

The Gartner Enterprise Information Management Framework

VISION

Create an EIM vision that enables your organization's business vision

- What business vision needs EIM as an enabler?
- Who owns the business vision?
- What does the supporting EIM vision look like?
- Who will provide executive level sponsorship?

STRATEGY

Create the EIM strategy and road map based on your needs and current status

- Which data or domains and use cases will be addressed? When and how?
- Which information management programs and projects are relevant, which are not, and how do they change over time?
- What's the current EIM maturity of your organization and what is the "to be" state?
- What's the road map for achieving the "to be" state?

METRICS

Create an EIM business case based on improvements or attainment of business outcomes

- Do you have the business on board?
- Does the business understand value in this EIM program?
- How will EIM improve business outcomes, processes and decision making?
- What business outcomes, processes, workflows and data metrics are driving the program?
- What are the current benchmark levels for these metrics and what does success look like?

INFORMATION GOVERNANCE

Create an information governance framework with clear responsibility and accountability

- How will you create, sustain and rationalize information governance efforts that include executive sponsorship, policymaking, decision arbitration and daily operational management?
- How will the information governance structure enforce its will?
- How will the work of information governance and stewardship work get done?

ORGANIZATION AND ROLES

Create the necessary structures and roles to support information strategy, governance and stewardship

- Where does the role of chief data officer report to within the business organization?
- What governance and stewardship organizations and roles are needed to support EIM?
- How will new strategy, governance and stewardship roles and structures align and reconcile across IM programs and projects?
- Who in the business are impacted by and consume the EIM metrics?

INFORMATION LIFE CYCLE

Documenting and understanding the flow of information across the organization is key to business process optimization, governance and organization

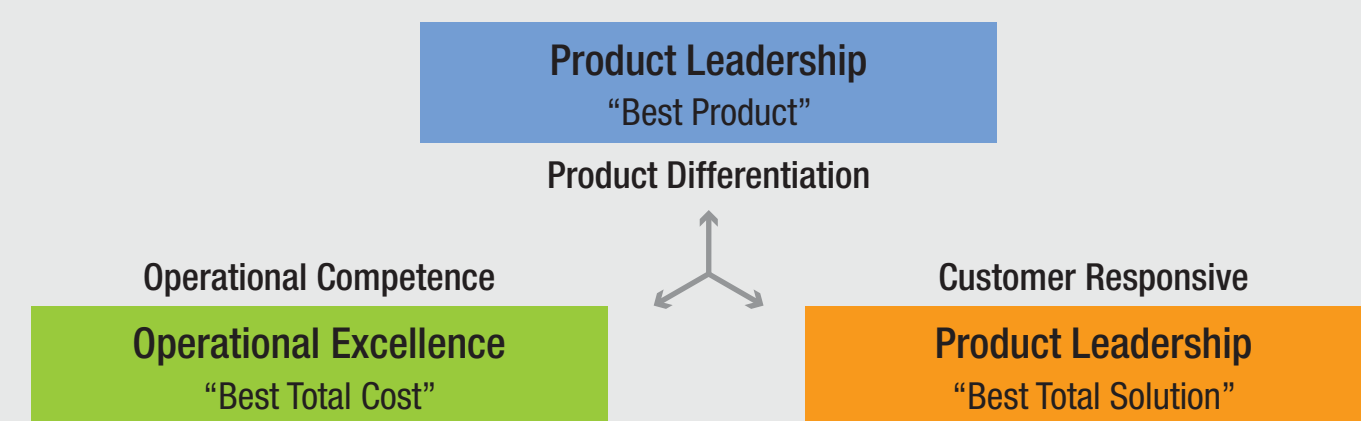
- Who creates and consumes information? Who has authority, and who should subscribe?
- What information processes will you need to assure in order to support creation, management, publishing, archiving, retrieval and leveraging of high-quality information across your organization?
- What business processes and outcomes will the information life cycle processes support?

