

2018

# Information Body of Knowledge

INFOBOK V1.0

INFORMATION COALITION

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# INTRODUCTION

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# ABOUT THE INFOBOK

The Information Body of Knowledge (InfoBOK) is the community-driven open source body of knowledge for the Information Profession. An Information Professional is anyone who, for one of their major job tasks, manages or governs information (content, data, documents, knowledge, or Records), the systems that contain information, or the policies and practices by which information workers must abide.

The Information Body of Knowledge establishes the major areas of knowledge which must be attained to successfully be an Information Professional and provides a common terminology, understandings, and strategies amongst the various sub-disciplines of the Information Profession.

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# PROCESS

Unlike other efforts to codify the knowledge of the Information Profession, this venture relies heavily on the Information Profession itself, the community, to willingly share its knowledge. This undertaking started with a gathering of frequently utilized terms in the Information Profession, regardless of whether those terms were processes, disciplines, technologies, or something else. We then brought that exhaustive list of terms to the community and had an open selection period with a simple task - select the terms that encompass the Information Profession.

After 9 months of open selection, we accumulated over 1400 selections. Our threshold for inclusion was initially 50% however, we found that several of the topics between 30%-50% acceptance were also required to fully rationalize a comprehensive understanding of the profession. Therefore, we decided to include those topics as well, with the qualifier that they will be



labeled as “Ascending Elements” or “Descending Elements” in future editions of the InfoBOK.

Once the list was compiled, the community was invited to join us in both defining each of these elements and establishing the most important aspects to know about each of the elements.

The InfoBOK consists of the list of 62 elements. The elements are organized for clear understanding, defined with the addition of several points of knowledge an Information Professional must know. The InfoBOK is available for free download and is licensed under an open source license, the Creative Commons CC BY-ND 3.0 US license.

By releasing the InfoBOK under an open source license, we are making it widely and freely available to all. It can be used by Colleges and Universities looking to establish a comprehensive educational framework, by companies as their program for ongoing professional development, for personal development, and the uses are infinite.

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## **SCOPE**

The scope of the InfoBOK is the majority of topics that one should know as an Information Professional. It is as expansive as the community has selected and excludes what the community has eliminated.

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## **GOAL**

The goal of the InfoBOK is to define the terms and identifies the most important components to know about the various elements that comprise the Information Profession. In this initial iteration of the InfoBOK, the goal is

to include the “must-have” knowledge for anyone working within the Information Profession. Future iterations of the InfoBOK will improve and expand upon this baseline knowledge.

# ABOUT THE INFORMATION COALITION

The Information Coalition is not an association and we are not a consulting firm. We are something completely different: we are the coalition of the collective knowledge of the community of information professionals. Our primary goal is to create a unified body of knowledge across all disciplines of the information profession.

- We are not narrowly focused on a single information discipline; we are collaboratively based across disciplines.
- We are not a theoretical exercise; we are practical guidance.
- We are not the drivers of this effort; we are a reflection and syndication of the community's combined efforts, a conduit.
- We are not a cult of personality; we are driven by and for the community's benefit.
- We work with you, the information professional, to connect you to the resources you need to achieve enterprise information success. Information success requires a comprehensive perspective through the full breadth of disciplines you need to control, share, and protect your organization's information assets.

The Information Coalition exists as a reflection of your combined expertise: the syndication of community-based input. Our leadership team is not the Information Coalition, you are (as is every member of our community). We exist merely as a conduit of this incredible community and as such, we don't point the spotlight on ourselves- we hand you the spotlight, so you can use it to navigate forward.

# THE INFORMATION PROFESSION

The “Information Profession” is a loosely defined group of people, working in companies, whose primary function is related to information - this includes everyone from CIOs making major policy decisions and leading their organizations through to imaging specialists sitting in front of scanners with piles of paper to digitize.

We (the Information Coalition) believe that the Information Profession is a profession that exists now and requires a body of knowledge to support that profession’s maturity and acceptance by companies and the market. In the early 1980s the Project Management profession, which everyone accepts as a profession and discipline now, did not have such acceptance until a group called PMI developed a body of knowledge and designation called the PMP (or Project Management Professional). We believe that the Information Profession is likewise overdue for this acceptance.

# INFORMATION PROFESSION & INFOBOK ELEMENTS

With the varied disciplines that comprise the Information Profession, there are a wide array of job duties, tasks areas, and information types (collectively “elements”) contained within and shared between those many disciplines. To gain a clear understanding of these various elements, we workshopped a categorization method with our core InfoBOK team, eventually deciding on a 4-categorization model that we believe encompass all of the elements of both the Information Profession and the InfoBOK. Those 4 categories are Core Elements, Risk Elements, Structural/Process Elements, and Value Elements. In addition to the 4 categories, we’ve added a fifth, Emerging Elements, to encompass elements that are still coming to the fore.

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# CORE ELEMENTS

There are Core Elements of the InfoBOK, all interrelated but not all-encompassing. Core Elements of the Information Profession include:

- Archiving
- Content Management
- Data Governance
- Data Management
- Data Storage
- Document Management
- Electronic Records Management
- Enterprise Content Management
- Enterprise File Sync & Sharing
- Information Architecture
- Information Governance
- Information Management
- Knowledge Management
- Records Management
- Traditional Records Management
- Web Content Management

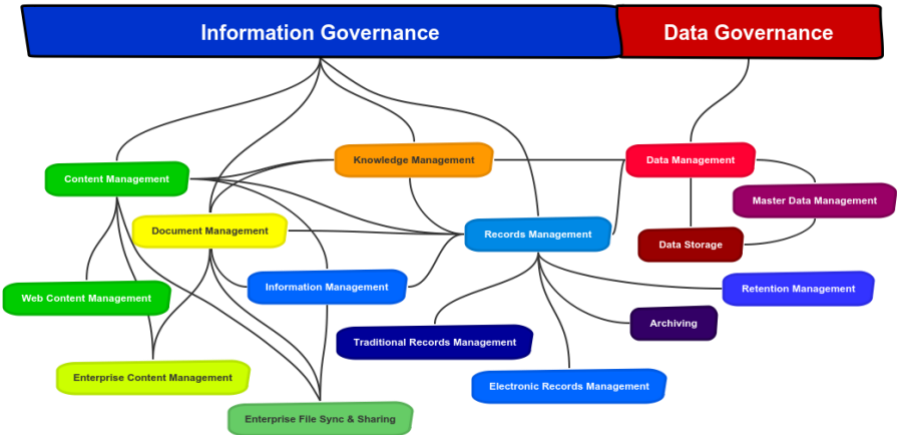
There may be additional Core Elements that exist within the Information Profession. However, they are what we call “Niche Cores”, areas like Health Information Management (specific to a particular industry, in this case, healthcare), Microfiche Processing (specific to a particular piece of technology, in this case, Microfiche), and Stenography (among smaller disciplines). All of these “Niche Cores” reside within the Information Profession, however, their disciplinary knowledge is specific and not universal. While we believe that the knowledge of a Stenographer, for example, is incredibly important - we do not believe that all people within the Information Profession need to have an understanding of that knowledge.

We encourage those members of the Information Profession whose knowledge resides within a Niche Core to contribute to the InfoBOK project on InfoBOK.com, where that knowledge can be shared with the community on an “as needed” basis. Since the InfoBOK is released under an Open

Source license, we hope that the InfoBOK can be extended by leaders of Niche Core disciplines for usage within that discipline. We would appreciate lending a hand to help in those efforts.

# CORE ELEMENTS VISUALIZATION

The interrelatedness of Core Elements is apparent in our elemental visualization. This is a visual aid of how we believe the Core Elements are often interrelated. However, it is not necessarily the only way to visualize the Core Elements and may not reflect the interrelatedness of the disciplines represented within your particular company or organization.



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# RISK ELEMENTS

Encompassing the elements of the InfoBOK that reduce organizational risk, the 9 Risk Elements are:

- Audit
- Backup
- Compliance
- Disaster Recovery
- eDiscovery
- Information Access
- Information Assurance
- Information Security
- Privacy

There are likely other Risk Elements that exist within the Information Profession and others may emerge as new technology and technique advances create new Elements. There may also be Elements within a specific knowledge base or not universal which would not be included in the InfoBOK.



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# VALUE ELEMENTS

Value Elements within the InfoBOK are elements that help increase the value of information within the organization. The 10 Value Elements are:

- Big Data
- Business Analysis
- Business Intelligence
- Collaboration
- Content Analytics
- Data Analytics
- Data Visualization
- Digital Transformation
- Usability
- User Experience

As with Risk Elements, there are likely other Value Elements that exist within the Information Profession and others which may emerge as new technology and technique advances create new ones. There may also be Elements within a specific knowledge base, the knowledge of which is specific and not universal which, likewise, would not be included in the InfoBOK.

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# STRUCTURAL/PROCESS ELEMENTS

Another categorization of Elements within the InfoBOK is Structural/Process Elements. Structural/Process Elements may be applicable to both risk and value, or may be simply neutral but whose importance doesn't ingrain itself into the Core of the InfoBOK. The 20 Structural Elements of the InfoBOK include:

- Auto-Classification
- Business Process Management
- Capture (including the sub-elements of Digitization, Imaging, and Native Creation / Upload)
- Change Management
- Content Services
- Enterprise Search
- Forms
- Information Technology
- Interoperability
- Metadata
- Metrics
- Migration
- Mobility
- Search
- Social Media
- Taxonomy
- Workflow

As with Risk Elements and Value Elements before it, there are likely other Structural Elements that exist within the Information Profession and others which may emerge as new technology and technique advances create new Elements. There may also be Elements within a specific knowledge base,

the knowledge of which is specific and not universal which, likewise, would not be included in the InfoBOK.

