



Outcome Based Information Management

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Agenda

- Walking in Your Shoes
- Different Perspectives...
- EDM Pitfalls, Outcomes and Dependencies
- Outcome-Based Information Management
 - Detailed Examples
- Spiral Implementation
- Conclusion



In your shoes...

- My goal is to walk a mile in your shoes ...
 - Government **AND** Contractor;
Business **AND** IT; IT Governance
AND Development
- Experience
 - DHS Metadata Program Manager
 - Established DHS EDM Program
 - Established TSA EDM Program
 - & TSA Data Quality Program
 - Re-establishing USACE EDM Program
 - Assisting EDM Programs at NOAA, FAA, U.S. Army, UCore, Data.gov, others...
- Why walk in your shoes? To understand your problems and solve them...



Do Business People see what Data People See?

- Data People see lot's of data problems!
 - Overload!
 - Poor Quality!
 - Redundancy!
- What do Business People see???
 - Rules, Costs, Distractions



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“I see dead people”

So, What do we DO?

Information Week:
Only 24% of orgs use
Enterprise Search.
- Only 8% of those
bridge silos.
- That is **2%** of total.

EDM Pitfalls (So, what goes wrong?)

- **Show stopper:** data hoarding
aka data ownership.
- **Pitfall:** Activity-based Programs
 - Motion is not results!
- **Pitfall:** The “E” Word is Not IT
- **Pitfall:** Use data, information and knowledge interchangeably.
- **Pitfall:** takes TOO long to achieve results... aka “Pick the Right Problem”

