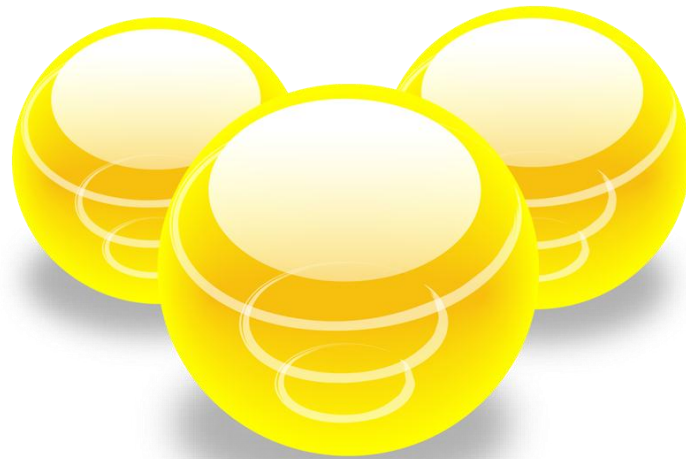


Establishing an EIM Program

September 2010



ENTERPRISE INFORMATION MANAGEMENT CONFERENCE

TORONTO, CANADA • SEPTEMBER 21 - 23, 2010



Herschel Chandler

- 👉 Over 17 years experience in almost every information management role.
- 👉 Industries: Utility, Financial Services, Government, Healthcare, Manufacturing, Insurance, Retail, Telecommunications, Construction, Non-profit

HChandler@iui.com

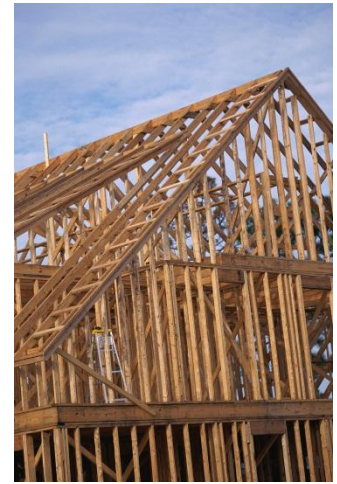
www.linkedin.com/in/hchandler

Background – Evolution to EIM

- Multiple programs to manage information
 - BI Program, DQ Program, SOA
 - Enterprise Architecture, EAI
 - Project Management, PMO
 - Performance Management, Balanced Scorecard
- Each program has a general goal to align with business strategy but no true “glue” to bind them.
- Decisions in one program adversely affect other programs.

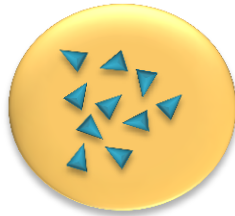
EIM – Defined (again)

- 🟡 EIM is the enabling process framework for BI, SOA and other information capabilities.
- 🟡 Manages the lifecycle of information from where it is produced to where it is consumed.
- 🟡 An EIM program leverages investment to protect and grow the value of the information asset.



