

# The 5 Universal Questions of Enterprise Information Management

## 1. Do you know where your business critical information assets reside?

- Structured (database, application)
- Unstructured (files, documents, email)
- Paper
- Archives

## 2. Do you know the context of your information assets?

- Do you know what the information supports or underwrites?
- Do you know what it is related to? (people, organization, physical assets, etc.)
- Do you know how related items will affect your information assets?

## 3. Do you know the integrity/accuracy of your information assets?

- Do you have absolute control over your most critical information?
- When it was last modified? Why and by whom?
- Is it secure?
- Can you prove it? (Auditable)

## 4. Are you managing your information assets through change?

- Can you predict the impact of change?
- Internal change -- business (mergers/acquisitions), organization and operational, ..
- External change – regulatory requirements, suppliers, ..

## 5. Is the information an asset or a liability to your business?

- Enable better business decisions?
- Support your Regulatory Compliance requirements?
- Enable you to capture tribal Knowledge?
- Improve you operational efficiency?

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