Effective Information Management

Information Age/IBM survey

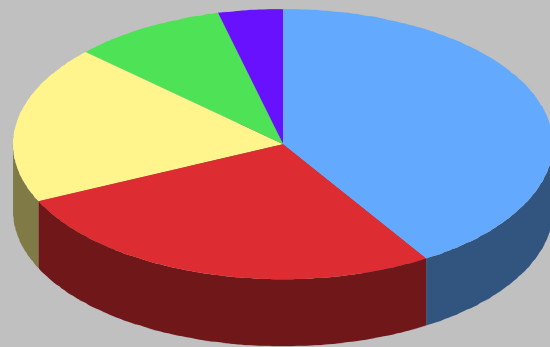### March 2008

Information Age survey

About Information Age
- 24,000 readers
- IT directors, CIOs, information systems heads, chief architects… All requested subscribers
- Around 1,000 attend Information Age events each year

About the survey
- Survey via Information-age.com and emails to subscribers
- Sample size: 327

WHO'S DEMANDING BETTER INFORMATION?

- Where is the pressure coming from for better information management?

- Senior business management (41%)
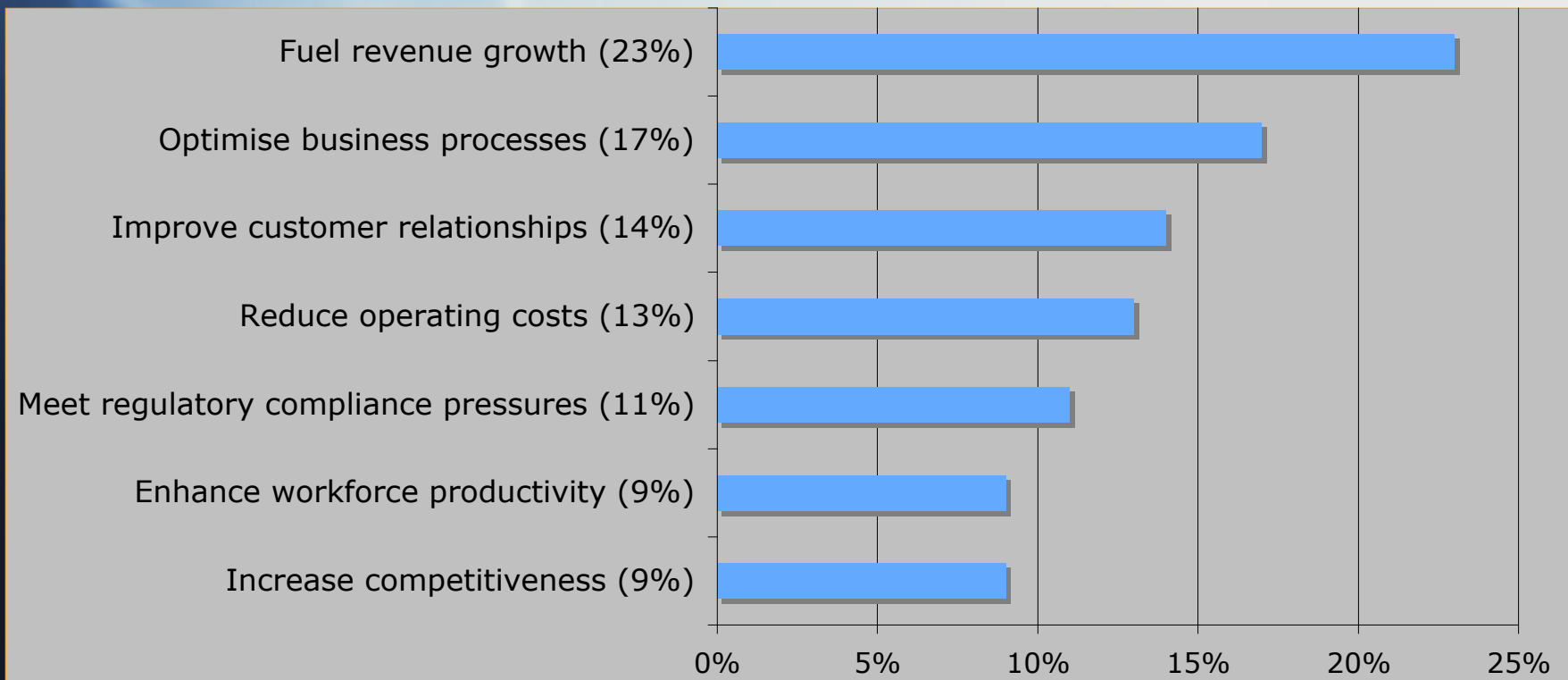- Line of business managers (27%)
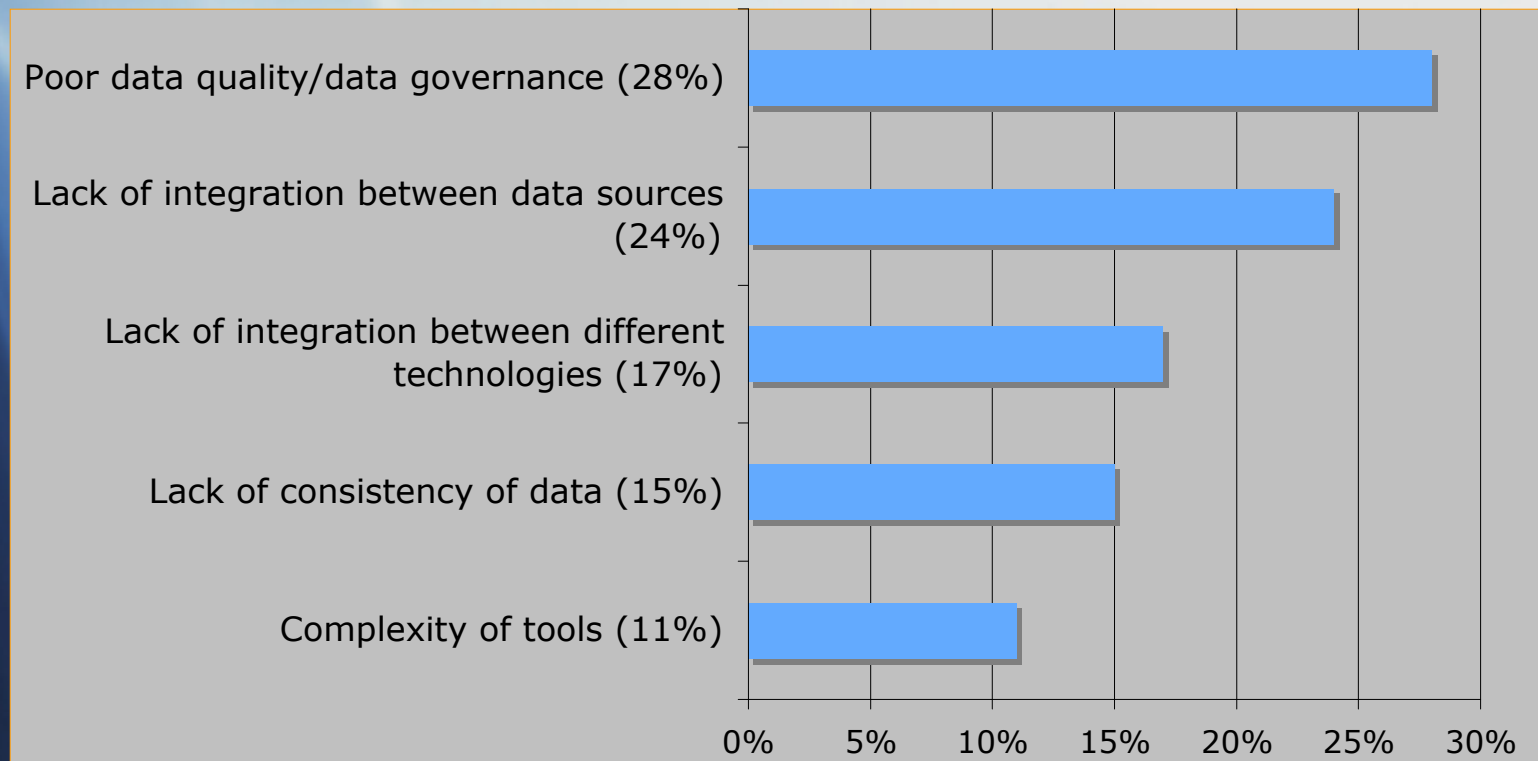- Senior IT management (19%)
- Other (9%)
- Not aware of pressure (4%)