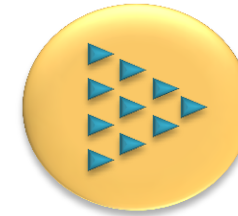
EIM Governance Model

Program strategy & approach



Current State

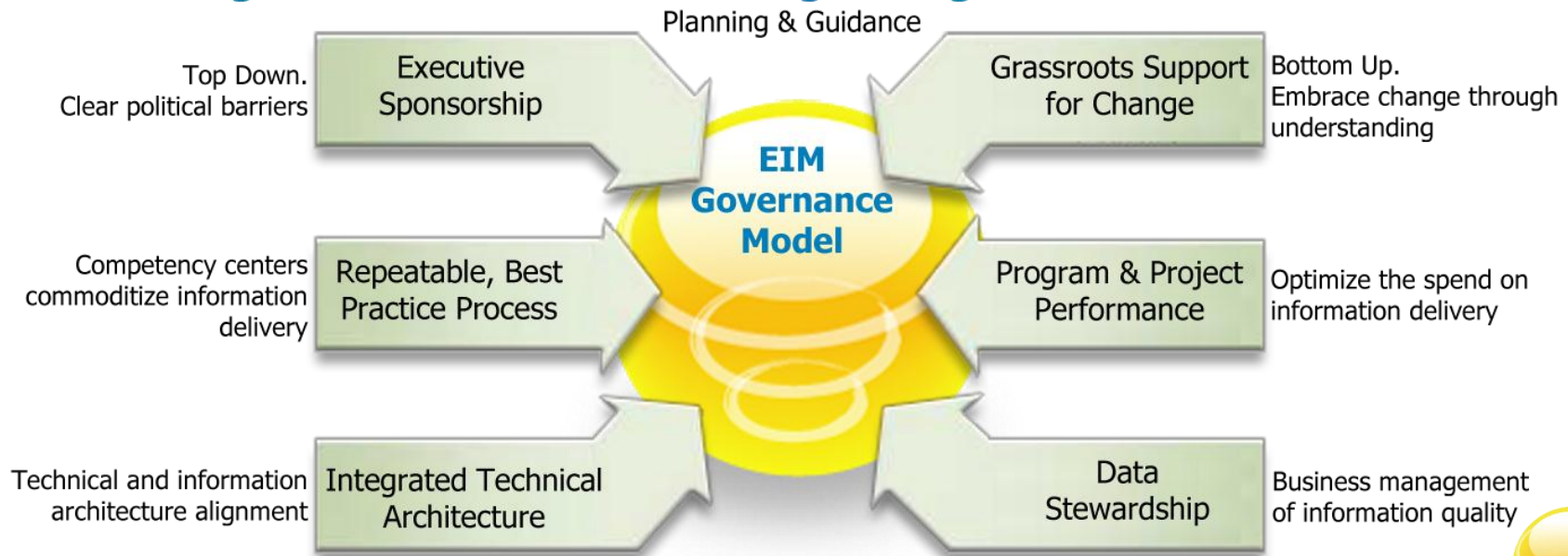
Reduce redundancy by understanding the information need and developing a plan to meet it.



Future State

Align tactical projects in a strategic direction towards a common goal.

Establish governance model to leverage and grow the information asset.



Program Segments - Tactics

- 🟡 Roadmap to build the program



- 🟡 Focus on foundation
 - 🟡 Information delivery and use change greatly from the beginning to a mature program

Program Planning

- 🟡 Strategy & Roadmap
- 🟡 Initial budget & funding model
- 🟡 Methodology
- 🟡 Organizational model
 - 🟡 Information worker role descriptions
- 🟡 Change management strategy
- 🟡 Program performance measures



Planning &
Guidance

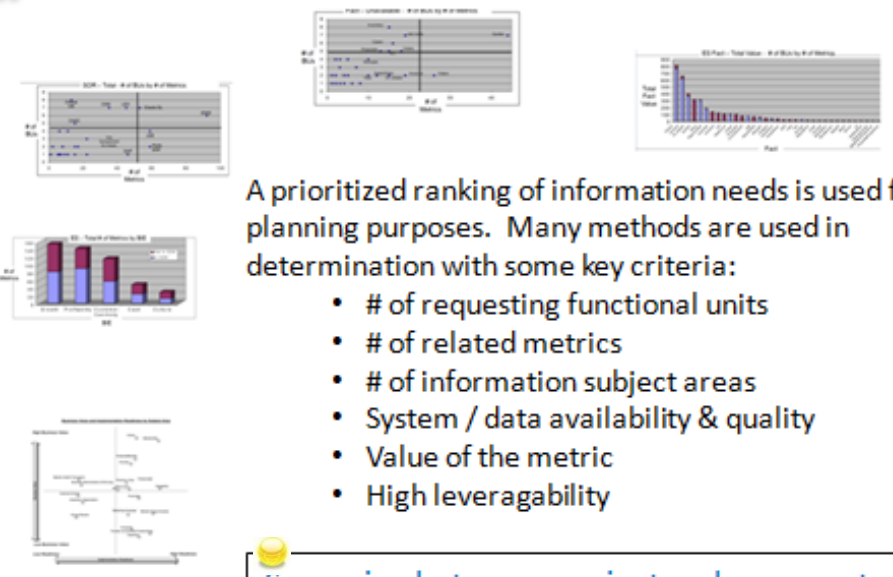
Don't spend all your time planning!

Information Needs Analysis



- Prioritized list of projects based upon need and value:
1. \$100K - FERC Compliance Reporting
 2. \$450K - Call Center Speech Analytics
 3. \$700K - Smart Meter Data Management
 4. \$125K - Outage Operations Center Integration
 5. \$ 75K - Customer Satisfaction Predictive Modeling
 6. \$150K - Call Center Centralized Operational Reporting
 7. \$ 45K - Street Light Reporting
-
26. \$275K - Customer intra-day smart meter reporting
 27. \$ 75K - PSC Member Only Reporting

\$1.5M Budget



A prioritized ranking of information needs is used for planning purposes. Many methods are used in determination with some key criteria:

- # of requesting functional units
- # of related metrics
- # of information subject areas
- System / data availability & quality
- Value of the metric
- High leveragability

- Reduce politics
- See the big picture
- Fact based decisions
- Strategically align projects
- Change at business speed

Synergies between projects = lower cost.

