Making Enterprise Information Management (EIM) Work for Business: A Guide to Understanding Information as an Asset

John Ladley

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Making Enterprise Information Management (EIM) Work for Business: A Guide to Understanding Information as an Asset provides a comprehensive discussion of EIM. It endeavors to explain information asset management and place it into a pragmatic, focused, and relevant light.

The book is organized into two parts. Part 1 provides the material required to sell, understand, and validate the EIM program. It explains concepts such as treating Information, Data, and Content as true assets; information management maturity; and how EIM affects organizations. It also reviews the basic process that builds and maintains an EIM program, including two case studies that provide a birds-eye view of the products of the EIM program. Part 2 deals with the methods and artifacts necessary to maintain EIM and have the business manage information. Along with overviews of Information Asset concepts and the EIM process, it discusses how to initiate an EIM program and the necessary building blocks to manage the changes to managed data and content.

*Organizes information modularly, so you can delve directly into the topics that you need to understand
*Based in reality with practical case studies and a focus on getting the job done, even when confronted with tight budgets, resistant stakeholders, and security and compliance issues. *Includes applicatory templates, examples, and advice for executing every step of an EIM program.

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