DRIVERS FOR BETTER IM

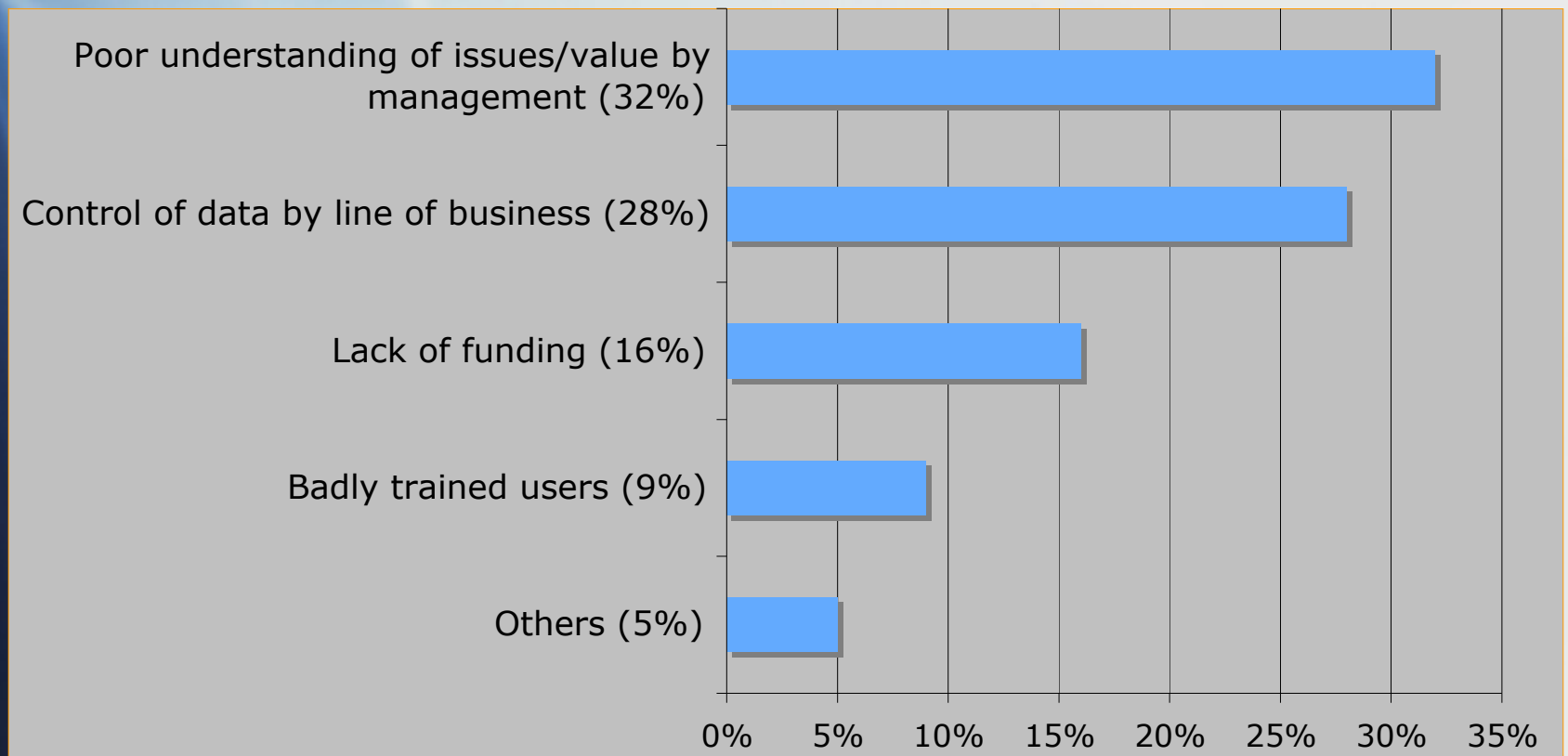- What is the most important driver for more effective information management within your organisation?

TECHNOLOGY INHIBITORS

- What *technology factors* are inhibiting more effective information management within your organisation?

