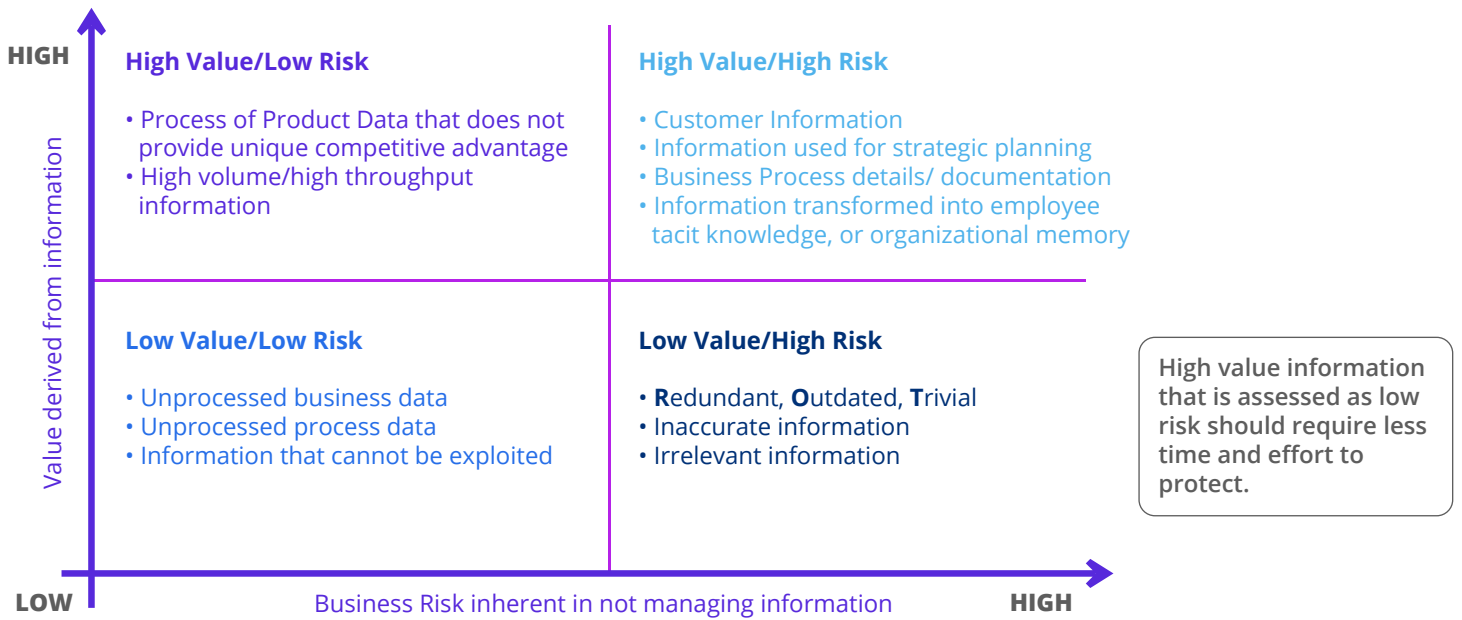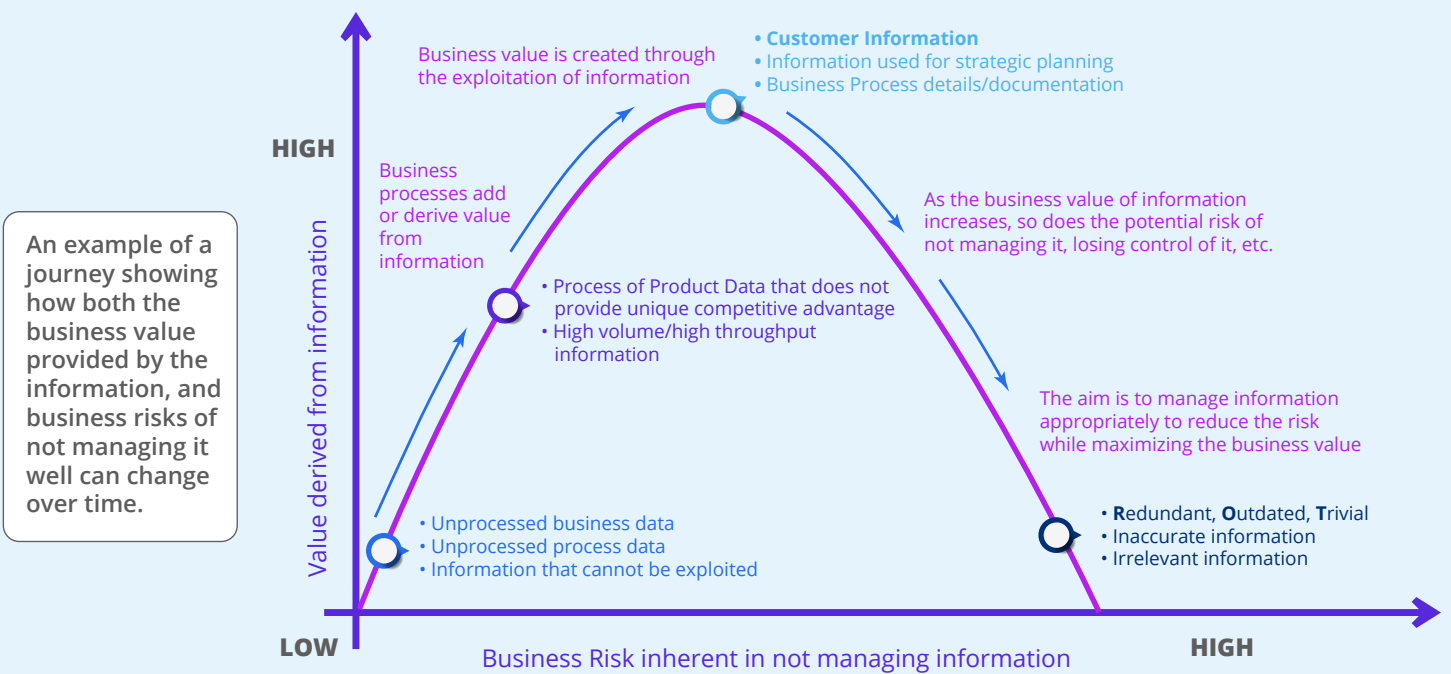# MANAGING INFORMATION TO MINIMIZE BUSINESS RISK AND MAXIMIZE BUSINESS VALUE
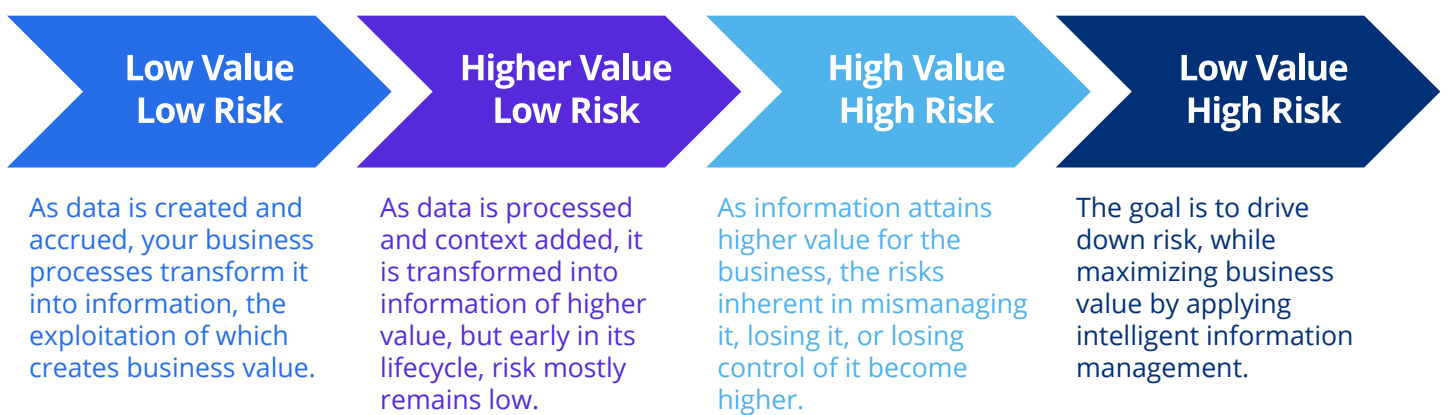
Intelligent Information Management (IIM) places a strong focus on deriving useful business value from strategically managing information assets throughout their lifecycle. These activities also facilitate the reduction of business risk. To understand the tension between value and risk, we can use a simple 2 x 2 matrix:

Value derived from information — HIGH / LOW

High Value/Low Risk
- Process of Product Data that does not provide unique competitive advantage
- High volume/high throughput information

High Value/High Risk
- Customer Information
- Information used for strategic planning
- Business Process details/ documentation
- Information transformed into employee tacit knowledge, or organizational memory

Low Value/Low Risk
- Unprocessed business data
- Unprocessed process data
- Information that cannot be exploited

Low Value/High Risk
- **R**edundant, **O**utdated, **T**rivial
- Inaccurate information
- Irrelevant information

> High value information that is assessed as low risk should require less time and effort to protect.

Business Risk inherent in not managing information — LOW / HIGH

Our simple matrix should be considered a starting point or a tool for assessing information at a specific point in time, but information is not static. It has a lifecycle, and the value versus risk profile may change over time as shown below:

> An example of a journey showing how both the business value provided by the information, and business risks of not managing it well can change over time.

Value derived from information — HIGH / LOW

Business value is created through the exploitation of information

- **Customer Information**
- Information used for strategic planning
- Business Process details/documentation

Business processes add or derive value from information

As the business value of information increases, so does the potential risk of not managing it, losing control of it, etc.

- Process of Product Data that does not provide unique competitive advantage
- High volume/high throughput information

The aim is to manage information appropriately to reduce the risk while maximizing the business value

- Unprocessed business data
- Unprocessed process data
- Information that cannot be exploited

- **R**edundant, **O**utdated, **T**rivial
- Inaccurate information
- Irrelevant information

Business Risk inherent in not managing information — LOW / HIGH

Another way to assess the business value versus risk profile of your information is to consider its lifecycle through the lens of a simple value chain, progressing from the low value and low risk state through to that final low value state for old and outdated information.

Low Value Low Risk → **Higher Value Low Risk** → **High Value High Risk** → **Low Value High Risk**

As data is created and accrued, your business processes transform it into information, the exploitation of which creates business value.

As data is processed and context added, it is transformed into information of higher value, but early in its lifecycle, risk mostly remains low.

As information attains higher value for the business, the risks inherent in mismanaging it, losing it, or losing control of it become higher.

The goal is to drive down risk, while maximizing business value by applying intelligent information management.

A Strategic Plan for Intelligent Information Management

Every business has unique needs and requirements, but the goal of Intelligent Information Management is to maximize the business value of information assets while also reducing the business risks created if not managed appropriately. A modern, cloud-based content management platform can help increase the value of information to drive better user experiences and business outcomes. NetDocuments is an end-to-end cloud platform with the highest levels of security for implementing intelligent information management. NetDocuments enables organizations to manage business risk by creating, organizing, securely sharing, and managing documents, emails, and other business content through its full lifecycle to final disposition. Advanced security and research capabilities, robust collaboration, search technologies, and seamless integrations with other tools professionals use daily enable organizations to realize the full potential of their critical information assets today, and in the future.

Contact us at (866) 638-3627 or visit netdocuments.com to learn more today.