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# EMERGING ELEMENTS

Our last categorization of elements in the Information Body of Knowledge is “Emerging Elements”. These are terms decided upon by our Information Body of Knowledge team that have come to the fore during the creation of the first version of the InfoBOK. These terms may remain in the future or be deprecated, they are unknowns that we are seeking to be made known - they comprise a small portion of the actual exam for the INFO designation but are nonetheless important. These terms include:

- Artificial Intelligence
- Blockchain
- Deep Learning
- Machine Learning
- Process Automation (include RPA)
- Records & Information Management (RIM)
- Retention Management

# THE INFO DESIGNATION

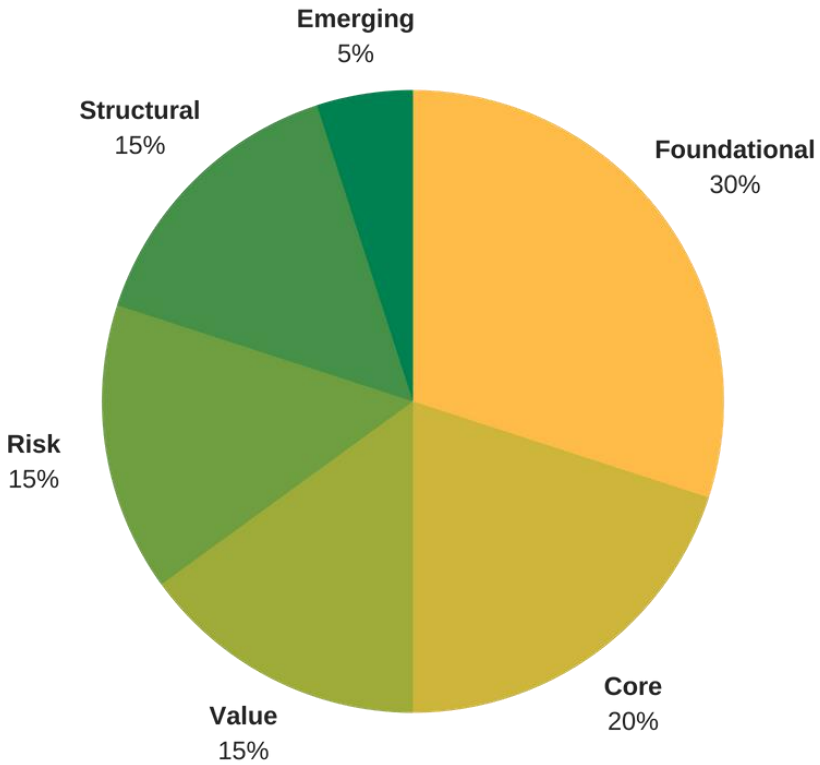


The INFO designation is the first designation built upon the Information Body of Knowledge. Designed to test the basics/fundamentals of the Information Profession - the goal of the INFO designation is to be a baseline test, open to everyone, to ensure they have adequate knowledge to serve in any role in the Information Profession.

The INFO designation exam is comprised of 100 questions, all based on the Information Body of Knowledge. Questions are proportionately tested based on the following:

- Foundational Concepts: 30%
- Core Elements: 20%
- Value Elements: 15%
- Risk Elements: 15%

- Structural Elements: 15%
- Emerging Elements: 5%



Learn more about the INFO Designation at <https://infocoalition.com>

# THE INFORMATION BODY OF KNOWLEDGE

# FOUNDATIONAL CONCEPTS

Words matter and word choices matter. In any profession that is looking to move forward in maturity, there is often vernacular issues that make gaining a comprehensive understanding of the profession, a challenge. This is one of the reasons bodies of knowledge are so incredibly helpful, they help to clarify the vocabulary of a profession.

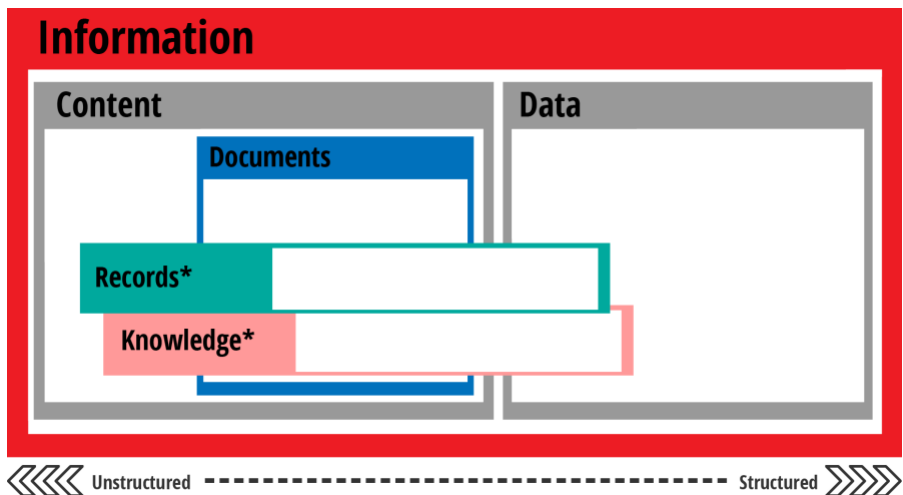
The Information Profession is filled with confusing terms, misused terms, and confusing acronyms. We revel in using words like “Content” and “Document” interchangeably (they’re not interchangeable) and misunderstand the differences between “Governance” and “Management”, all the while tossing around acronyms like ECM, BPM, ERM, IG, and EPR. Ok, I made up that last acronym but if I didn’t tell you that, you might not have been sure - you can see that the issues are plentiful.



# CONTENT OR DATA OR DOCUMENT OR INFORMATION OR KNOWLEDGE OR RECORD?

One of the biggest issues with the Information Profession is the misunderstanding and misuse of our information types: content, data, documents, knowledge, and Records. Each information type has a separate and distinct definition and they are not interchangeable terms. Each type of information is, however, information. For example, all content is information but not all information is content. Confused yet? That's why these issues exist.

Without a proper understanding of these terms, we cannot have a shared vocabulary across the Information Profession - this is the most important barrier that we remove in this effort. We believe that the easiest way to understand the differences between these terms is visual.



Everything, whether unstructured or structured (or even semi-structured), is information. Content is unstructured information while data is structured (this is easiest to understand through the structure of a database). Data tends to be relational while content tends not to be.

Documents are a type of content, semi-structured, through the use of a container (either paper or Word or PDF most commonly). Knowledge is a repurposable type of information that tends to include Content more often than Data - the goal of Knowledge is for it to be shared between individuals within an organization (think of best practices resources). Records, like Knowledge, can also be Content or Data and serve as evidence of a transaction or information that rises to the importance of being preserved.

Through this visual understanding, we know several things:

- Content is unstructured
- Documents are semi-structured
- Data is structured
- Knowledge can be found in any form
- Records can be found in any form
- All Documents are Content
- Not all Content are Documents
- All Documents are Information
- Not all Information is Documents
- All Content is Information
- Not all Information is Content
- Content is not Data
- Data is not Content
- Everything is Information

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# GOVERNANCE, STRATEGY, & MANAGEMENT

We use terms like “Governance”, “Strategy”, and “Management” after the words Content, Data, Document, Information, Knowledge, and Record, but we frequently use these terms improperly. For instance, Records Managers tend not to utilize a term such as “Records Governance” or “Records Strategy”. However, they likely should use these terms to describe the high-level planning, policy, and coordination that Records Managers do.

Governance and Strategy are, for the Information Profession, interchangeable terms. For example, Information Governance and Information Strategy refer to the same work, whereas Information Management is different.

The terms “Governance” or “Strategy” should be used to describe high-level planning, policy, and coordination. Whereas the term “Management” should be used to describe the tactical execution of said planning, policy, and coordination. The two sides must coexist.

Governance

High Level Planning,  
Policy, & Coordination

Strategy

Management

Tactics, Interpretation,  
& Execution.

# RECORDS MANAGEMENT: TRADITIONAL RECORDS MANAGEMENT, ELECTRONIC RECORDS MANAGEMENT, RECORDS & INFORMATION MANAGEMENT (RIM), & RETENTION MANAGEMENT

As a profession, Records Management has begun fragmenting into two specific disciplines - Electronic Records Management (focusing on digital Records) and Traditional Records Management (focusing on physical Records). There is also an effort to combine Records Management with Information Management (Records & Information Management [RIM]). In addition to this split and combination approach, a new approach has begun to find its early adopters - Retention Management.



Records Management encompasses both Electronic Records Management and Traditional Records Management. Where there is overlap between Electronic and Traditional Records Management, that area can be referred to as Records Management, the highest level of guidance. The divergent

areas between the two should be referred to as their specific sub-discipline - either Electronic Records Management or Traditional Records Management.