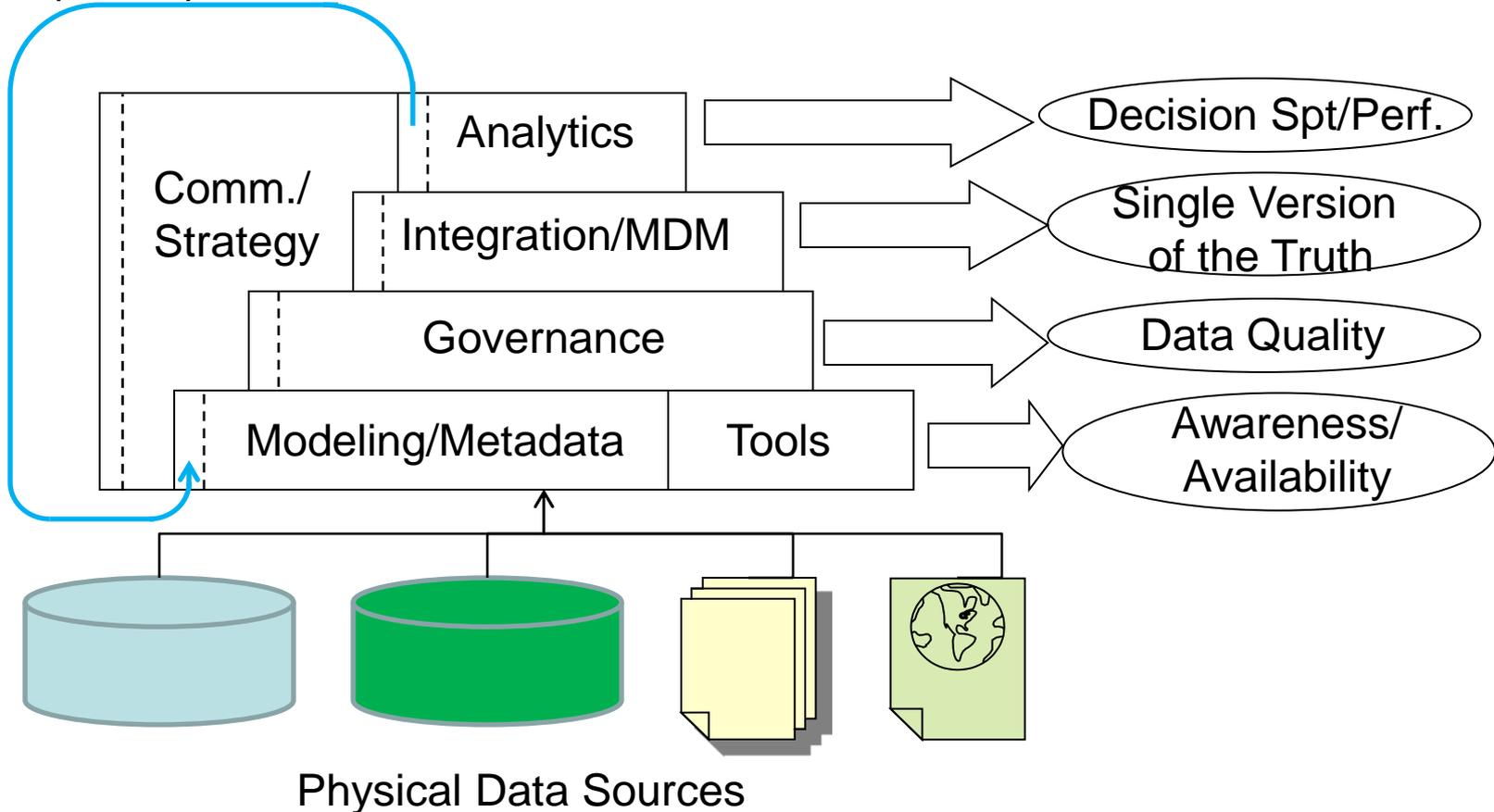


Outcome-Based Information Management



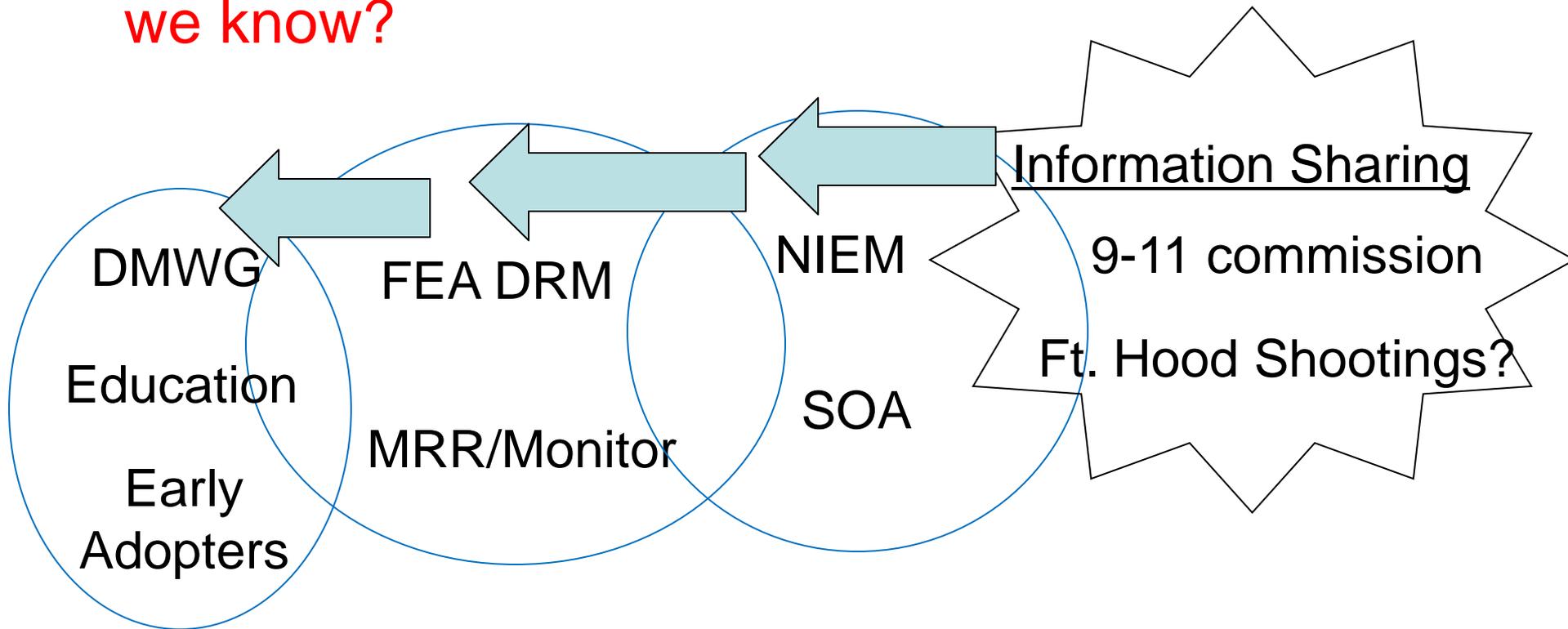
Spiral Implementation

“Backwards Planning”