INFORMATION INFRASTRUCTURE

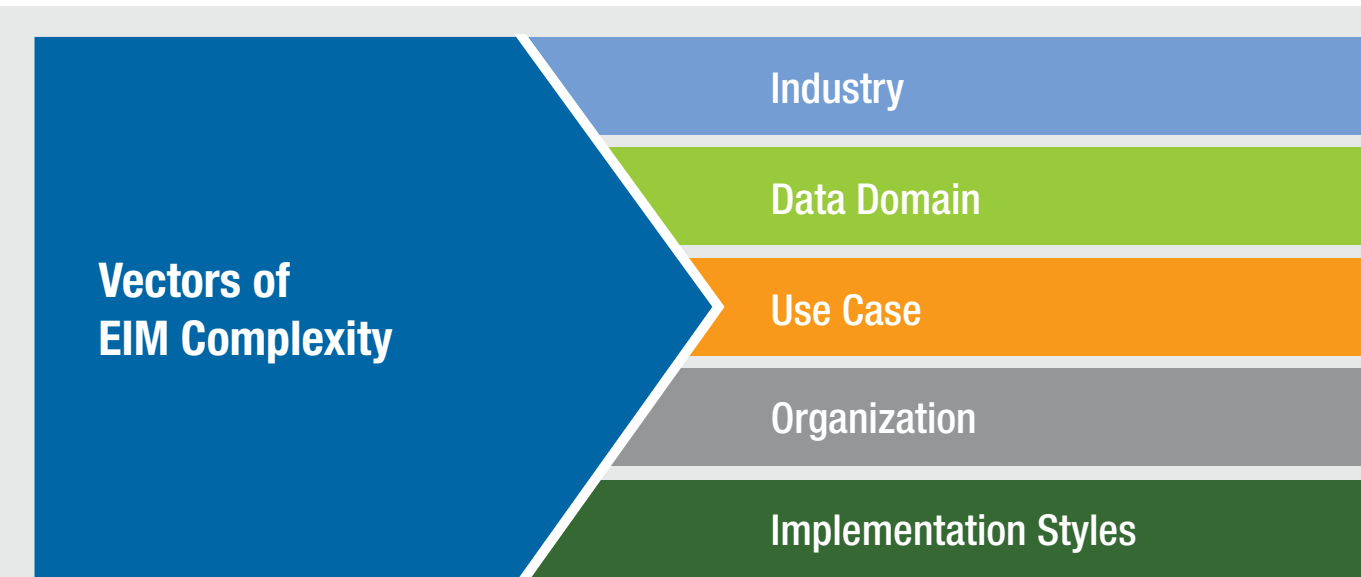
Adopt the principles of the Gartner Information Capabilities Framework (ICF) to rationalize and modernize information-management-related tools and technology to maximize information asset utilization

- What technology infrastructure do you need to achieve your EIM goals? How do you source this?
- How does this fit into the organization's overall enterprise information and technology architecture?
- How and when will you apply ICF principles to maximize technology and information reuse, and improve information management agility?