Provides immediate value by indicating what additional data should be acquired by projects currently underway thus accelerating the initiative.

Put a value on information!



Program Preparation

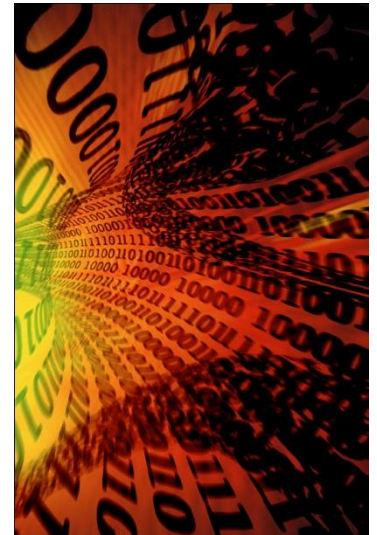
- 🟡 Communication Plan
- 🟡 Storyboards / Day in the life
- 🟡 Proofs of Concept
 - 🟡 Typically implementation of Storyboard/DILO
- 🟡 Skillset assessment and remediation
 - 🟡 Match people to organizational roles
- 🟡 Education / Selling the value proposition
 - 🟡 Brown bag lunches & webinars
 - 🟡 Employee incentive programs



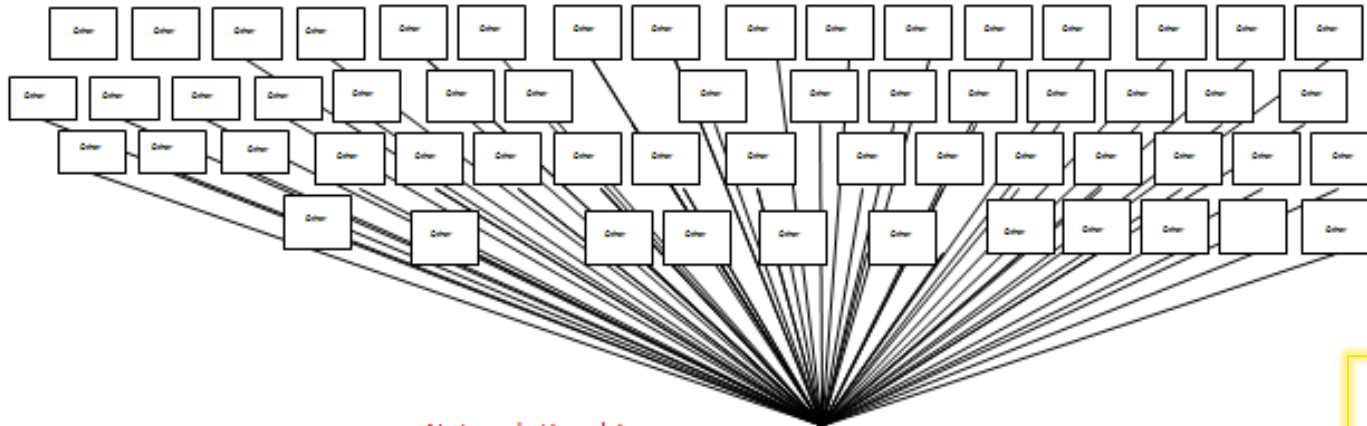
Grassroots support
for change

Information Architecture

- Business Information Model
 - Subject areas associated with governance
 - Information catalog
 - NOT a technical data model
- Technical stack – what's in place & gap
 - Existing tools and data stores
 - Tool selection process
 - Important tie in with program preparation
- Information hub
 - Conceptual, not necessarily a database

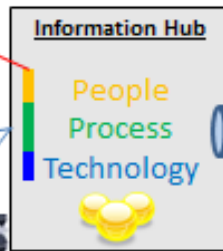


Information Hub



*Nimble process;
not red tape!*

Note relationship
between people,
process, technology.



