BUSINESS-DRIVEN ENTERPRISE INFORMATION MANAGEMENT

Executive Summary

The direct, short-term goal of Enterprise Information Management (EIM) is to put information to work in the business—supporting operations, solving problems, improving performance, driving innovation, shaping decisions, and enabling employees to learn, understand, and perform well. The ongoing, longer-term goal is to improve the enterprise’s ability to keep pace with the vast and growing amount of business information available, to simplify and drive cost out of the information management infrastructure, and to implement every business application of information with minimum effort and maximum speed.

Enterprises need to pursue both goals—acting locally, by improving specific business activities through information and analytics, and globally, by increasing their ability to capitalize on information. You can’t succeed with one without the other. On one hand, isolated business applications underachieve when they can’t get good data or combine it to address cross-functional problems. On the other hand, ambitious attempts to get the information house in order take a long time, disconnect from business priorities, and lose momentum and funding. You either have a virtuous circle, with each initiative delivering direct business value while improving future capability, or a vicious circle, where individual initiatives consume unnecessary resources, complicate the computing environment, and indirectly add effort and expense to their future counterparts.
Successful organizations create the virtuous cycle and achieve both goals:

- A major financial services institution increased customer participation in online banking by deploying new account services functionality including innovative data visualization tools to communicate financial information. In the background, it reengineered the online banking system and interface and integrated information management across retail, online, and other channels.

- A regional healthcare provider has invested in a variety of clinical and business systems in pursuit of revenue realization, services expansion, and operational efficiency. And over time it has integrated its information environment with a common financial and clinical data warehouse that serves as the platform for electronic health records, point-of-care applications, and other initiatives.

- A U.K. retailer developed a business intelligence portal to compare and analyze store performance and enable best practice sharing. The underlying information platform of sales, profit, margin, and buying pattern data is also changing how the company structures store manager and employee incentives, responds to consumer trends, and improves administrative efficiency.

The foundation for success is a comprehensive and holistic approach to EIM. The core competencies for turning raw data into valuable business information begin with information integration, organizing data from transaction systems and other sources. The discipline of master data management standardizes information, ensures its quality, and makes it sharable across the enterprise. Information is modeled and made readily available for specific business needs in data warehouses. Business intelligence methods and technologies deliver the information for business inquiries and reports and management dashboards. Advanced analytics apply statistical and predictive methods to turn information into insight. Finally, enabling the other competencies, data governance organizes the people and activities of EIM and maintains the metadata that represents the business’s view of its information assets.

With this foundation in place, every information management initiative should do these things:

- Focus on strategic business objectives, specific business needs and opportunities, and specific information. Generate business demand before deploying technology.

- Incorporate fundamental improvements to the organization's longer-term information management capability. Every project must improve the information delivery platform.

- Innovate in information analysis and use. Answer new and more important questions rather than just automating answers to yesterday's questions.

- Leverage up-to-date technology, including for basic information management, rapid search, analytics, visualization, and handling unprecedented volumes of realtime data. Capitalize on cloud computing for data access, integration, and delivery.
• Leverage partnerships whenever needed to guide information solutions, accelerate business results, and develop and equip in-house staff. Information management changes fast, so work with those who stay in the forefront.

On one hand, information management will remain a business challenge because the amount, variety, sources, and uses of information continue to grow fast. It takes ongoing commitment—and a comprehensive EIM foundation—just to keep pace. On the other hand, organizations with the capabilities, methods, technology, and business focus to capitalize on today’s information flow operate in a world of unprecedented opportunity. Information drives their business performance and innovation as never before.

THE EMC ADVANTAGE
Enterprise Information Management is a journey, and EMC has the expertise, experience, and technology to support every stage of it: from provisioning of data centers and private clouds, to developing the six core competencies of EIM, to developing business applications of advanced analytics and data visualization, to shaping and managing projects and programs that deliver extraordinary business value.

Major corporations trust EMC with the secure and efficient storage of their data, as well as the virtualization and optimization of their data centers. Managing these “raw materials” uniquely positions EMC to help turn them into the “finished goods” of breakthrough business applications, more analytically productive employees, and superior information management capability. EMC can bring information to life in your enterprise.

EMC CONSULTING
As part of EMC® Corporation, the world’s leading developer and provider of information infrastructure technology and solutions, EMC Consulting provides strategic guidance and technology expertise to help organizations exploit information to its maximum potential. With worldwide expertise across organizations’ businesses, applications, and infrastructures, as well as deep industry understanding, EMC Consulting guides and delivers revolutionary thinking to help clients realize their ambitions in an information economy. EMC Consulting drives execution for its clients, including more than half of the Global Fortune 500 companies, to transform information into actionable strategies and tangible business results.

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