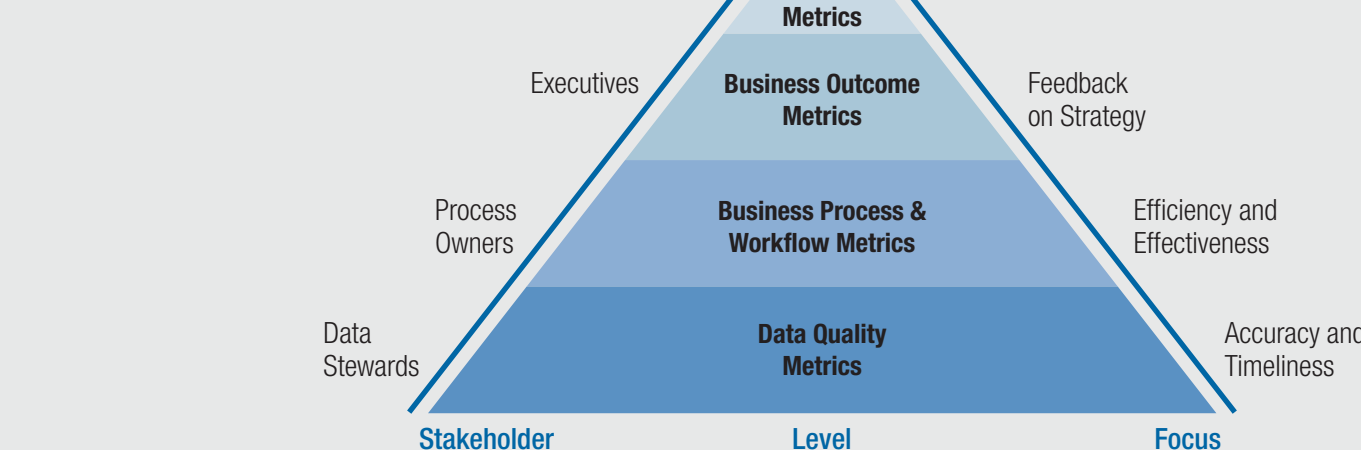
Value Discipline Framework



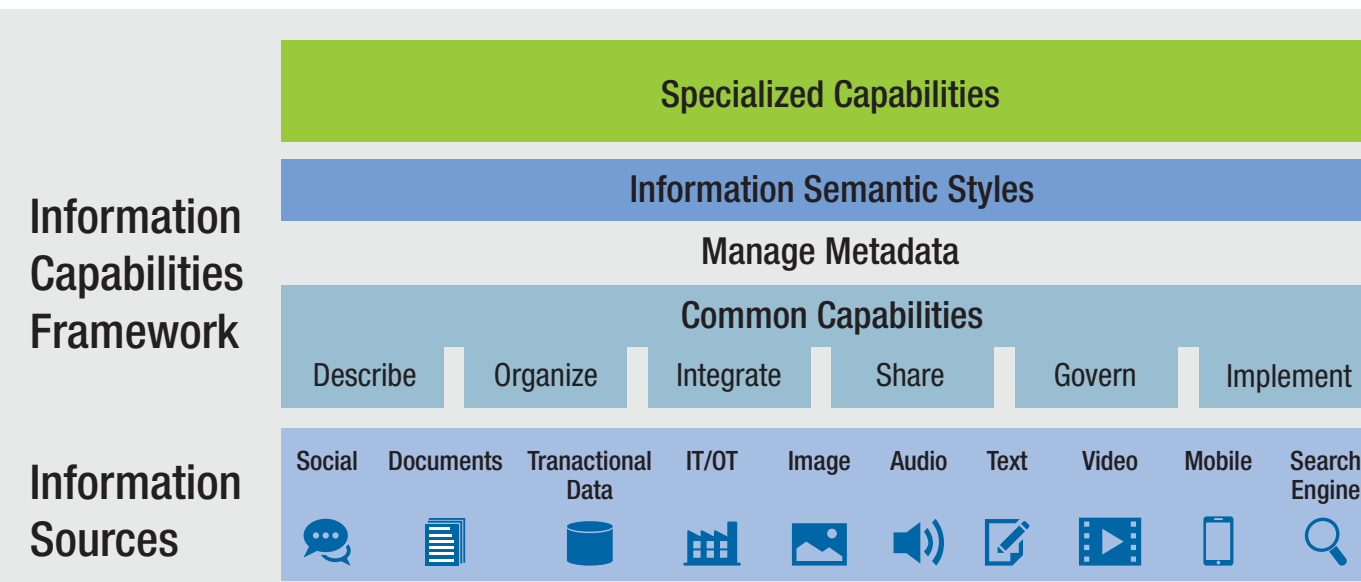