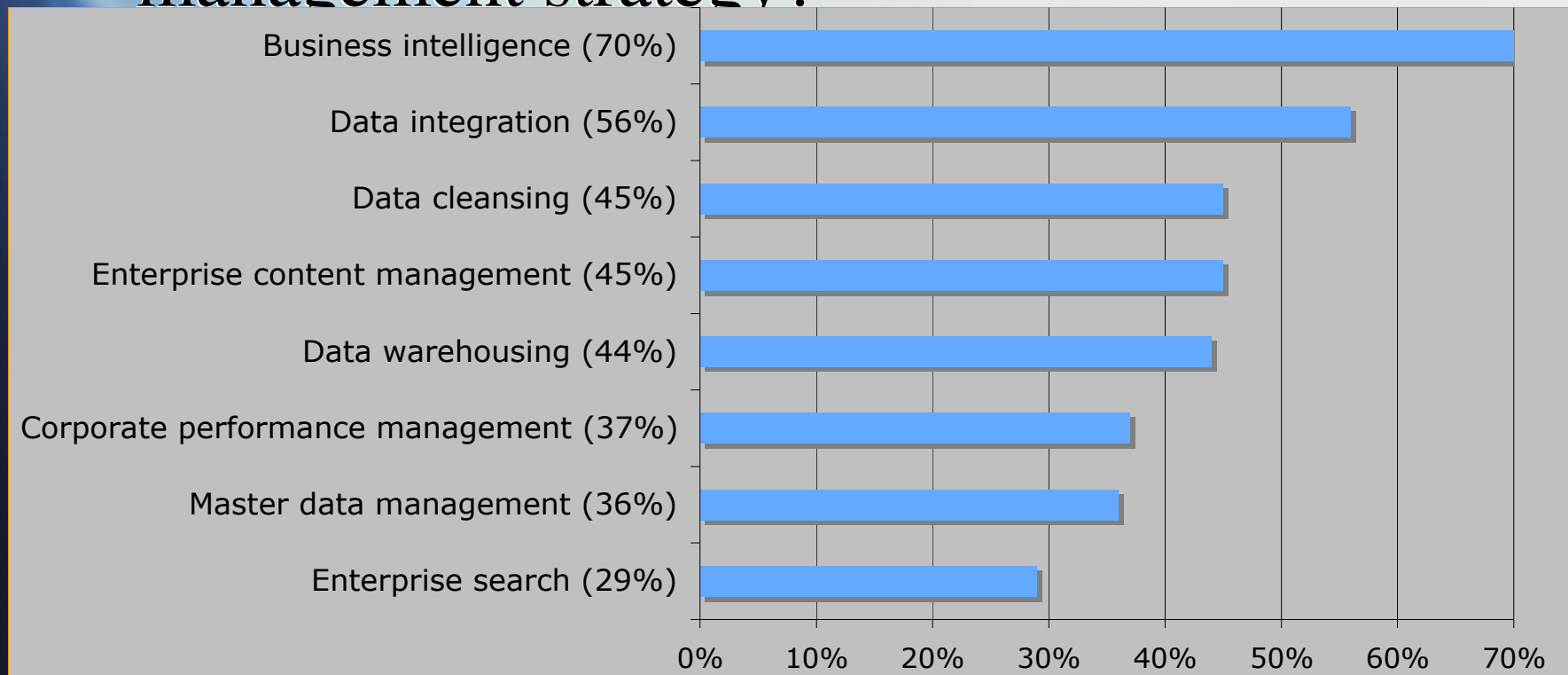|	
Poor data quality/data governance (28%)	
Lack of integration between data sources (24%)	
Lack of integration between different technologies (17%)	
Lack of consistency of data (15%)	
Complexity of tools (11%)	

0%   5%   10%   15%   20%   25%   30%

BUSINESS INHIBITORS

- What *business factors* are inhibiting more effective information management within your organisation?

