

The information lifecycle as a tool for planning and designing an information infrastructure

Elmi van der Dussen

BizMod

Outline

- ◆ Success factors for a knowledge programme
- ◆ Information infrastructure
- ◆ The information lifecycle framework (ILF)
- ◆ Application of the ILF
- ◆ Lessons learned
- ◆ Concluding remarks

Success factors

- ◆ A knowledge leader or champion
- ◆ Top management support
- ◆ A clear value proposition
- ◆ A compelling vision and architecture
- ◆ Effective information and knowledge management processes.

(Skyrme 1997)

Suc

The challenge is not only to understand this philosophy, but to actually define and build relevant and efficient information infrastructures (Davenport 1998)

- ◆ A knowledge leader
- ◆ Top management support
- ◆ A clear value proposition
- ◆ A compelling vision and architecture - frameworks that drive the agenda forward.
- ◆ Effective information and knowledge management processes.

(Skyrme 1997)

Information infrastructure

Users

who use information

to support a goal/ objective/ task

and

the facilities and services to

collect, disseminate, organise, store, and

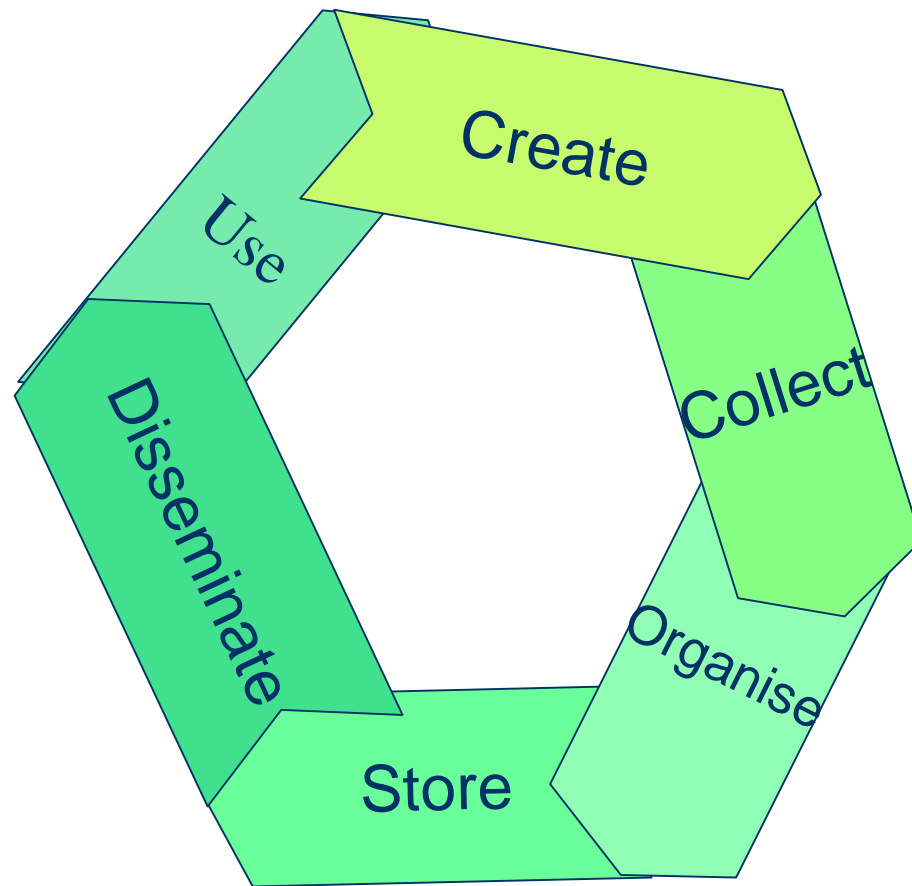
present relevant information

together with IM policies and procedures

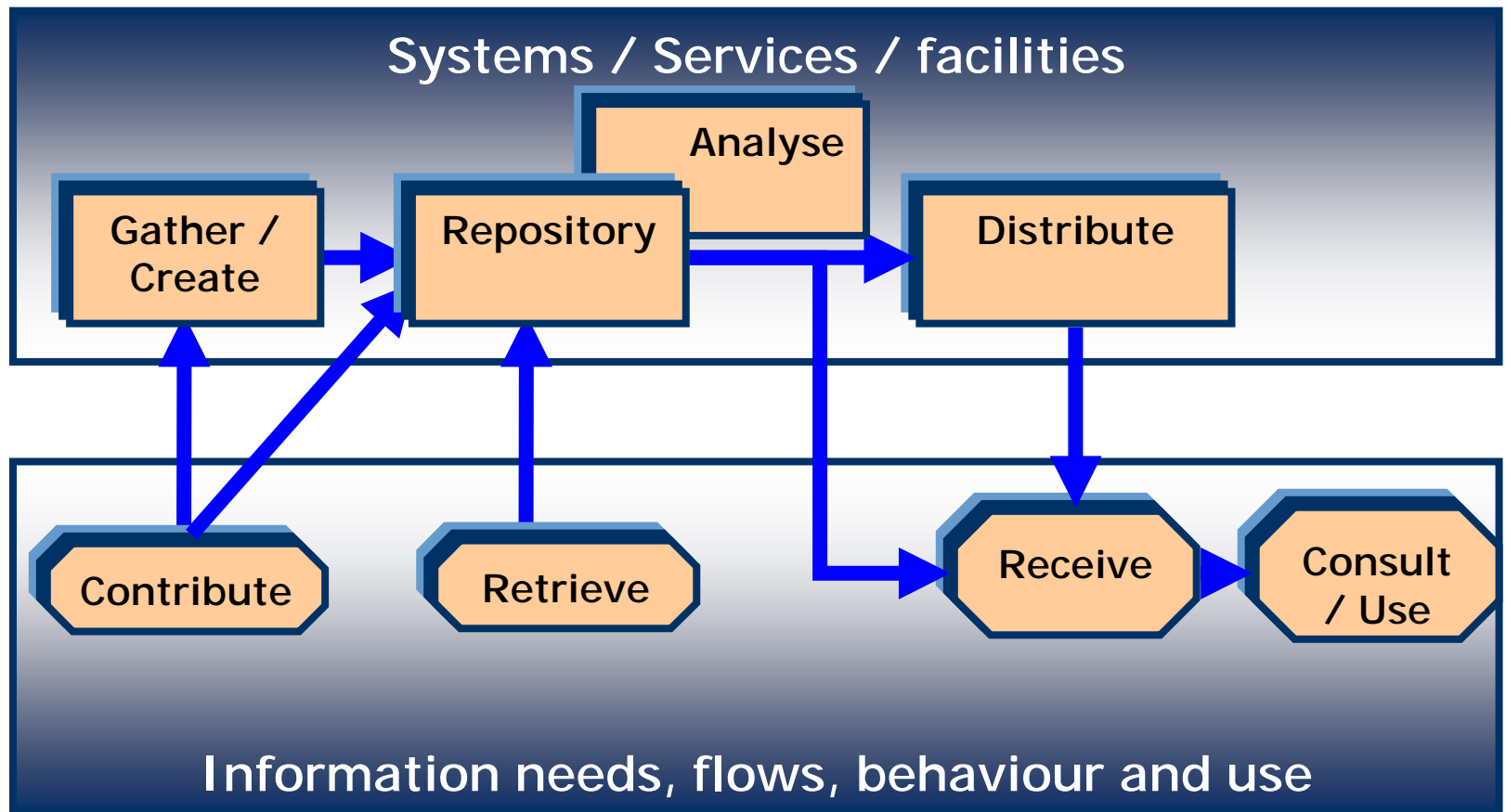
What is a framework?

- ◆ A basic conceptual structure
- ◆ Should be *accurate enough* to reflect the features of a system under discussion, but *simple enough* to avoid confusion, and adopts a style *of presentation* that is *suitable* for its purpose.