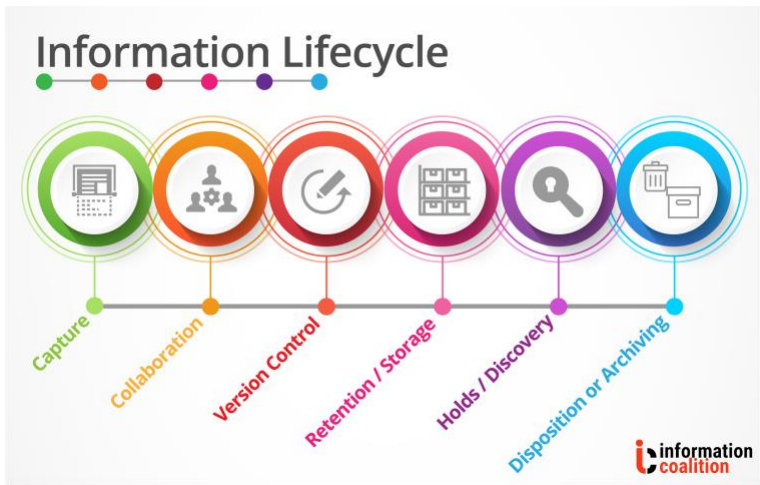
At the same time as there is a splitting between Electronic Records Management and Traditional Records Management, there is also a movement growing that is taking the two separate disciplines of Records Management and Information Management and combining them under a single moniker - "Records and Information Management" or "Recorded Information Management" or simply "RIM". We address this along with what we refer to as "Retention Management" in our Emerging Elements section.

Alternatively, a new approach referred to as Retention Management shifts the focus from the Record to the length of time information is kept before disposition. Retention is not just for Records; it is for all information. Many companies and organizations cannot move to this method because of regulatory or compliance requirements placed on them to maintain Records specifically (which the Retention Management approach does not do). We address "Retention Management", as well, in our Emerging Elements section.

At this point, Records Management remains in flux with many organizations still struggling to find their appropriate path forward.

# INFORMATION LIFECYCLE

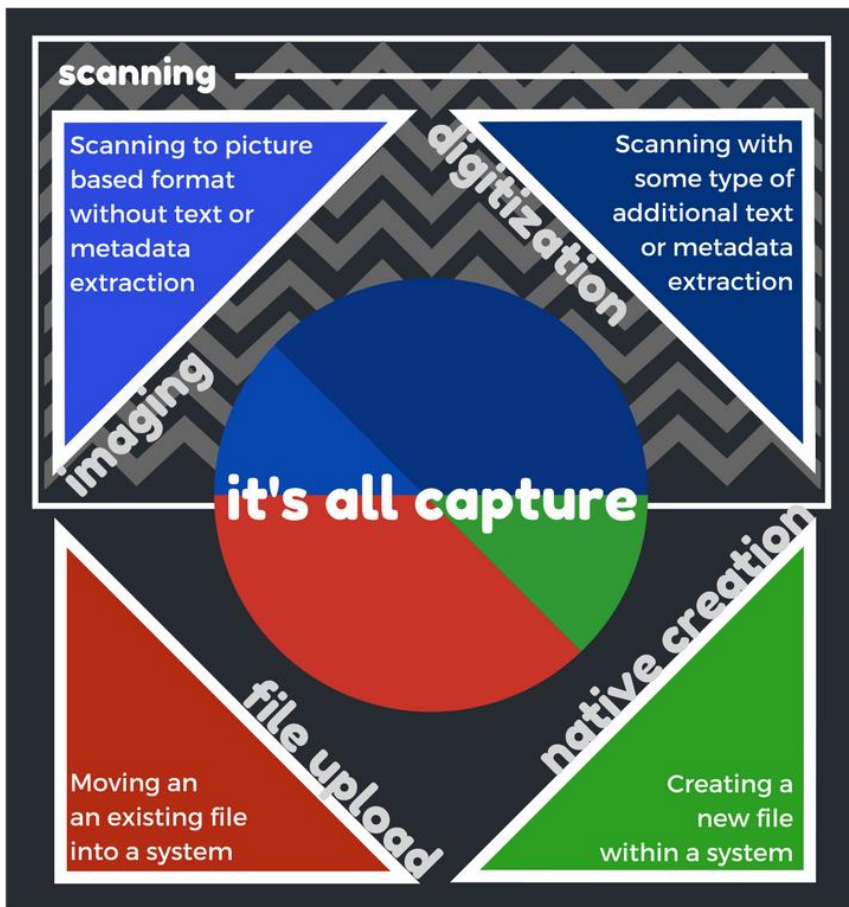
The information lifecycle is a common term used to describe the pathways in which information flows in an organization. While it is often expressed in terms of stages, it can also be used as a tool to map specific organizational flows. Many versions of the Information Lifecycle have appeared from a variety of sources over the years, however here is our simplified version:



1. All information flows begin at Capture (more on this in the next piece).
2. The information then becomes useful to the organization and it moves into the Collaboration phase. Collaboration may be as simple as a technology showing the information to a person or as complex as multi-user editing and workflow.
3. Version control is often applied as changes or edits are made.
4. Information is then retained and/or stored based on either Records Management principles, Retention Management principles, or is simply retained as organizational Information.
5. Any organizational information may be subject to legal holds or discovery. Therefore, throughout the lifecycle there should be an applicability of holds or discovery.
6. Finally, information should be either disposed of or archived.

# CAPTURE, DIGITIZATION, IMAGING, NATIVE CREATION, SCANNING, & UPLOAD

Another common area of confusion is at the beginning of the information lifecycle. “Capture”, “Digitization”, “Imaging”, “Native Creation”, “Scanning”, and “Upload” all have distinct meanings despite their being commonly confused and misused.





From this visual we can see a hierarchy for capture related terms:

- Capture
  - Scanning (any type of conversion of a physical item into digital format)
    - Imaging (scanning to a picture format, e.g. jpg, png, basic pdf)
    - Digitization (scanning to readable format or extraction of metadata)
  - File Upload (Moving a piece of information into a system)
  - Native Creation (Creating a piece of information in a system, e.g. Microsoft Word file created in Microsoft SharePoint or Google Doc created in Google Drive)

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# INFORMATION ASSURANCE VS. INFORMATION SECURITY

While the terms are frequently used interchangeably, the terms “Information Assurance” and “Information Security” are distinctly different terms.

Information Assurance has a broader scope than Information Security (which could also be followed by Cybersecurity with an even more limited scope). Information Assurance encompasses Information Security.

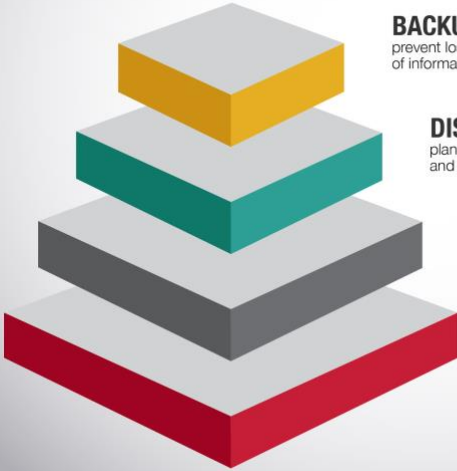
Information Security (also referred to as Information Protection) focuses on the protection of information assets and information systems. Information Assurance has the broader focus of ensuring system reliability, information quality, and information recovery. Information Assurance includes Business Continuity and Disaster Recovery functions in addition to Information Security functions.

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# BACKUP, BUSINESS CONTINUITY, DISASTER RECOVERY, AND INFORMATION ASSURANCE

Other terms that are frequently misused are “Backup”, “Business Continuity”, “Disaster Recovery”, and “Information Assurance”. The terms have different goals and different scales despite being regularly used interchangeably and incorrectly.

The term with the smallest scope is Backup which refers to information loss prevention through regular copying or making of backups which are generally stored in an external location. With a larger scope is Disaster Recovery, which encompasses Backup but looks at the recovery of systems as well as the information contained within them in the event of an information loss event. Business Continuity is yet larger in scale, encompassing Disaster Recovery, expanding that mission with planning for the resumption of business operations after an information loss event. The highest scale of our terms is Information Assurance which goes beyond Disaster Recovery and Business Continuity to also include Information Security aspects and information reliability/quality standards. Shown graphically:



### **BACKUP**

prevent loss of information through regular copying of information to an external location

### **DISASTER RECOVERY**

planned and practiced strategy for recovering information and systems in the event of an information loss event

### **BUSINESS CONTINUITY**

planned and practiced strategy for continuing business operations after an information loss event

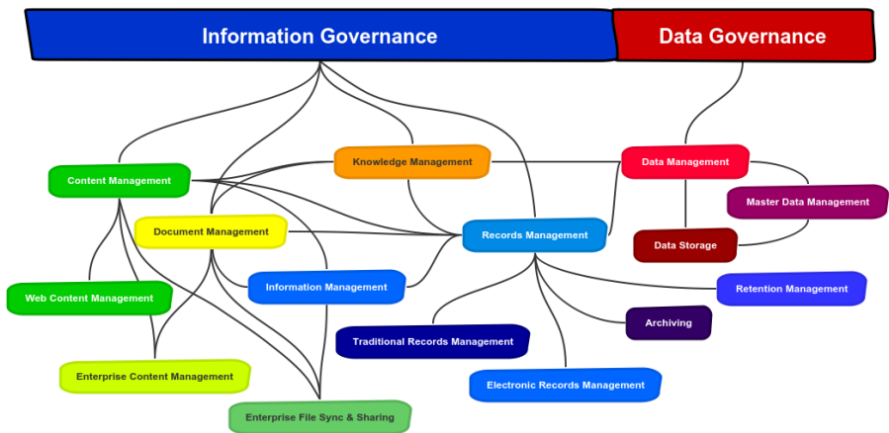
### **INFORMATION ASSURANCE**

practice of protecting information and information systems, as well as ensuring for systems reliability, and information quality and recoverability



# CORE ELEMENTS

The 16 Core Elements of the InfoBOK- are interrelated top level elements that are often aligned with specific disciplines within the Information Profession.



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# ARCHIVING

Information Types: Unstructured and Semi-structured

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## DEFINITION

Archiving is the process of transferring information objects and artifacts including their metadata for long-term preservation and access. Archived Information may have heritage or historical value or may be required long-term for governance, regulatory compliance, legal protection, and defense, as well as operational needs.