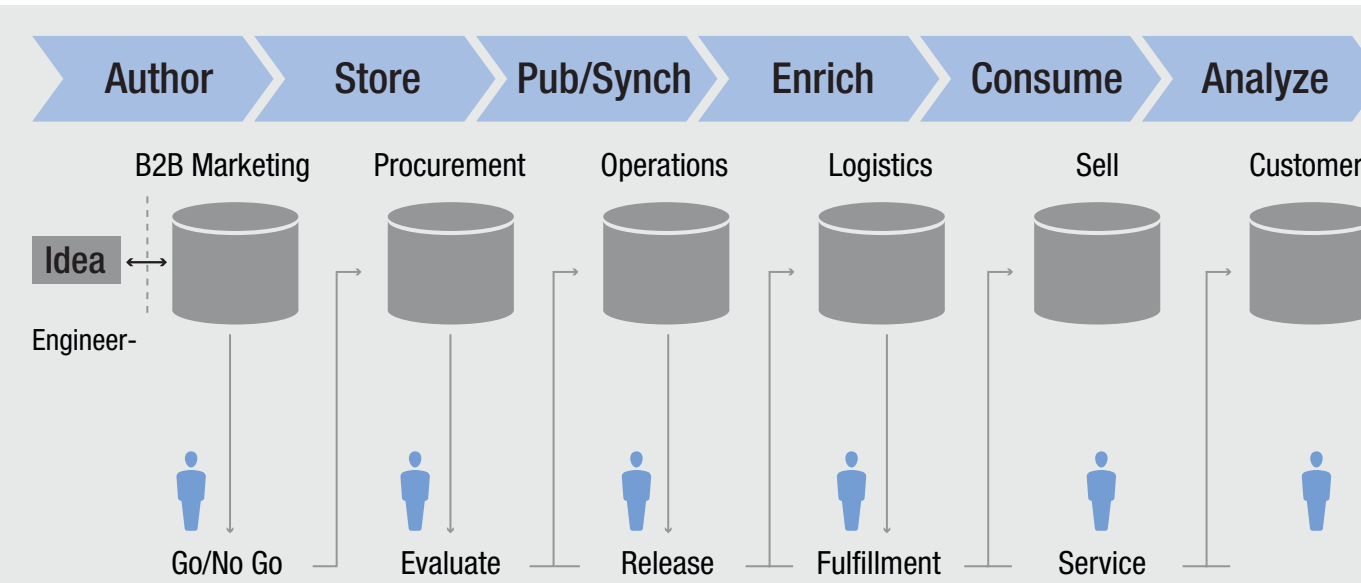
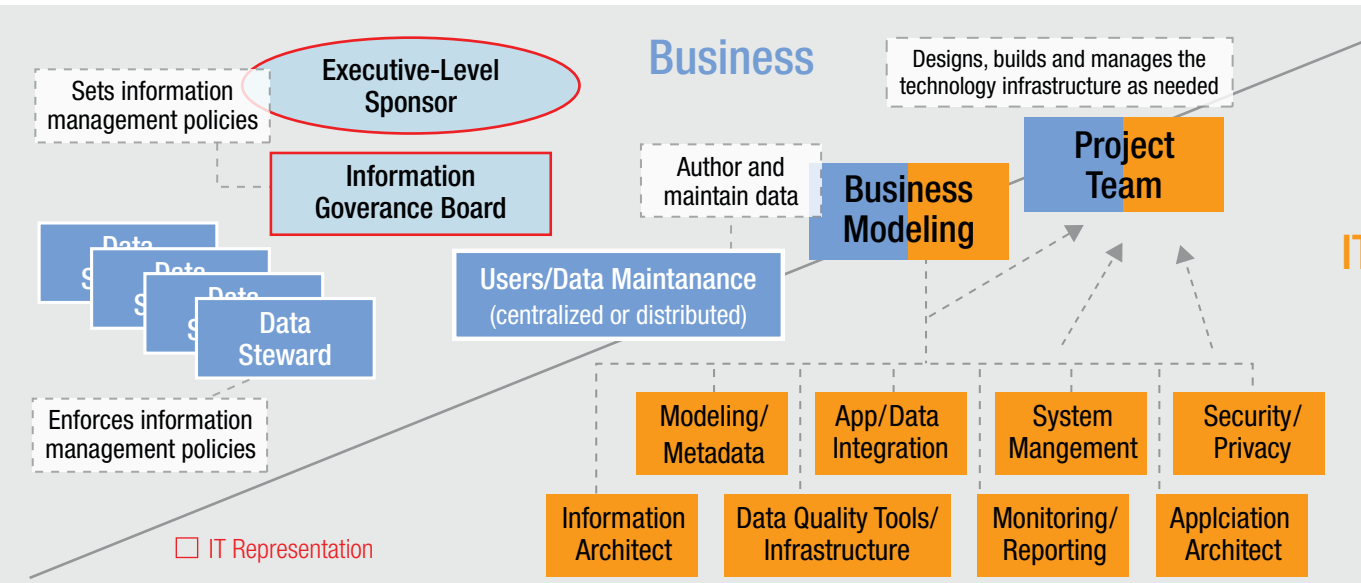
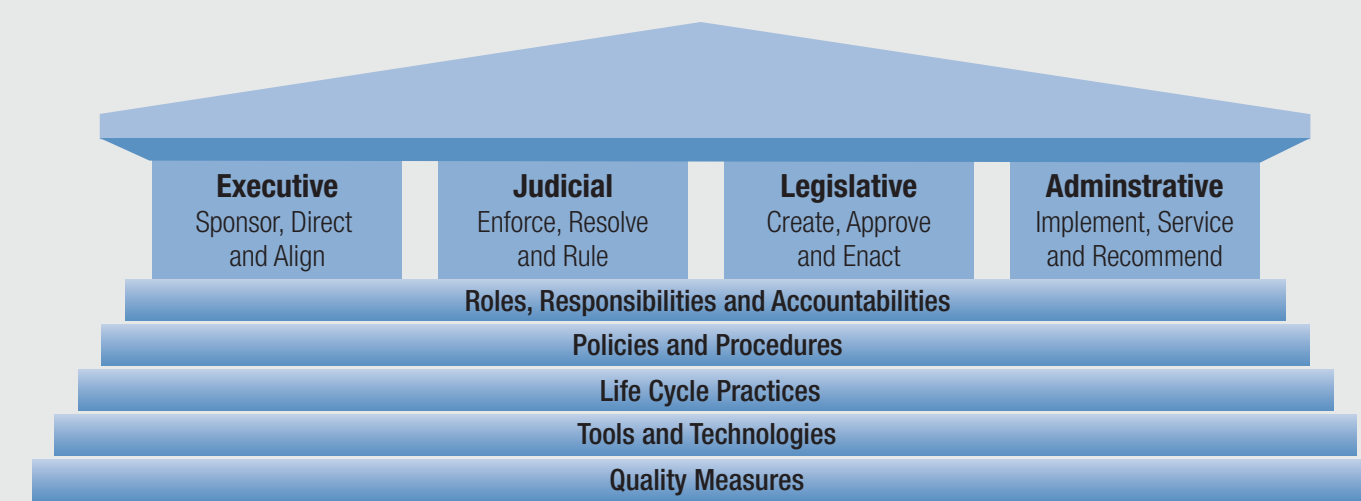
Adapted from "The Discipline of Market Leaders: Choose Your Customers, Narrow Your Focus, Dominate Your Market" by Michael Treacy and Fred Wiersema