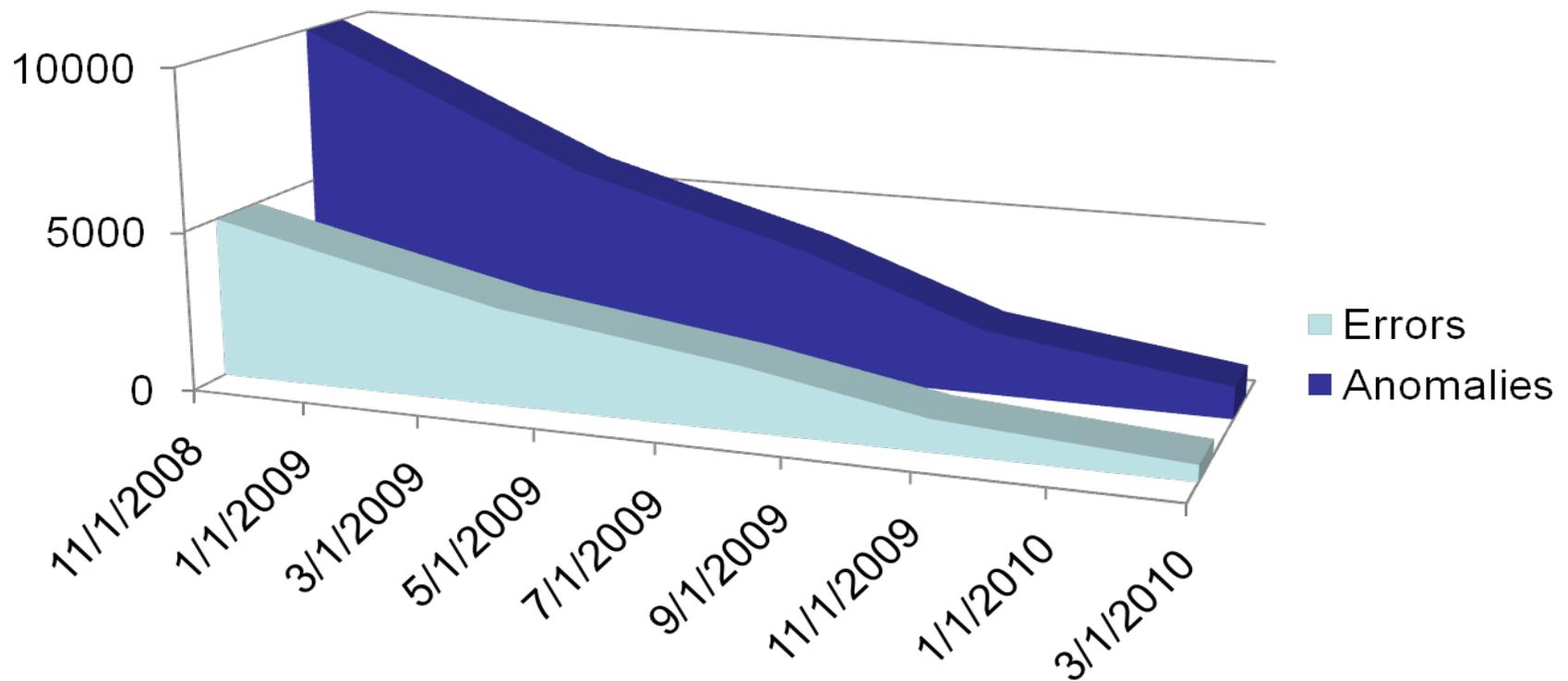
Detailed Example 1: Information Sharing

- First Business Question: **Do we know what we know?**



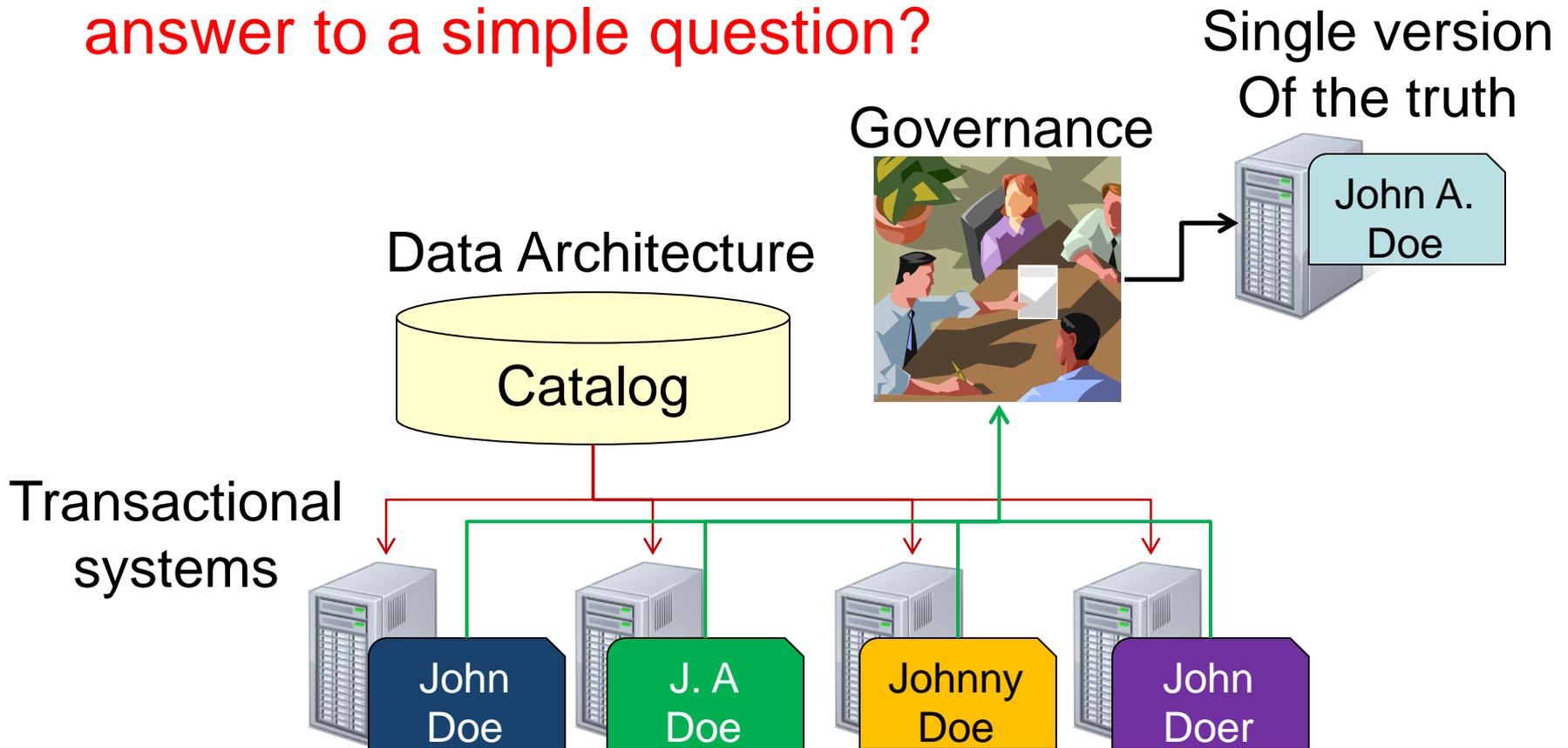
Detailed Example 2: Data Quality

First Business Question: **When are we done?**



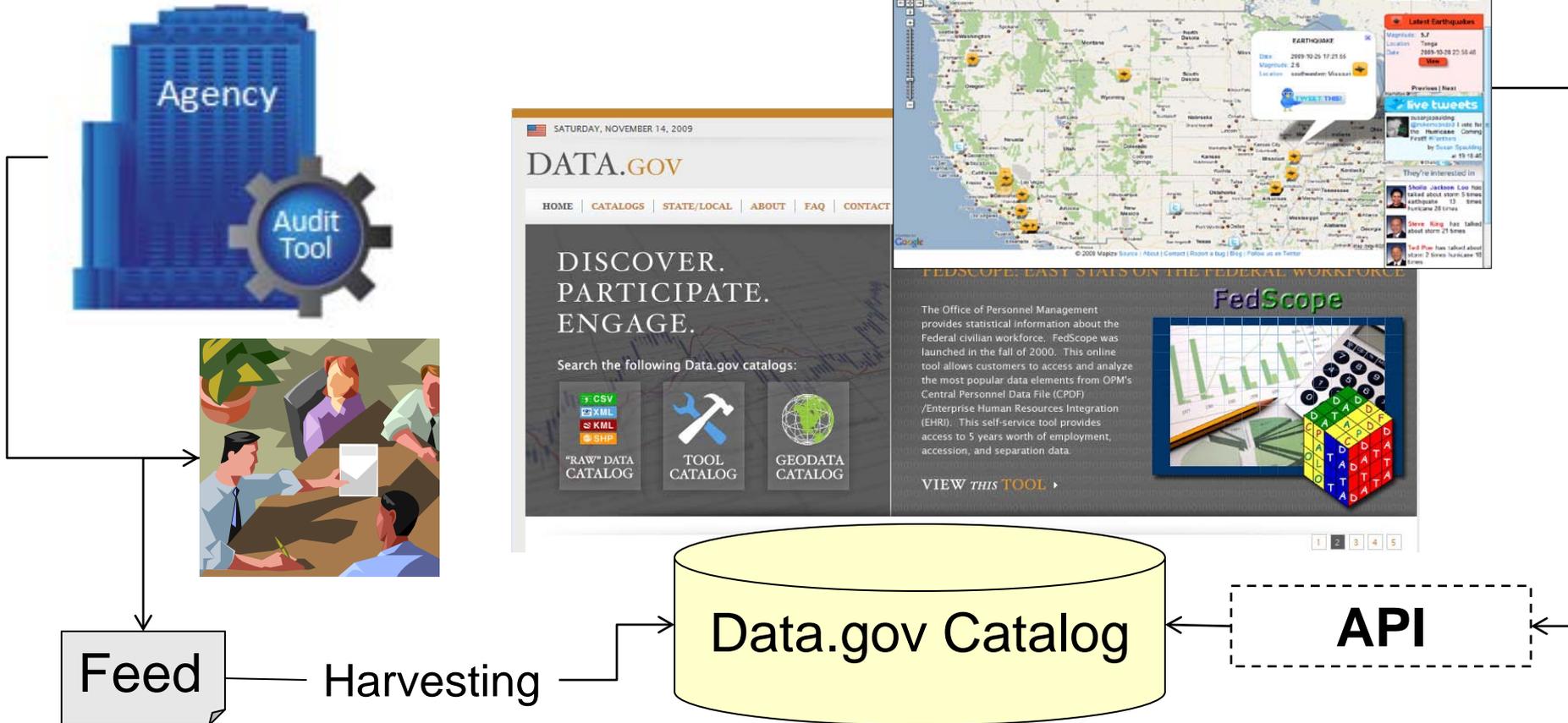
Detailed Example 3: Master Data Management

- First Business Question: **Can I get a single answer to a simple question?**



Detailed Example 4: Transparency

- First Business Question: **Can we open government and engage more citizens?**



OBIM Spiral Implementation

- Pick the right problem...
 - Pick a key outcome
 - Pick something with clearly tangible results.
- Thread through the information management stack
- Think big but start small.



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Conclusion

- I enjoyed “walking in your shoes” today...
- This is an exciting time for Information Management!
- Outcome-based information management is the key to **accelerating** your ROI!!
- Questions?