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## KEY POINTS

1. Archiving is focused on information and artifacts requiring continued authenticity, usability, and integrity over successive generations of custodians and technologies.
2. An Archive is an institution or repository that has accepted responsibility for the preservation and management of long-term information assets.
3. Certified professional archivists and librarians typically perform duties associated with the appraisal, organization, description, accessioning, preservation of and access to physical and digital materials deemed to have long-term or permanent retention value.
4. Archives exist at all levels in the public sector - federal/national, state and provincial and local government - as well as in corporations, religious institutions, non-governmental (NGO) and not-for-profit organizations, cultural heritage institutions, and private collections.
5. Terminology: Archiving refers to the discipline; Archives refers to the storage location; Archivist refers to the individual.
6. "Archiving" and "Archives" as used here differs from a common use of these terms in IT operations, where it is

frequently used a synonym of “backup”. In this IT context, the terms refer to a temporary copy of sets of data created and kept outside the primary system/database for purposes of recovery and continued functionality in event of a system failure or unintended loss/deletion of the data.

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# CONTENT MANAGEMENT

- Has sub-disciplines (see Document Management, Enterprise Content Management, and Web Content Management)
- Misused term (often over-scoped)
- Information Types: Unstructured, Semi-structured

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## DEFINITION

Content Management is an umbrella term that encompasses Enterprise Content Management, Document Management, and Web Content Management. It is the process and technology that supports the creation and capture, accessibility, publishing and/or collaboration, version control, retention and storage, disposal, search, and protection of content (unstructured information).

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## KEY POINTS

1. Content management is focused on unstructured or semi-structured information.
2. Content management does not manage data.
3. Content is not data, data is not content.
4. Content Management may feed content into knowledge management.
5. Content Management may feed content into Records Management.
6. Content Management has many sub-disciplines like Enterprise Content Management, Document Management, and Web Content Management.
7. Content Management Systems support the beginning stages of the information lifecycle.
8. Content Management Systems don't always support the ending stages of the information lifecycle.



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# DATA GOVERNANCE

- Sub-Discipline of Information Governance
- Frequently Misused Term (disambiguation with “Data Management”)
- Information Types: Structured

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## DEFINITION

Data Governance is the overarching and coordinating strategy for all organizational data. Data Governance takes its high-level direction from Information Governance. Related to organizational data, Data Governance extends the authorities, supports, processes, capabilities, structures, and infrastructure from Information Governance. Data Governance is primarily focused on data accessibility, data use, and data security, with the goal of ensuring data quality and data integrity.

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## KEY POINTS

1. Data Governance is one of the two highest sub-disciplines of Information Governance (shared with Content Governance - see “Content Management”).
2. Data Governance is about planning, policy, and strategy.
3. Ensures data quality and integrity throughout the Information Lifecycle.
4. Data Governance is often established through a council, team, or group. Not through a single person’s direction.
5. With guidance provided by Information Governance, Data Governance should establish the authorities, supports, processes, capabilities, structures, and infrastructure related to organizational data.
6. Data Governance efforts often focus on the data accessibility, usage, and security - while ensuring data quality and data integrity.

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# DATA MANAGEMENT

- Sub-Discipline of Data Governance
- Frequently Misused Term (see “Data Governance”)
- Information Types: Structured

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## DEFINITION

Data Management is the practice of ensuring data integrity, reliability, security, and accessibility. It is focused on the architecture, practices, and processes of structured information. Data Management is the tactical execution of Data Governance (an aspect of Information Governance) concerned with the quality and accessibility of data.

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## KEY POINTS

1. Data Management is the tactical execution of Data Governance.
2. Data Management ensures data integrity.
3. Data Management enacts data structure practices.
4. Data Management includes storage practices of data.
5. Data Management looks towards extraction techniques in partnership with value-focused disciplines such as Data Science and Business Analysis.
6. Data Management is generally responsible for data cleansing as a piece of data integrity.
7. Data Management should enable timely and relevant access to data.

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# DATA STORAGE

- Frequently Misused Term (some initiatives are scoped to what should be considered “Information Storage”)
- Sub-Discipline of “Data Management”
- Information Types: Structured

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## DEFINITION

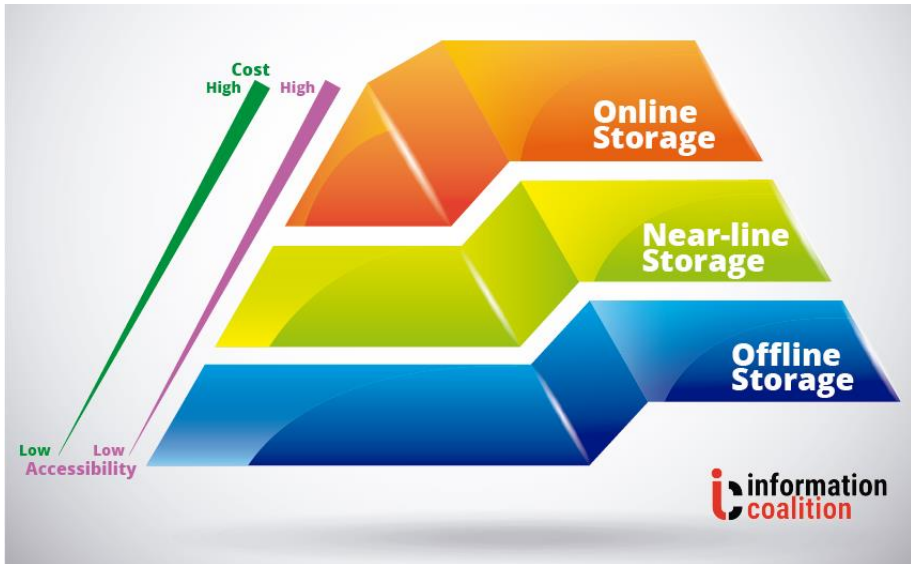
Data storage can refer to any electronic storage of structured data. The term is often used in reference to archival or tiered storage, or data that is set aside for non-critical purposes. Data storage techniques often focus on cost reduction and may be related to backup activities. Data Storage is a frequently misused term and should be replaced with “Information Storage” where it matches the reality of the practice.

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## KEY POINTS

1. Data storage is focused on structured data.
2. Data storage relates to optimization and availability of resources.
3. Data storage is often established in conjunction with data backup capabilities.
4. Data storage is often the label utilized for readily accessible data, whereas data backup and tiered storage are terms for less frequently utilized data.
5. Tiered storage is often leveraged as a strategy for data storage where data can be categorized as online, nearline, and offline.
6. Online data is readily accessible and available.
7. Nearline data is accessible but may take slightly longer to retrieve or have longer load times than online data.
8. Offline data is often inaccessible to most, with availability to a select few but may take some time.

9. Data categorization of online, nearline, and offline should be established and tiered based on organizational requirements.



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# DOCUMENT MANAGEMENT

- Misused Term (over-scoped)
- Sub-Discipline of Content Management
- Information Types: Unstructured, Semi-structured

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## DEFINITION

Document Management is the practice and process of ensuring consistent control of organizational documents. It is a subset of all organizational content (which is a subset of all organizational information) through a defined lifecycle starting with its conception or capture through to its archival or disposition. Document Management is the tactical execution of the organizational strategy for Documents.

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## KEY POINTS

1. Document Management is a sub-discipline of Content Management, it should take its primary direction from Content Management efforts.
2. Document Management is not exclusively a scanning or mail room effort. However, it may include those efforts.
3. Document Management should be the tactical execution of Document Governance. However, Document Governance does not exist in most organizations. Consequently, Document Management efforts must look to extend from Content Management or Information Management efforts.
4. In many organizations, Document Management is often over-scoped to include Content Management, or it includes strategic decision-making that should be included in Document Governance, a practice that doesn't exist in many organizations.

# ELECTRONIC RECORDS MANAGEMENT

- Sub-Discipline of Records Management
- Information Types: Semi-structured, Structured
- See Foundational Concept - Records Management: Traditional Records Management, Electronic Records Management, Records & Information Management (RIM), & Retention Management

## DEFINITION

Electronic Records Management is the professional field dedicated to specific electronically based information that rise to the importance of requiring ongoing maintenance, whether it be evidentiary or specific business importance. These pieces of information are termed electronic "Records" and cannot be modified or changed. Electronic Records Managers are responsible for the receipt, distribution, maintenance, control, protection, and disposition of Electronic Records. Electronic Records Management is a subcategory of Records Management, alongside Traditional Records Management.

## KEY POINTS

1. Pertains only to electronic Records (not physical/traditional Records).
2. Electronic Records Management is a sub-discipline of Records Management.
3. Records Management is comprised of both Electronic and Traditional Records Management for electronic formats and paper formats respectively. The two have strong similarities but diverge because of the specificities of managing physical items as opposed to digital items.

4. Electronic Records Management comprises the entire lifecycle of the Record (but not the full lifecycle of it as a piece of information).
5. Electronic Records Management begins managing a piece of information upon Record declaration or Record creation.
6. Electronic Records Management concludes managing a piece of information upon Record disposition or Record transfer to Archiving.

# ENTERPRISE CONTENT MANAGEMENT (ECM)

- Misused Term (Over-Scoped, see “Additional Detail”)
- Sub-Discipline of Content Management
- Information Types: Unstructured, Semi-structured

## DEFINITION

Enterprise Content Management is the practice of saving, securing, managing, storing, controlling versions, leveraging and extracting, applying holds, and sharing, of content (unstructured and semi-structured). Enterprise Content Management is a sub-discipline of Information Management and should take direction on its policies and practices from organizational information policies and practices.