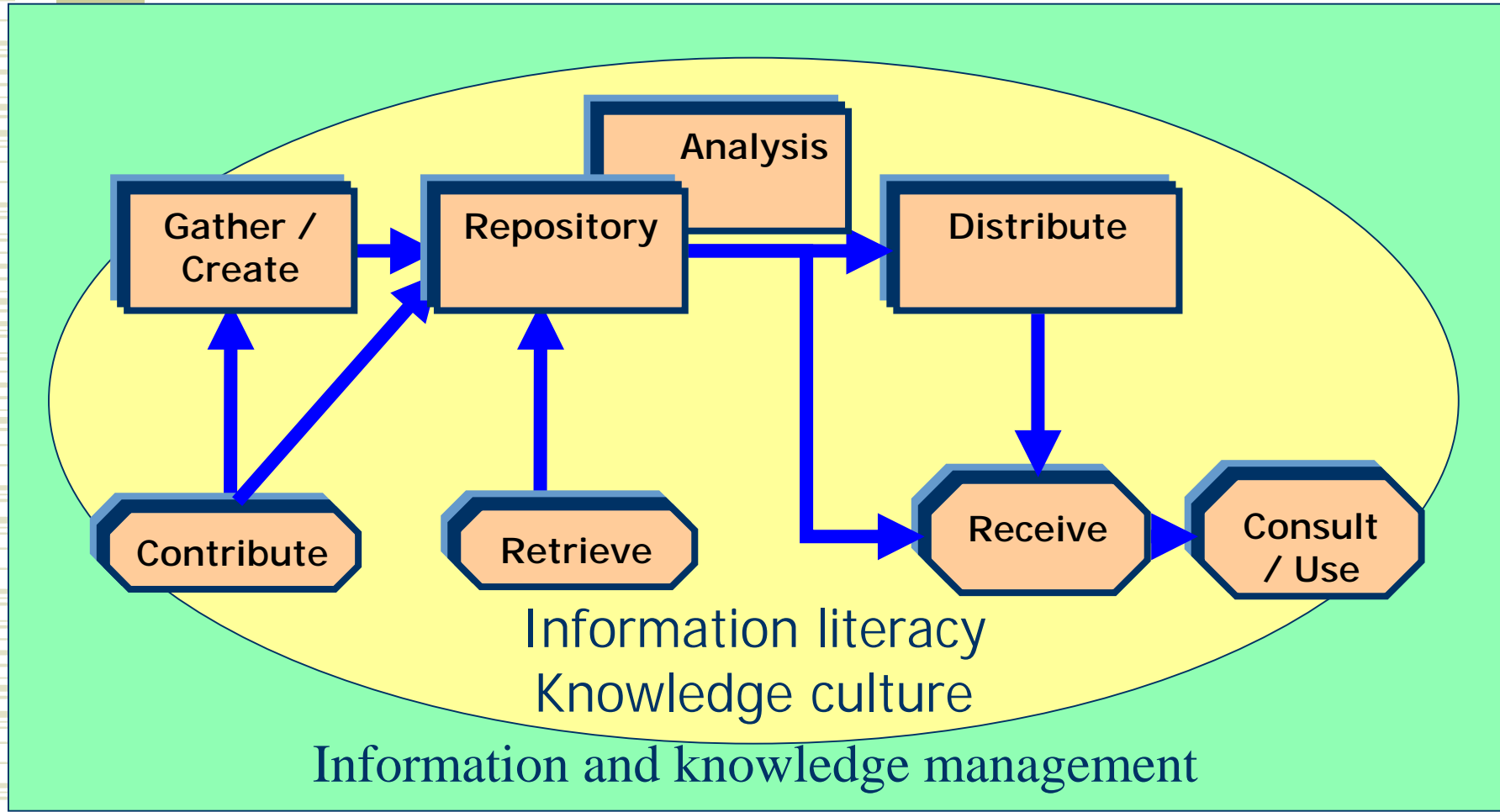
The information lifecycle



The information lifecycle framework



The information lifecycle framework



Application of the IRF

- ◆ Define and plan a project
- ◆ Define and design an information/knowledge system
- ◆ Audit
- ◆ Systematic application evaluation
- ◆ Linked inventory of models