INFORMATION ENABLERS
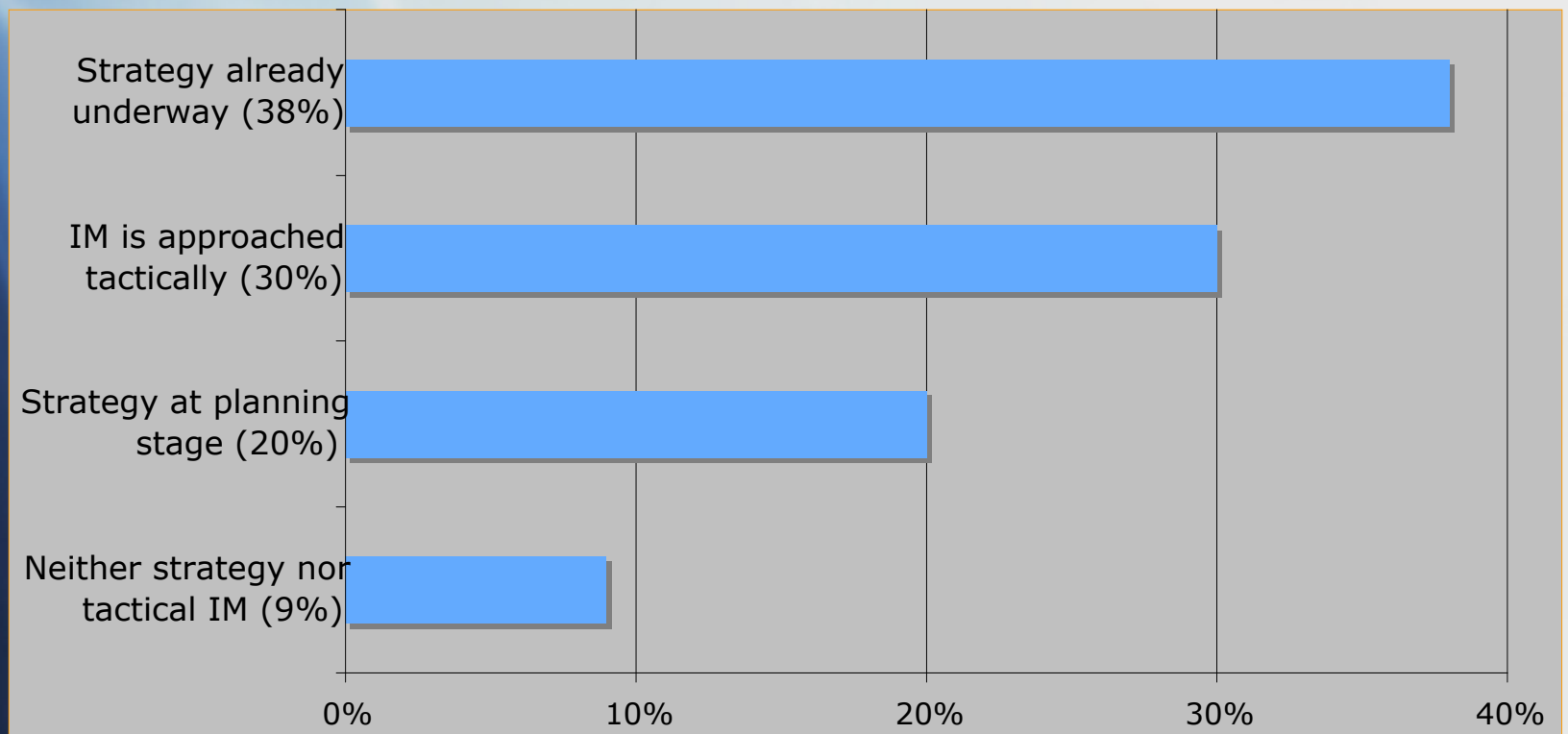
- What technologies play a key part in your organisation's information/data management strategy?

Technology	Percentage
Business intelligence (70%)	
Data integration (56%)	
Data cleansing (45%)	
Enterprise content management (45%)	
Data warehousing (44%)	
Corporate performance management (37%)	
Master data management (36%)	
Enterprise search (29%)	

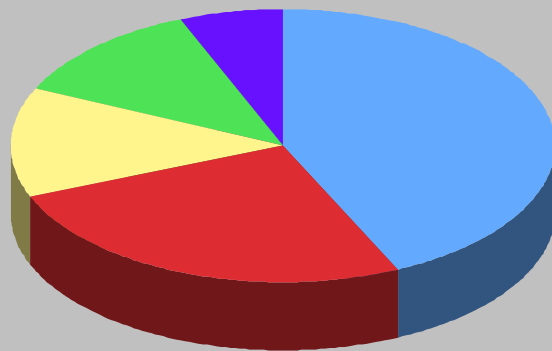0% 10% 20% 30% 40% 50% 60% 70%

LEVEL OF ENGAGEMENT

- To what extent does your organisation have a strategic focus on better information management?

DATA OWNERSHIP

- Who owns the definition of key data within your organisation?

Legend:
- Mix of data stewards/IT staff/LOB (43%)
- Line of business managers (26%)
- Business data stewards (13%)
- IT staff (12%)
- Don't know (6%)

HazData

Alternative approaches to dealing with dirty data