## ADDITIONAL DETAIL

While the term Enterprise Content Management (ECM) is in the common vernacular, the "Enterprise" word was originally used to differentiate between business systems and Web Content Management systems, which were often referred to as simply "Content Management" systems. The term has shifted as Web Content Management systems and Enterprise Content Management systems have changed. Web Content Management falls under Content Management hierarchically which leaves the "Enterprise" term unnecessary. Due to these changes, many vendors have begun referring to their Enterprise Content Management systems as simply "Content Management" systems. This, too, is likely a misnomer, as most of what is being referred to as Content Management or Enterprise Content Management, is, in reality, more likely Information Management. In this version of the InfoBOK we retain the usage of the more popular Enterprise Content Management but may change the terminology in future revisions.



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## KEY POINTS

1. The elements of Enterprise Content Management include capture, securing, managing, storing, controlling versions, leveraging and extracting, applying legal holds, and sharing.
2. Capture is creating new content or uploading new content into the ECM system (see "Capture").
3. Storing is the act of analyzing business value of content and ensuring it is available in an appropriate amount of time to support the business (see "Storage")
4. Controlling versions ensures that, for compliance or business requirement, multiple copies of a piece of content (as it is being edited over time) are available. Version control may include both major and minor revisions. (see "Version Control")
5. Leveraging and extracting refers to the ongoing usage of the information for both traditional business usage and for usage in value extraction such as business analysis or Big Data.
6. Applying holds refers to the act of securing a piece of information and preventing destruction or deletion (see "eDiscovery").
7. Sharing refers to collaborative content usage whether internally within an organization or with external partners through the use of EFSS systems (see "EFSS")

# ENTERPRISE FILE SYNCHRONIZATION & SHARING

- Possibly Misused Term (“Enterprise” may be unnecessary)
- Sub-Discipline of Content Management
- Information Types: Unstructured

## DEFINITION

Enterprise File Synchronization (often shortened to “Sync”) & Sharing (EFSS) systems are cloud-based systems that enable an organization's employees to securely share, collaborate, and synchronize information to internal participants and often external parties (such as customers, partners, and vendors). These systems are often lightweight and have functionality that is similar to consumer file sharing applications and are managed centrally by an organization. Functionality often includes link-based sharing (instead of sending attachments), file synchronization from corporate storage to local devices, user access controls and permissions, encryption and security, file-level password protection, and user authentication synchronization with corporate authentication protocols (LDAP, Active Directory, SAML, etc.).

## KEY POINTS

1. Often leveraged in organizations as an effort to prevent employees from using ungoverned consumer file-sharing technologies.
2. Cloud-based systems.
3. Synchronization may be to cloud storage but can also be on-premises or hybrid storage for internal EFSS systems.

4. EFSS systems are often leveraged to reduce file attachments on email servers and may be used to replace file attachments.
5. EFSS systems often have internal editing features for common business file types.

# INFORMATION ARCHITECTURE

## DEFINITION

Information Architecture (IA) is the art and science of making information usable, findable, manageable, and securable. This is accomplished by applying Information Science to enterprise information environments to model and design logical systems for organizing, labeling, navigating, and searching information.

## KEY POINTS

1. Information Architecture relates to both the front end and back end of information systems.
2. Information Architecture for user interfaces (UI) defines schemes for organizing and labeling information in websites, applications, mobile interfaces, and Internet of Things devices for greater clarity and improved user experiences (UX).
3. Information Architecture for information systems defines data structures, content repositories, information flows, and metadata for describing properties, categories, and classifications, all of which are used for searching, displaying, processing, routing, securing, and managing information assets throughout their lifecycle.
4. Information Architecture design for websites and applications considers the interdependent aspects of Users, Content, and Context.
5. Enterprise Information Architecture, which is closely related to Enterprise Architecture, considers the interdependent aspects of people, process, technology, and information for designing enterprise information systems.
6. Information Architecture design must follow strategic goals and requirements defined by Information Governance when designing information architectures for individual systems,

system interfaces, and the entire enterprise information environment.

7. Information Architecture defines the work artifacts necessary for well-designed and usable information environments that follow the strategic goals and requirements defined by Information Governance and Cybersecurity.
8. Information Architecture produces artifacts that include taxonomies, ontologies, sitemaps, wireframes, search strategies, navigation strategies, records schedules, master data and metadata plans, data models, and data maps.
9. Information Architecture informs architectures for applications and infrastructure.

# INFORMATION GOVERNANCE

## DEFINITION

Information Governance is the overarching and coordinating strategy for all organizational information. It establishes the authorities, supports, processes, capabilities, structures, and infrastructure to enable information to be a useful asset and reduced liability to an organization, based on that organization's specific business requirements and risk tolerance.

## KEY POINTS

1. Overarching strategy across all information and information disciplines.
2. Information Governance is the top level of any organization's information strategy.
3. Information Governance defines the authorities for making information-related decisions.
4. Information Governance defines the supports for information governance (things like Change Management, Communications, Organizational Learning/Training, Standards and Best Practices, Help Desk/FAQs, and Project Management methodology).
5. Information Governance defines the processes and flows of information throughout an organization (or at least a standardized methodology for the organization to establish consistently).
6. Information Governance establishes the business requirements for Information Architecture, including taxonomy, metadata, format standards, classification/sensitivity labels, and protocols.
7. Information Governance should establish the requirements for technologies and networks, as well as the plan for implementing and managing them.

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# INFORMATION MANAGEMENT

- Has sub-disciplines (See Content Management, Data Management, Document Management, Knowledge Management, Records Management)
- Information Types: Unstructured, Semi-structured, Structured
- Possibly misused term (over-scoped and including elements of Information Governance)

---

## DEFINITION

Information Management is the practice of ensuring a consistent flow of organizational information through a defined lifecycle which starts with its conception or capture through to its archival or disposition. While Information Governance serves as the guideline for the organization's overall information strategy, Information Management is the tactical execution of that organizational strategy.

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## KEY POINTS

1. Information Management is the tactical execution of Information Governance.
2. Information Management is an umbrella term that includes both systems and processes within an organization that handles the creation and use of information.
3. Information Management manages an organization's information as an asset.
4. Information Management encompasses people, process, and technology.
5. Information Management should enable individual information workers to connect to their organization's information.
6. Information Management should enable timely and relevant access to information.

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# KNOWLEDGE MANAGEMENT

- Information Types: Unstructured, Semi-structured, Structured

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## DEFINITION

Knowledge Management is the professional practice of capturing tacit organizational knowledge and making it accessible when needed to whoever needs it within an organization.

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## KEY POINTS

1. Knowledge Management can ingest any type of information as knowledge.
2. Knowledge Management must, at a minimum, make knowledge accessible.
3. As Knowledge Management becomes more mature within an organization, knowledge should be brought to the attention of employees when they need it as opposed to employees seeking specific knowledge.
4. Knowledge Management has seen a resurgence recently because of enterprise social networking platforms that allow for greater collaboration among employees.
5. Knowledge Management platforms are increasingly able to look across large repositories of content to share collective knowledge across an organization.



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# RECORDS MANAGEMENT

- Misused Term (Over-scoped)
- Sub-Discipline of Information Management
- Has Sub-Disciplines (see Electronic Records Management, Traditional Records Management)
- Information Types: Unstructured, Semi-structured, Structured
- See Foundational Concept - Records Management: Traditional Records Management, Electronic Records Management, Records & Information Management (RIM), & Retention Management

---

## DEFINITION

Records Management is the professional field dedicated to information that rises to the level of importance that requires ongoing maintenance, whether it be for evidentiary or specific business purposes. These pieces of information are termed "Records" and cannot be modified or changed. Records Managers are responsible for the receipt, distribution, maintenance, control, protection, and disposition of Records. Records Management is the parent category of both Electronic Records Management and Traditional Records Management, as the two have increasingly divergent practices. Records Management is a sub-category of Information Management.

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## KEY POINTS

1. Establishes high-level practices and policies that apply to both electronic Records and traditional Records.
2. Parent category to both Electronic Records Management and Traditional Records Management, both of which build upon standards established by Records Management.
3. Records Management is comprised of both Electronic and Traditional Records Management for electronic formats and paper formats respectively. The two have strong similarities

but diverge because of the specificities of managing physical items as opposed to digital items.

4. Records Management includes the entire lifecycle of the Record.
5. Records Management begins managing a piece of information once it is declared a Record declaration or if it is initially created as a Record.
6. Records Management concludes managing a piece of information when the Record is disposed or transferred to Archiving.

# TRADITIONAL RECORDS MANAGEMENT

- Sub-Discipline of Records Management
- Information Types: Unstructured
- See Foundational Concept - Records Management: Traditional Records Management, Electronic Records Management, Records & Information Management (RIM), & Retention Management

## DEFINITION

Traditional Records Management is the professional field dedicated to specific pieces of physical information that rise to the importance of requiring ongoing maintenance, whether it be evidentiary or specific business importance. These pieces of information are termed Physical "Records" and cannot be modified or changed. Traditional Records Managers are responsible for the receipt, distribution, maintenance, control, protection, and disposition of Physical Records. Traditional Records Management is a subcategory of Records Management, alongside Electronic Records Management.

## KEY POINTS

1. Pertains only to physical Records.
2. A subset of Records Management.
3. Records Management is comprised of both Electronic and Traditional Records Management for electronic formats and paper formats respectively. The two have strong similarities but diverge because of the specificities of managing physical items as opposed to digital items.

