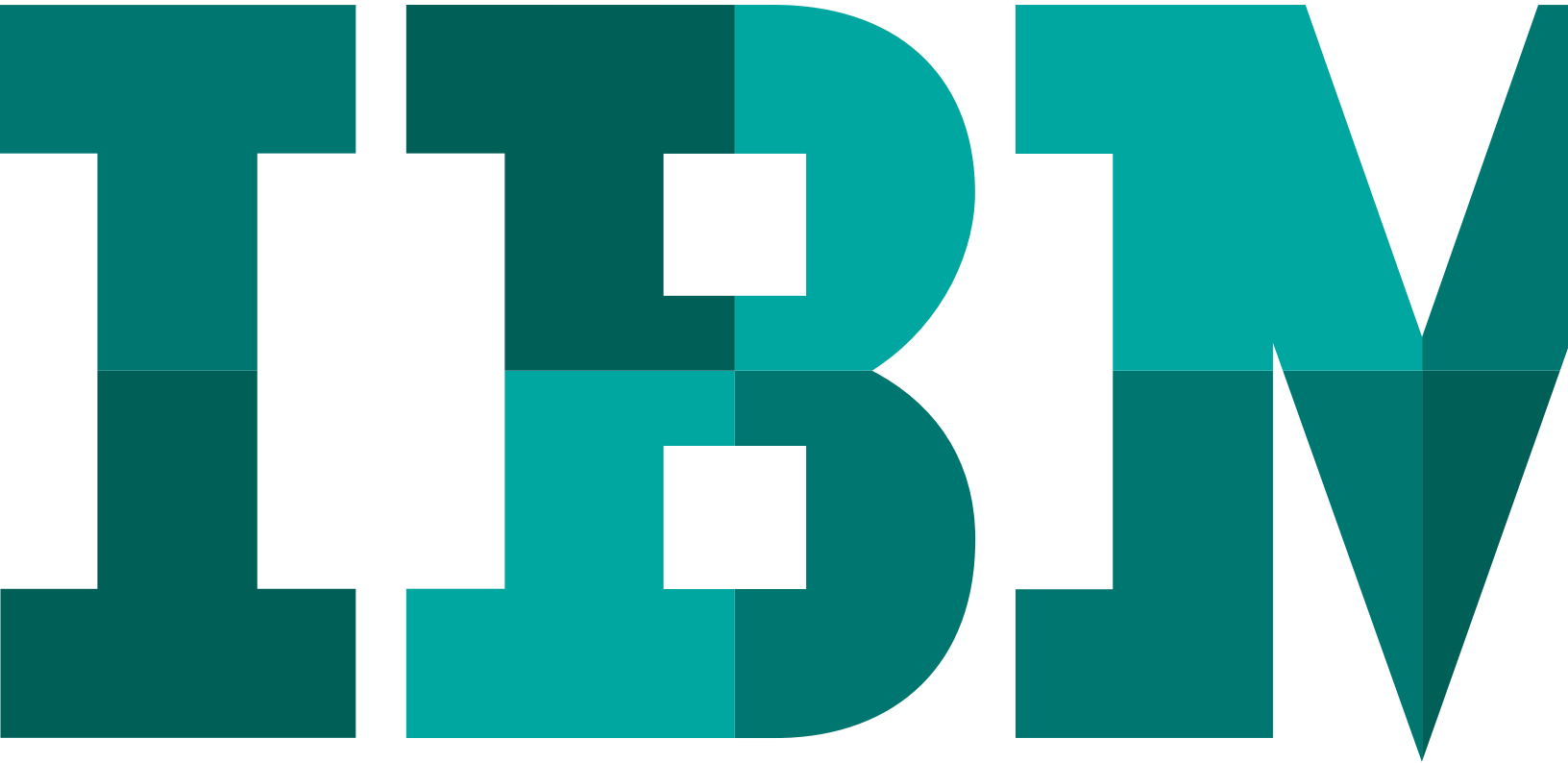


Information Governance: Orchestrate people, processes and technology for success

Enable better decision making, improve customer service, reduce costs and manage risk with trusted information



In a manufacturing supply chain, materials from many different places come together to create a final product. Organizations focus closely on monitoring and improving their supply chains, making them more efficient, reducing costs and improving the quality of the final product.

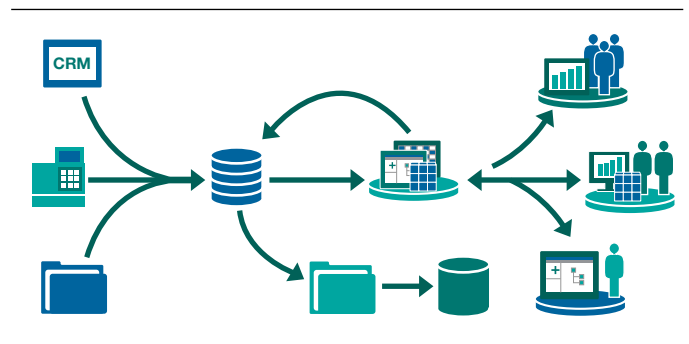
Not every business has a material supply chain, but all organizations have an information supply chain. It runs through applications, databases and servers, and it ends in an array of ever-changing products that are critical to the health of the organization: financial reports, online catalogs, sales analysis, online bank accounts and more. Unlike a material supply chain, where each element can only be used for one result, data in an information supply chain can be used over and over again in multiple supply chains—adding another layer of complexity.