Connecting the Dots
Certified Data

- Compliance
- Fraud
- Marketing
- Operations
- Risk
- Finance

Enterprise Safety & Risk Data

Analysis & Reporting

Revenue Assurance

Analysis & Reporting

Actionable Information

Integrated Analytical Environment

- Portal
- ERP
- Workforce Management
- Supply Chain
- Capital Planning
- General Ledger
- Call Center
- Preventative Maintenance
- Budget Forecasting
- Customer Information System

Integrated Operational Environment



Information Governance

- ☉ Data governance methodology
 - ☉ Stewardship & adjudication
- ☉ Data profiling
 - ☉ Content without context
- ☉ Data quality & auditing
 - ☉ Measuring fitness for use / confidence
- ☉ Master data management
 - ☉ Domain of values for *key* elements in the information catalog



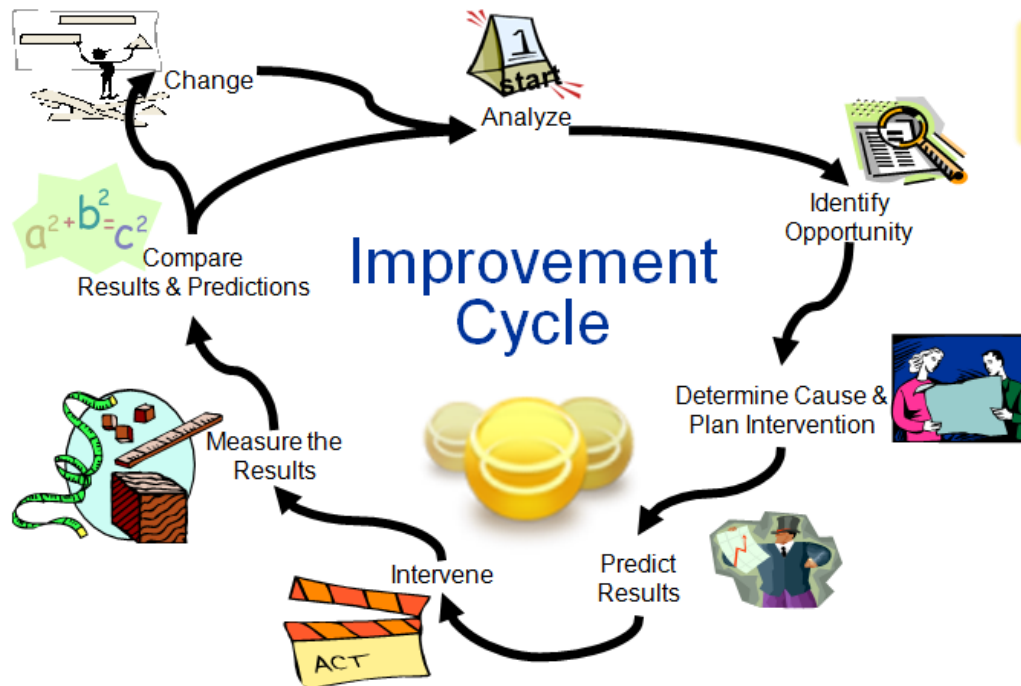
Information Delivery

- Information consumer segmentation
 - Internal
 - Compartmentalized (highly sensitive)
 - Within company organization (department, division)
 - Company - wide
 - External
 - Customers
 - Regulatory bodies
 - Vendors / partners
- Self-service information access
- Publishing existence of elements in the information catalog is key to reducing redundancy