Information requirements

OPPORTUNITIES (sense and understand)
 New product development
 New markets
 Cross selling

REPORTING

EXCHANGE

ENVIRONMENTAL SCANNING

REFERENCE

MONITOR
 ▪Forecasts (sales pipeline; actual vs forecast)
 ▪Activity reports
 ▪Profitability with incidence

AD HOC
 ▪Stock availability

▪Product vendor (e.g. CISCO – new developments)
 ▪Implications of events (e.g. new credit card threshold – more network traffic)
 ▪“Jungle phone” (rumors, unchecked facts)

MARKET
 ▪Industries
 ▪Market size (actual & future market)
 ▪Market condition
 ▪Client requirements
 ▪Drivers (what creates need)
 ▪New/ Emerging markets
 ▪Marketplace changes & trends
 ▪Key economic reports
 ▪PROSPECTIVE

FINANCIAL & LEGAL CONTEXT
 ▪New legislation, pending legislation (status)
 ▪Relevant legislation
 ▪Interpretation of implication of legislation for DDN

▪Who own’s whom
 ▪IT dictionary
 ▪Who’s who
 ▪jargon glossary

EXCEPTIONS
 ▪Customer revenue (threshold)

ANALYSIS
 ▪Stock: pipeline
 ▪GAPS
 ▪Most X also buy Y → market Y to all X.
 ▪Internal trends

COMPETITORS
 ▪Activity in industry/ client
 ▪New competitors
 ▪Competitor actions
 ▪Competitor profile

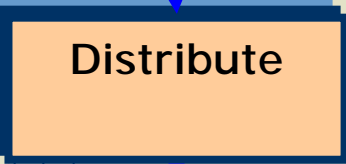
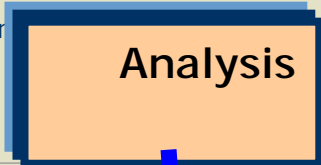
TECHNOLOGY
 ▪Partners – new products
 ▪New/ Emerging technologies



Gather / Create

Information source identification – Environmental scanning

Information type	Typical instances	Potential sources[1]	Value adding opportunities
Raw information	<p>News</p> <ul style="list-style-type: none"> 10 § News wires 10 § Newspapers 10 § Press releases 10 § Announcements 10 § Stock exchanges 	<p>DIALOG: World Reporter Dow Jones Reuters Interactive McGregor's BF I-NetBridge SABINET: Business Dateline, Business News, SA News, SAPA ComputerWeek Independent Online ITWeb</p> <p>Organisational Web sites</p>	<p>Digests (e.g. weekly) Intelligence newsletter (e.g. SIREN) Interpretations Profiles Alerts (e.g. Techannio)</p> <p>Mailir</p>
Synthesized information	<p>Research: industry and technology</p> <p>Research: economical -political</p> <p>Organisational profiles</p> <p>Trends</p>	<p>Forrester Gartner Research IDC (International Data Corporation) Jupiter Communications</p> <p>Reserve Bank Other banks</p> <p>Internal →→ McGregor's BF I-NetBridge Annual/ quarterly reports (organisational web sites)</p> <p>Internal (analysts/ exchange space) Journals: SA: Intelligence; Knowledge management, Call Centres SA, etc.</p>	<p>E-mail alerts Annotated index (e.g. SPL Intr)</p> <p>Site E-mail alerts</p>



Lessons learned

- ◆ Balance detail/ precision with what you need to understand – refine when required.
- ◆ Keep templates ready-at-hand
- ◆ Remember the 80/20 principle
- ◆ Understand what you need to understand
- ◆ Focus

Concluding remarks

- ◆ Result/ use driven; not data driven
- ◆ Agile and flexible framework
- ◆ Links various perspectives and dimensions
- ◆ General application potential