But as important as an organization's information supply chain is, it is rarely viewed as a unified, interrelated set of systems. More often, organizations monitor information in isolation, focusing on individual applications or databases instead of examining them in a broader context.

Managing the information supply chain

In an instrumented, interconnected and intelligent world, organizations rely on information more than ever to achieve success—putting information supply chains under tremendous pressure. As more data is captured and used, it becomes difficult for organizations to:

- Maintain high information quality
- Meet user needs
- Protect sensitive data from being lost or stolen
- Adhere to retention policies
- Comply with government and industry regulations
- Manage hardware, software, storage and maintenance costs



An information supply chain consists of several feeds, integrations, consolidations and—eventually—outputs.

To meet the demands of their information supply chains, organizations have begun implementing information governance programs. Information governance enables an organization to monitor its information supply chain as an end-to-end system, ensuring that information is consistently defined and well understood, of high quality, managed throughout its life cycle and protected and secured wherever it lies. Information governance can help organizations achieve a range of goals, from improving decision making to simplifying and strengthening regulatory compliance.

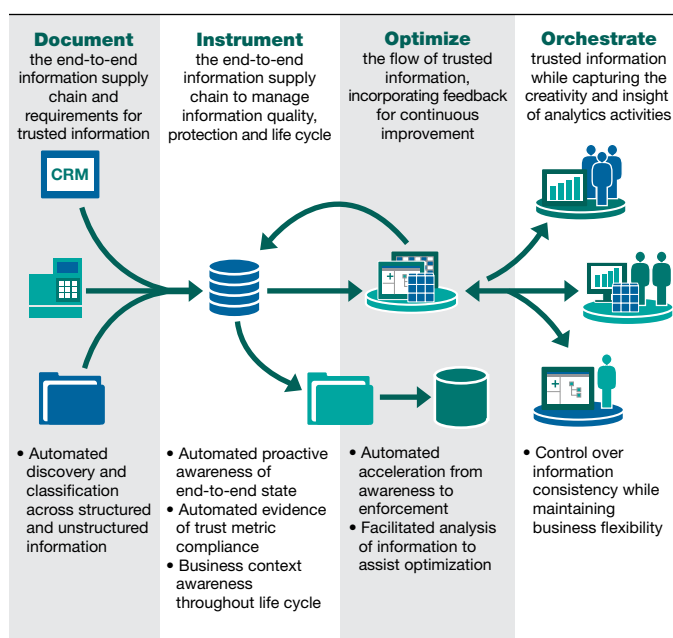
However, the word *governance* means different things to different people. Governance can feel opaque, distant and complex. It can cause confusion if projects aren't clearly defined and planned, and it can even spark negative emotions, which is why any governance project must be clearly defined and planned.

Information governance doesn't have to be difficult or mysterious. At its most basic, it involves organizing people, processes and technology to optimize, protect and leverage information—both structured and unstructured—as an enterprise asset. Even if you feel removed from aspects of

governance, you can still learn the vocabulary and rules. It's easy, effective and it can help solve a lot of information-related problems that may have eluded resolution for years.

Supporting the information supply chain with IBM solutions

Putting a governance program in place is the first step, but good governance requires automation. IBM solutions enable organizations to *document* and *instrument* the information supply chain, *optimize* the flow of trusted information through continuous improvement and *orchestrate* trusted information on the demand side (usage) to gain value.



The four key aspects of information supply chain optimization benefit from automation.

IBM solutions for information governance are open, modular and heterogeneous. The solutions cover the entire information supply chain and support all aspects of governance across structured, semi-structured and unstructured data, no matter where it lives.

First, the IBM information governance solutions help you document your information supply chain, creating a common vocabulary across business and IT as well as discovering where potentially sensitive data resides and uncovering relationships between data and databases.

Once you know what you have, you need to design for change and build in systems that will enable you to monitor your supply chain and correct your organization's course as necessary. IBM solutions help you instrument your supply chain, giving you the tools you need to ensure quality information and high-performance query response while managing the entire information life cycle and auditing and protecting your information to ensure privacy and compliance.

One of the keys to effective process change is the ability to achieve a continuous cycle of improvement based on the knowledge you gain. The IBM® Global Business Services® organization can help you understand the maturity of your governance process and guide you toward success.

As soon as your information supply chain is delivering high-quality information, you need to make the most of it. This goes beyond simple reporting to deriving value from your information by using it to make more intelligent decisions—and more accurate predictions. IBM solutions bring together structured, semi-structured and unstructured data to help you get the information you need when you need it, and in a format you can use to create actionable insights.

Leveraging IBM leadership to support governance initiatives

With a recognized history of thought leadership when it comes to information governance—including leading the IBM Information Governance Council community, which comprises more than 50 organizations across multiple industries—IBM can help organizations define and implement governance strategies, structures and technologies that address their current needs and future goals. The IBM Information Governance Center of Excellence, staffed by more than 250 professionals worldwide, applies a market-tested capability maturity model to assess existing strengths and create a roadmap for continual progress.

Building on a legacy of financial strength and innovation, IBM continually invests in its portfolio to ensure that its solutions can meet evolving market needs. IBM software solutions provide reliable on-ramps for today's critical governance initiatives: information quality, life-cycle management, eDiscovery and privacy and protection.

For more information

To learn more about IBM solutions for information governance, please contact your local IBM representative or Business Partner, or visit ibm.com/software/info/itsolutions/information-governance



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