4. Traditional Records Management comprises the entire lifecycle of the Record (as opposed to any time it may spend not classified as a "Record").
5. Traditional Records Management begins managing a piece of information upon Record declaration or Record creation.
6. Traditional Records Management concludes managing a piece of information upon Record disposition (or destruction) or Record transfer to Archiving.

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# WEB CONTENT MANAGEMENT

- Sub-discipline of Content Management
- Information Types: Semi-structured

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## DEFINITION

Web Content Management is the area of practice specific to the management of content that resides in web-based formats. It combines the skills and knowledge base of content management and adapts it to the specific medium of the internet by leveraging specialized systems called web content management systems (WCMS) to control the creation, site management, collaboration, publishing, and search of web-based content.

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## KEY POINTS

1. Web Content Management (WCM) is a sub-discipline of Content Management.
2. Web content has several defining characteristics such as publishing processes that are unique and distinct from other forms of content - necessitating the need for a separate discipline.
3. Web Content Management is often a combination of IT capabilities with Marketing capabilities as the content is generally published to external audiences.
4. Web Content Management manages the lifecycle of content through the use of Web Content Management Systems and beyond.

# RISK ELEMENTS

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# AUDIT

- Frequently Misused Term (Disambiguation with “Compliance”)

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## DEFINITION

Audit, in relation to the Information Profession, is the organizational practice of independently examining adherence to information practices, policies, and processes.

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## KEY POINTS

1. Audit must have independence.
2. The goal is to spot-check adherence regularly to view adherence to information practices, policies, and processes over time.
3. Audit results are often included in Metrics (see “Metrics”)
4. Audit is often a department in the organization that is tasked with a much broader mission than that of adherence with regards to information.
5. Audit is often confused with Compliance. Audit is focused on adherence to internal practices, compliance is focused on adherence to external regulation/rules.
6. Audit and Compliance may be combined in some organizations, but both terms should be retained in their department names to avoid confusion.

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# BACKUP

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## DEFINITION

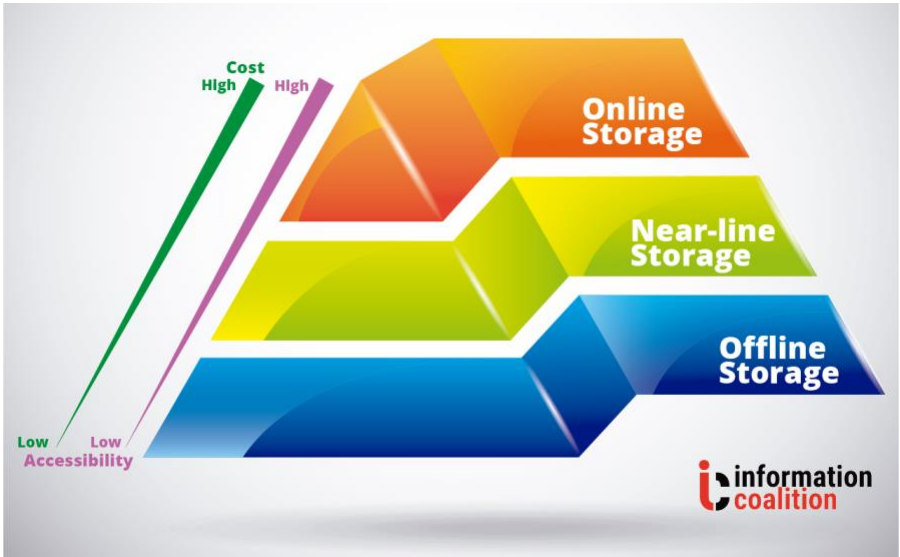
Backup is an element utilized by several disciplines, the goal of which is to prevent the loss of information through regular copying of information to an external location. Fundamental to Backup is placing a value to the importance of a particular repository to determine restoration goals - time to restore and recovery point (determination of Backup frequency).

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## KEY POINTS

1. Backup relies on (1) understanding how long an acceptable amount of time is to restore a particular repository.
2. Backup relies on (2) understanding the frequency of backups by determining acceptable recovery points - information stored in a repository after a backup has been performed but before information loss may be unrecoverable.
3. Utilizing those two factors, Backup efforts determine locations for Backup copies and the frequency of the backups.
4. Backups are often tiered between Offline, Near-line, and Online backup availability.
5. The greater the frequency and easier the restoration of a repository of information, generally, the greater the cost to Backup.
6. The cost must be weighed against the criticality of the information in the Backup copy.





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# COMPLIANCE

- Frequently Misused Term (disambiguation with “Audit”)

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## DEFINITION

Compliance, in relation to the Information Profession, is the organizational practice of independently examining adherence to external laws and regulations governing organizational information.

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## KEY POINTS

1. Compliance must have independence.
2. The goal is to check adherence regularly to view adherence to external information regulation and law over time.
3. Compliance is often tasked with ensuring adherence to industry-specific practices.
4. Compliance results are often included in Metrics (see “Metrics”)
5. Compliance is often confused with Audit. Audit is focused on adherence to internal practices, Compliance is focused on adherence to external regulation/rules.
6. Audit and Compliance may be combined in some organizations, but both terms should be retained in their department names to avoid confusion.

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# DISASTER RECOVERY

- See foundational concept “Backup, Business Continuity, Disaster Recovery, and Information Assurance”

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## DEFINITION

Disaster Recovery is a planned and practiced strategy for recovering information and systems in the event of an information loss event. The goal of Disaster Recovery is to minimize downtime and reduce the impact of information loss events on the business. Often viewed in organizations as a part of a larger (and non-information specific) practice of Business Continuity or more broad Information Assurance.

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## KEY POINTS

1. Disaster Recovery must be planned in advance of an information loss event.
2. Disaster Recovery plans should be practiced, regularly.
3. Disaster Recovery often part of Business Continuity of Information Assurance efforts within organizations.
4. Disaster Recovery encompasses Backup planning - but is not just Backup.
5. Disaster Recovery also ensures individual employee access to systems in the event of an information loss event.

# DISCOVERY / EDISCOVERY

## DEFINITION

Discovery is the process of gathering and/or producing information based on particular keywords, phrases, or complex information relationships (often based on machine learning or AI technologies) related to a court case or investigation. eDiscovery (Electronic Discovery, E-Discovery, eDiscovery) is Discovery applied to any “Electronically Stored Information”.

## KEY POINTS

1. Discovery and eDiscovery are focused on producing information related to a court case or investigation.
2. eDiscovery can be conducted on an individual computer or network level.
3. Examples of Electronically Stored Information (ESI) include email, databases, presentations, voicemail, documents, social media, video files, and websites.
4. Metadata is included in the eDiscovery of ESI and includes information such as time-date stamps, author, recipient, file properties, etc.
5. Discovery can also be performed on physical information, eDiscovery being its successor in the digital era.

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# INFORMATION ACCESS

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## DEFINITION

Information Access refers to the process of determining which individuals may make use of specific information or specific categories of information, as well as the technology used to enable that process.

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## KEY POINTS

1. Information Access leverages “access rights” and “profiles” to determine which information is available to which user or, more often, user group.
2. Information Access refers to both process and technology.
3. Information Access determinations should be established through Information Governance.

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# INFORMATION ASSURANCE

- Frequently Misused Term (Disambiguation with Information Security / Information Protection)
- See foundational concept “Backup, Business Continuity, Disaster Recovery, and Information Assurance”

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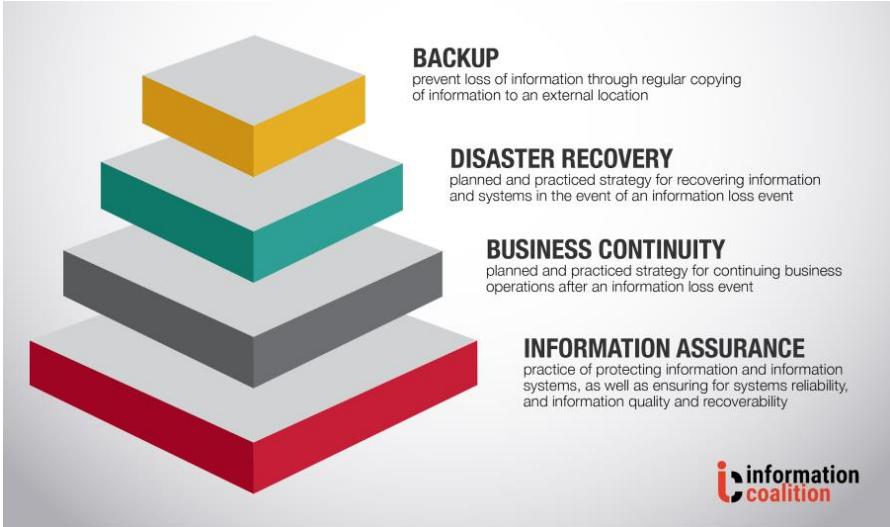
## DEFINITION

Information Assurance is the practice of protecting information and information systems, as well as ensuring for systems reliability, and information quality and recoverability. Information Assurance ensures that information and information systems are available when needed, protected, and appropriate confidentiality is leveraged.

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## KEY POINTS

1. Information Assurance is focused on both information and the systems that contain information.
2. Information Assurance is related to Information Security / Information Protection but has a broader scope.
3. Making information available to the right people at the right time while preventing unauthorized access is one of the key components of Information Assurance.
4. Information Assurance keeps information systems are protected, from both external audiences as well as inappropriate access from internal audiences.
5. Information Assurance often includes Disaster Recovery and Backup efforts.
6. Information Assurance efforts often include confidentiality mechanisms or classified information tiers (generally in Government or Military applications).



# INFORMATION SECURITY (ALSO KNOWN AS INFORMATION PROTECTION)

## DEFINITION

Information Security is the protection of both information and information systems from unauthorized access and disruption.