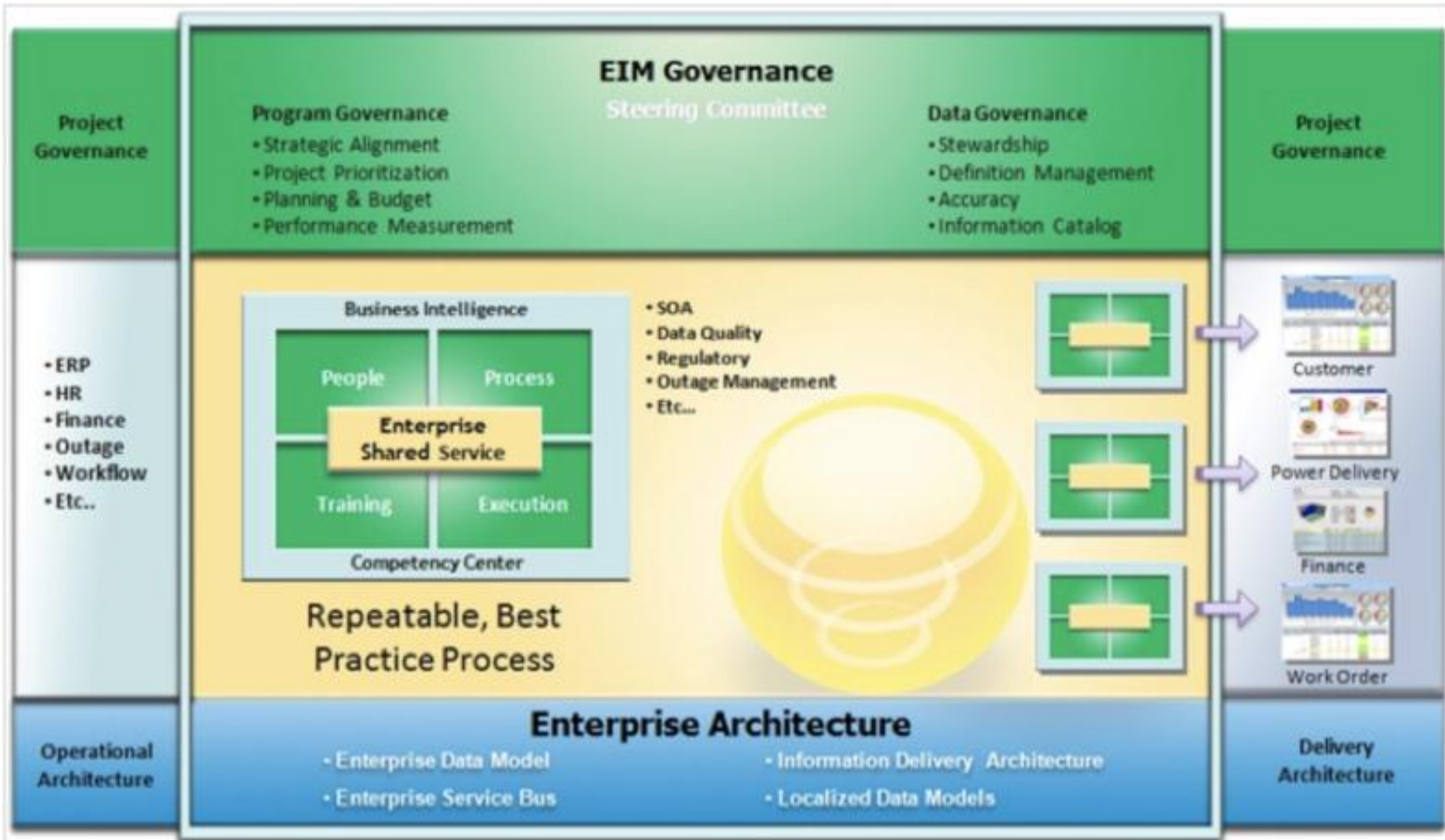
Information Use

- Most complex and customized
- Closes the loop to attain ROI
- Changes culture and business process to take advantage of the information asset




Value of information isn't realized until it is used.

EIM Framework



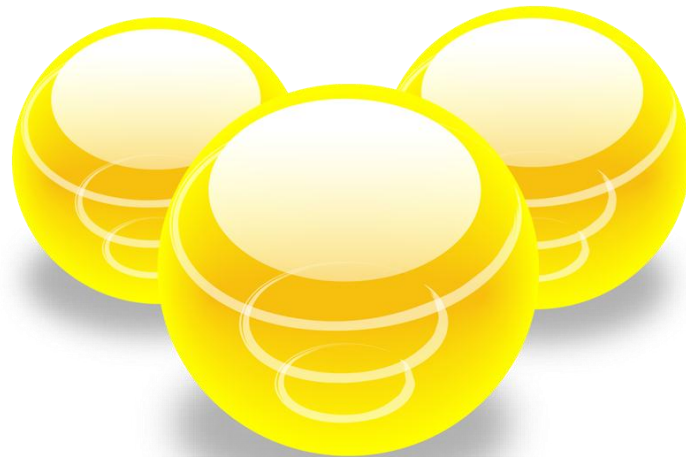
Questions & Follow Up



- Build consensus through relatively small, incremental successes.
- Build a narrow sliver of the EIM organization to meet the needs of highly focused Proofs of Concept.
- There is no cookie-cutter approach; just best practices to be customized to your environment.
- IUI Library – Ask for more project artifacts; final presentation posted after conference [Library](#) 

Herschel Chandler

hchandler@iui.com | 404.434.0641



ENTERPRISE INFORMATION MANAGEMENT CONFERENCE

TORONTO, CANADA • SEPTEMBER 21 - 23, 2010