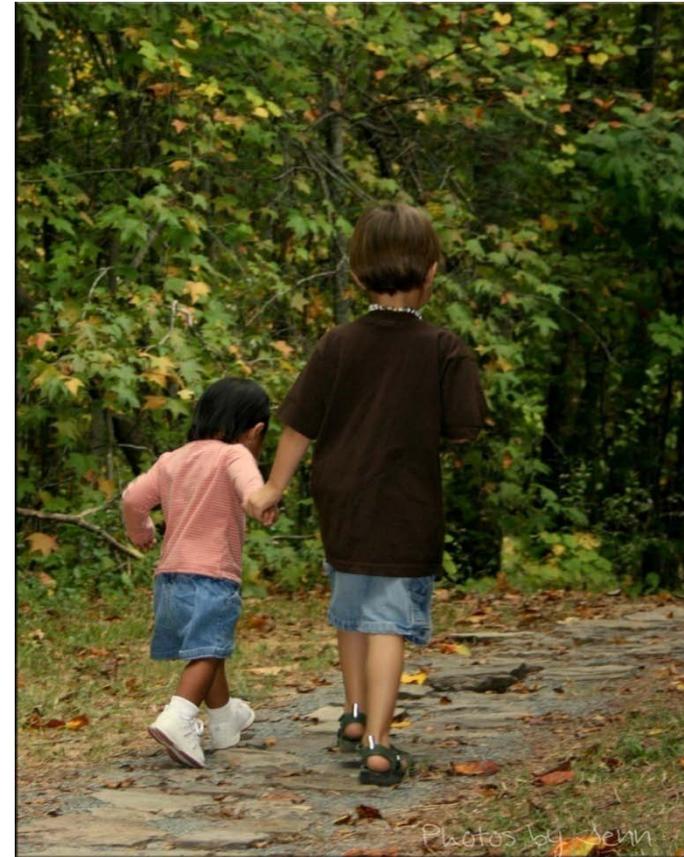
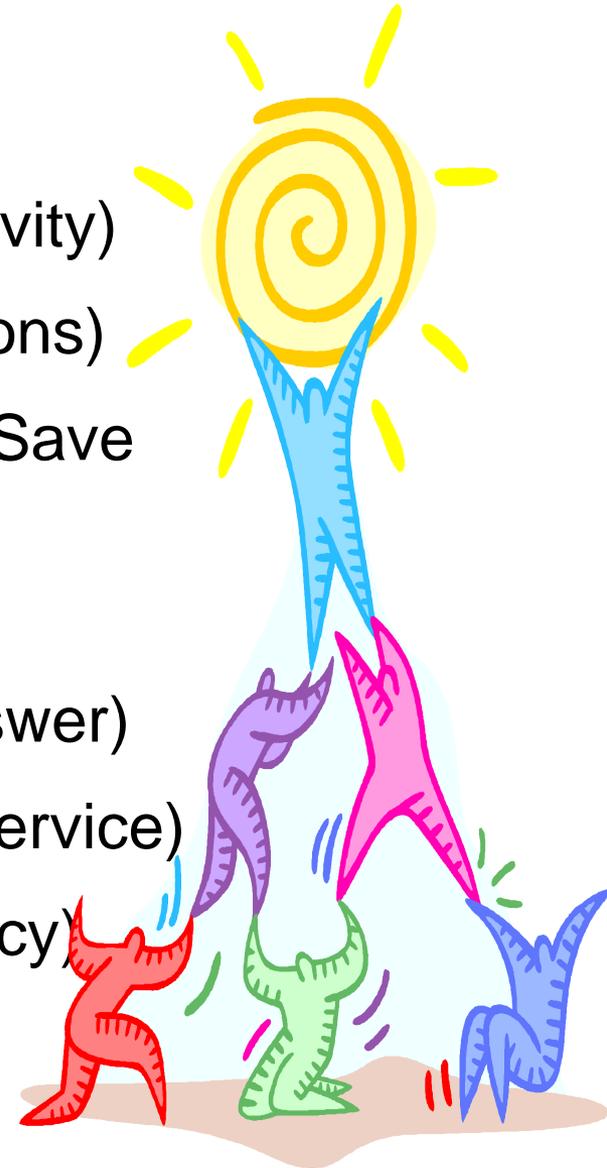


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Backup Slides

EDM Outcomes

- Reduce Data Calls (Increase Productivity)
- Trusted Information (for Better Decisions)
- Eliminate Redundant Data Stores (Save Money)
 - Eliminate Duplicate Data
- Single Version of the Truth (One answer)
- Business Manager Mashups (Self Service)
- Data.gov Dissemination (Transparency)
- eDiscovery/Content Management (Record)



EDM Dependencies

- DOJ official: “Analytics requires Data Integrity”
- Information As Product: Information requires Metadata
- Master Data and Integration requires Governance
- Governance requires Architecture



You must know the dependencies to avoid pitfalls!

Communication/Education Strategy

- Must have a robust strategy that answers:
What's in it for me?
- As the DHS Metadata Program Manager:
 - Component Education Briefings
 - DMWG Meetings
 - CIO Council Briefings
- Communication Strategy with FEA DRM
 - Private and Public, Dozens of News articles/interviews/private discussions
- Newsletter and Communication Strategy



Detailed Example 2: Data Quality

- Techniques – DQ tools and processes.
- Targets – What we apply our techniques to.
- Totals – We measure and drive them to zero!