## KEY POINTS

1. Information Security's goal is to protect information assets.
2. Information Security leverages technologies, processes, and policies to protect information and information systems.
3. Information Security often focuses on technology but should also include policy around people and their access to information.
4. Information Security should include policy around employees, partners, and customer's access to information



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# PRIVACY

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## DEFINITION

Privacy is the practice of ensuring an organization's commitments and regulatory obligations to protect the personal information of customers, partners, and employees are met.

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## KEY POINTS

1. Privacy is a cross-functional practice - it cannot exist without cooperation across the organization.
2. Privacy covers both an organization's commitments to protect personal information (such as contractual obligations and commitments made in terms of service agreements) as well as regulatory obligations (external requirements).
3. Privacy efforts span various audiences that may have different commitments and/or regulatory requirements.
4. Privacy should cover customers, partners, as well as employees.

# STRUCTURAL/PROCESS ELEMENTS

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# AUTO-CLASSIFICATION

- Sub-discipline of Artificial Intelligence

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## DEFINITION

Auto-classification refers to the process of leveraging technologies to automatically analyze information and apply transformation without the requirement of human intervention. A transformation enabled by auto-classification may include relocation, addition or removal of metadata, addition or removal of categorization, addition or removal of policy, addition or removal of restrictions (print, download, copy, etc.), starting a workflow (approval, disposition, etc.) and/or any combination of transformations. Auto-classification may also refer to the underlying technologies that enable this functionality.

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## KEY POINTS

1. Auto-classification refers to both the process of auto-classification as well as the technologies that enable auto-classification functionality.
2. Auto-classification processes often include moving information from one location to another (relocation).
3. Workflow can be started through auto-classification or information may be moved into the queue for auto-classification technologies through a workflow.
4. Auto-classification processes may add or remove metadata after technology-based analysis of information.
5. Policies may be added or removed on information through auto-classification.
6. Restrictions (such as limiting printing, ability to download, ability to copy/share, etc.) may be added or removed on information through auto-classification.

7. Auto-classification technology has quickly become incredibly important in handling large volumes of information.

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# BUSINESS PROCESS MANAGEMENT

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## DEFINITION

Business Process Management is the practice and technologies that support the analysis, maintenance, management, automation, improvement, and re-engineering of organizational processes and workflow.

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## KEY POINTS

1. Business Process Management is focused on the full management and lifecycle of business processes.
2. Business Process Improvement is a sub-discipline of Business Process Management that focused on analysis, improvement, and re-engineering of organizational processes and workflow.
3. Business Process Management is both a professional practice and the underlying technologies that support the professional practice.
4. Business Process Management includes all organizational processes and workflow.

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# CAPTURE

- Misused Term (Under-Scoped)
- Includes Sub-Categories (See Digitization, Imaging, Scanning, and Upload / Native Creation)

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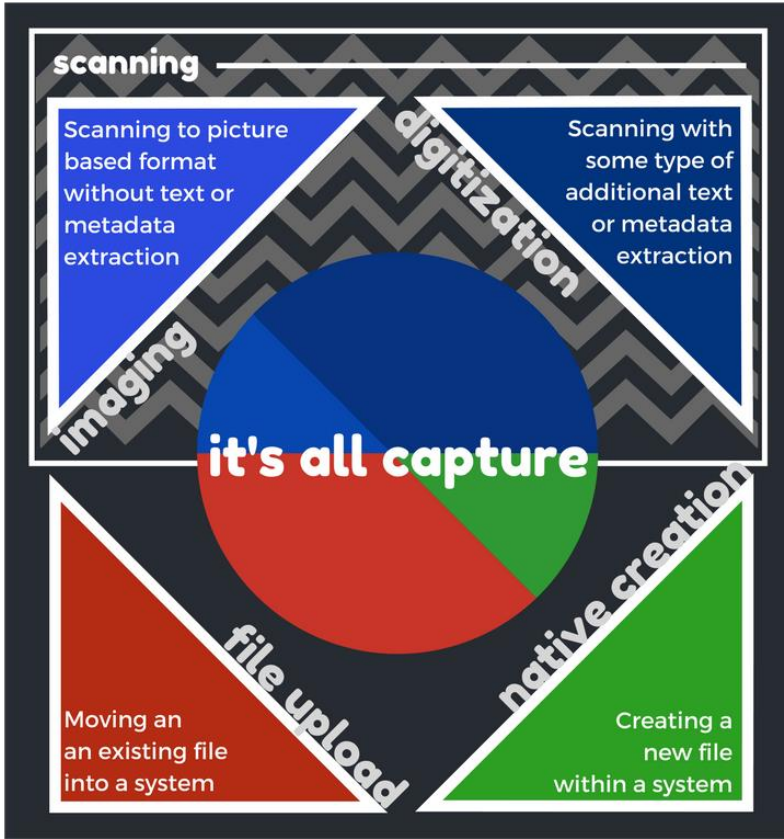
## DEFINITION

Capture is any means of adding a piece of information into an information system.

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## KEY POINTS

1. Capture encompasses scanning, file upload, and native file creation.
2. Capture is an addition of information into a system.
3. Capture is irrespective of text extraction techniques.
4. Sub-categories of Capture include scanning (both imaging and digitization), file upload, and native creation.



# CHANGE MANAGEMENT

## DEFINITION

Change Management is the process and techniques that enable organizational change. Most Change Management methodologies enable organizational change by focusing on the motivators behind individual change within an organization. Change Management may also refer to the technologies and tools that enable organizational change.

## KEY POINTS

1. Change management focuses on the people side of organizational change in order to implement change that is thorough, smooth, and lasting.
2. Key areas in a change management planning are sponsorship, buy-in, involvement, impact, communication, and readiness.
3. Change is a process, not an event, that includes three states. These are Current State, Transition State, and Future State.
4. Change Management may be a process, technique, technology, or tool.
5. Change Management often seeks out the individual motivations to create change in an organization.



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# CONTENT SERVICES

- Frequently misused term: Often scoped more broadly to “Information Services” an unused term that should likely replace “Content Services”.

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## DEFINITION

Content Services are the tools and technologies that can be accessed through APIs to connect content to users while focusing on their unique user experience. The aim of content services is to separate various useful functionalities from the platforms that have previously encapsulated them, making functionalities portable and exposing content in a manner consistent with the role of a user.

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## KEY POINTS

1. Content Services are tools and technologies accessed through APIs.
2. Content Services disconnects functionality from platforms.
3. Content Services makes functionality portable between platforms.
4. Content Services expose content based on user role.
5. Content Services can make content available through a variety of channels.
6. Content Services allow for personalized user experiences.

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# **DIGITIZATION**

- Sub-category of Capture; Sub-category of Scanning.

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## **DEFINITION**

Digitization is the process of converting physical information or scanned image(s) of information to a usable form of electronic information through the extraction of text.

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## **KEY POINTS**

1. Digitization is a combination of imaging and automated text extraction.
2. Text extraction can be full text or partial text.
3. Full-text extraction often creates a file which has searchable text.
4. Partial text extraction is often utilized to fill specific metadata fields related to a file.
5. Partial text extraction is often leveraged in forms processing or repeatable processes.

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# ENTERPRISE SEARCH

- Misused Term (Disambiguation, see “Search”)
- Replacing Term (Replaces “Federated Search”)

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## DEFINITION

Enterprise Search is a type of Search that provides results to users across all organizational information independent of the systems where that information may reside. Some Enterprise Search capabilities rely on a single search technology which is granted access to multiple repositories (Federated Search), whereas others aggregate the search results from multiple native (repository specific) search technologies.

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## KEY POINTS

1. Enterprise Search is any search capability that provides results across all organizational repositories.
2. There was previously a difference in terminology between Enterprise Search and “Federated Search” - Enterprise Search being a single search technology employed across multiple repositories, whereas Federated Search brought together multiple native search technologies. This terminology difference was largely semantic and has been disregarded by most. We have, as the profession largely has decided to call both terms “Enterprise Search” moving forward.
3. Enterprise Search is the technology employed to search across multiple repositories as well as an action taken when searching across multiple repositories.
4. Enterprise Search was coined largely to signal a difference between organizational search capabilities from Web Search, the technologies leveraged by providers like Google and Bing.

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# FORMS

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## DEFINITION

Forms are structured information capture technologies that allow for user entry of information across a series of entry points or fields. Usage of Forms ensures consistent entry of data but may also be used for entry of descriptive text (Metadata) for other types of information.

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## KEY POINTS

1. Forms allow for multiple, repeatable user entry of a defined series of fields.
2. Forms ensure consistent data entry.
3. Forms create structured information - data.
4. Forms may also be utilized to enter metadata on other types of information.

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# IMAGING

- Sub-category of Capture; Sub-category of Scanning.

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## DEFINITION

Imaging is a type of Capture that relies on Scanning technologies to make images (pictures) of pieces of information. These images do not have extracted text and metadata unless manually entered.

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## KEY POINTS

1. Imaging is a type of Capture.
2. Imaging leverages scanning technologies
3. Imaging creates only a picture of a piece of information and contains no text.
4. Images may have metadata that is manually entered but not extracted.

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# INFORMATION TECHNOLOGY

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## DEFINITION

Information Technology (or “I.T.”, or “IT”) is the professional practice, the people who make up the professional practice, and often the name of the department that manages organizational technology including hardware, software, and connectivity, and often also refers to the set of technologies employed by an organization.