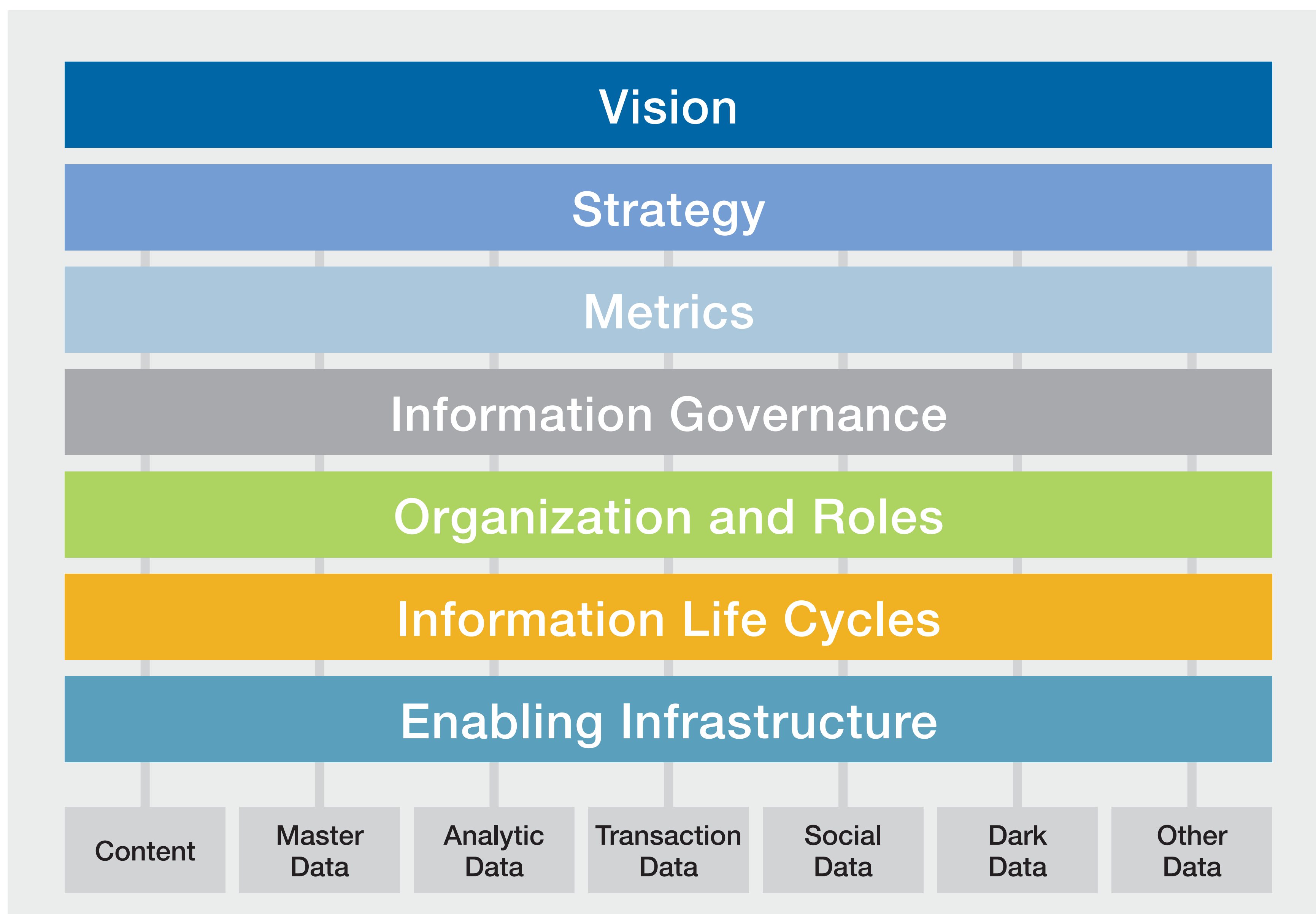
Make a Connection From Data to Business



Information Governance — Checks and Balances



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Information management events around the globe

Gartner Business Intelligence & Information Management Summit 2014
February 24 – 25 | Sydney, Australia

Gartner Business Intelligence & Analytics Summit 2014
March 10 – 11 | London, U.K.

Gartner Enterprise Information & Master Data Management Summit 2014
March 12 – 13 | London, U.K.


Gartner Business Intelligence & Analytics Summit 2014
March 31 – April 2 | Las Vegas, NV

Gartner Enterprise Information & Master Data Management Summit 2014
April 2 – April 4 | Las Vegas, NV

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 Gartner Master Data Management Xchange