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## KEY POINTS

1. Information Technology has 4 related meanings- it refers to:
  - a. The professional practice.
  - b. The people that make up the professional practice.
  - c. The department that manages an organization’s technology.
  - d. The technology of the organization itself.
2. Information Technology encompasses all hardware (including on-premises hardware as well as cloud-based hardware)
3. Information Technology encompasses all software (including on-premises, cloud, and hybrid software)
4. Information Technology encompasses all organizational connectivity (including all devices, computers, hubs, bridges, routers, internet connections, etc.)

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# INTEROPERABILITY

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## DEFINITION

Interoperability is the capability and/or technologies employed to make information and information systems accessible across different systems and platforms.

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## KEY POINTS

1. Interoperability takes either a capability or technology and makes it available in multiple settings.
2. Interoperability makes information and functionality available for external usage.
3. Interoperability can make information flow more easily and consistently between multiple information systems.

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# METADATA

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## DEFINITION

Metadata is descriptive text applied to unstructured or semi-structured information. Metadata often employs forms to ensure consistent entry of descriptive text through individual and repeatable fields.

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## KEY POINTS

1. Metadata enables information to be discoverable, reusable, and accessible.
2. It can be used to describe physical as well as digital items (information, images, audio-visual files, etc.).
3. Metadata can describe either a single item or a collection.
4. Metadata can be created manually or automatically.
5. There are different types of metadata (descriptive, structural, administrative).
6. Descriptive metadata is the most common form of metadata and is applied to a piece of information to assist in understanding what the piece of information is.
7. Structural metadata is applied to a piece of information to understand where that particular piece of information is in relation to other pieces of information (e.g. a chapter in a book, or object relationships)
8. Administrative metadata is applied to a piece of information to understand technical aspects of the piece of information (e.g. created date, last modified date, retention rules, access rights, etc.)



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# METRICS

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## DEFINITION

Metrics are predetermined assessment criteria to objectively evaluate an organization, effort, project, department, team, or individual.

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## KEY POINTS

1. Metrics should be objectively measurable.
2. Metrics are tracked over time, either in real-time (such as server uptime metrics) or periodically (such as quarterly sales goals).
3. Metrics can be employed at any organizational level from the organization as a whole through to the individual.

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# MIGRATION

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## DEFINITION

Migration is the process of moving information from one repository and/or system to another repository or system. This process generally includes actions to improve the quality or management of the information such as cleansing, transforming, and mapping. Technologies such as auto-classification or machine learning may be employed in this process.

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## KEY POINTS

1. Migration includes moving both information and metadata from one system to another system.
2. During migration, understanding how information moves, changes, and is transformed is critical to the success of a migration project.
3. Migration projects should be well understood by compliance, Records, and legal teams to ensure that any applicable regulations or standards are upheld during migration and any special considerations are handled.
4. Some technologies may have aspects of information migration built into them such as auto-classification and machine learning technologies.

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# MOBILITY

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## DEFINITION

Mobility is the enabling technology (devices and software) and management of that technology that enables employees to work from locations other than their workplace.

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## KEY POINTS

1. Mobility is about making information available on a wider variety of devices and uses.
2. Security is generally a concern for mobility enablement projects.
3. Any technology that allows for access of corporate information on devices should require an organizational policy be in place before deployment.
4. There are different considerations for information accessed on corporate-owned mobile devices and employee-owned devices.
5. There has been a rising popularity of BYOD (bring your own device) practices, these practices should be accompanied by corporate accepted policies.

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# NATIVE CREATION / UPLOAD

- Sub-Category of Capture.

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## DEFINITION

Native Creation and Upload are the methods of entering information into an information system. Native Creation refers to the ability to make new pieces of information within an information system whereas Upload is the ability to move a piece(s) of information into an information system.

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## KEY POINTS

1. Native Creation refers to creating a piece of information within an information system.
2. Upload refers to creating a piece of information and then moving it into an information system.
3. Native Creation is also referred to as “Native File Creation”.
4. Native Creation and Upload are sub-categories of Capture.

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# SEARCH

- Misused Term (Disambiguation, see “Enterprise Search”)

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## DEFINITION

Search is the ability to seek out information within an information system, as well as the underlying technology that enables that ability. The goal of Search is to locate or find information relevant to a particular query.

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## KEY POINTS

1. Search, as related to the Information Profession, refers to any capability that queries information.
2. Search facilitates finding information.
3. Search is improved through improvement of metadata.
4. Search can be a single box (such as Google) or an advanced form querying multiple fields.
5. Search may leverage operators (such as “AND”, “OR”, and “NOT”) as well as wildcards (such as “\*” or “?”) to improve results or widen queries.
6. Search results may have the additional capability of being filtered or sorted.

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# SOCIAL MEDIA

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## DEFINITION

Social Media include both publicly facing websites and internal sites that allow for interaction, collaboration, and communication amongst people and between people and companies. These websites often contain information that must be governed and managed.

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## KEY POINTS

1. Publicly facing systems such as Social Media sites may include information that must be governed and managed.
2. Social Media sites offer unique information benefits and challenges.
3. The benefits of social media sites include rapid interaction, faster iteration between employees (for internal systems), and a flattening of the organizational structure (for internal systems) to create more serendipitous beneficial relationships within an organization.
4. Risks of social media include information disbursement that may place information beyond the reach of management requirements, information security risks, and may subvert information access requirements that are applied in other information systems.
5. Internal Social Media sites are often referred to as Enterprise Social Networks.

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# TAXONOMY

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## DEFINITION

A taxonomy is an organization's structured classification scheme for information.

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## KEY POINTS

1. Taxonomy is based on organizational needs.
2. Taxonomy is structured classification.
3. A taxonomy is an organization's understanding of their relationship to their information.
4. A folksonomy is a type of organic taxonomy that is developed by information consumers who then apply "tags" to information.

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# WORKFLOW

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## DEFINITION

A workflow is a defined and repeatable series of actions that often leverages a piece of information to accomplish a specific business task.

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## KEY POINTS

1. Workflow is a repeatable series of actions.
2. Workflow are pre-defined for usage.
3. Workflow itself should be managed.
4. Repeatable tasks utilized in workflow can include approval, routing, moving, copying, signatures, disposition, application of print restrictions, application of user access controls, etc.
5. Workflow can be combined with other technologies such as auto-classification to create enhanced capabilities.



# VALUE ELEMENTS

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# BIG DATA

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## DEFINITION

Big Data is the processes and technologies employed by organizations to combine information from various repositories and sources (generally, very large repositories) to identify trends, patterns, and interactions to improve organizational decision making.

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## KEY POINTS

1. Big Data analyzes data sets.
2. Big Data combines data sets.
3. Data sets leveraged in Big Data can be both internal data as well as external data or openly available data sets.
4. The goal of Big Data is to improve organizational decision making.
5. Big Data allows for the identification of trends, patterns, and interactions.

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# BUSINESS INTELLIGENCE

- Frequently-Misused Term (Disambiguation with Business Analysis)

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## DEFINITION

Business Intelligence is the strategic discipline and underlying technologies for analyzing information to improve organizational decision making.

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## KEY POINTS

1. Business Intelligence is the discipline of analyzing information, along with the technologies that provide capabilities for analyzing information.
2. The goal of business intelligence is to improve organizational decision making.
3. Business Intelligence is often confused with Business Analysis. Business Intelligence is focused on decision making, Business Analysis is focused on providing solutions.
4. Business Intelligence is being combined with newer technologies like Big Data and Machine Learning for a broader scope of input for analysis.

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# COLLABORATION

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## DEFINITION

Collaboration is when two or more individuals, software systems and applications, departments, organizations, and/or stakeholders work together towards a common goal.

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## KEY POINTS

1. Collaboration isn't just about people - it is also about systems, applications, departments, organizations, and stakeholders.
2. Collaboration is a description of whenever two entities come together towards a common goal.
3. Collaboration may include any activities leading towards a common goal.
4. Most often, when discussing collaboration, one is looking at interpersonal collaboration.
5. Systems that enable interpersonal collaboration have been seen as more favorable in today's information climate.

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# CONTENT ANALYTICS

- Misused Term (Disambiguation, should be called “Information Analytics” in most cases or scoped to “Data Analytics”)

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## DEFINITION

Content Analytics are technologies leveraged to better understand the context of content either as a defined task (towards a specific business intelligence related goal or for information recategorization) or programmatically as content is captured by an information system.

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## KEY POINTS

1. Content Analytics are technologies that develop understandings of the context of content.
2. Content Analytics can be employed as a one-off process.
3. Content Analytics can be employed on an ongoing basis as content is captured.
4. Content Analytics are often standalone applications that are applied to information systems.
5. Some information systems are beginning to employ content analytics within their systems.
6. There is often a great overlap between the capabilities of the technologies of Content Analytics, Data Analytics, and Information Analytics - and the terms are growing ever more interchangeable.

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# DATA ANALYTICS

- Frequently Misused Term (In many cases, should be scoped upwards to “Information Analytics” or is employed as “Content Analytics”)

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## DEFINITION

Data Analytics are technologies leveraged to better understand the context of data either as a defined task (towards a specific business intelligence related goal or for information recategorization) or programmatically as data is captured by an information system.

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## KEY POINTS

1. Data Analytics are technologies that develop understandings of the context of data.
2. Data Analytics can be employed as a one-off process.
3. Data Analytics can be employed on an ongoing basis as information is captured.
4. Data Analytics are often standalone applications that are applied to information systems.
5. Some information systems are beginning to employ data analytics within their systems.
6. There is often a great overlap between the capabilities of the technologies of Content Analytics, Data Analytics, and Information Analytics - and the terms are growing ever more interchangeable.

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# DATA VISUALIZATION

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## DEFINITION

Data visualization is the professional practice and techniques employed to transform data into visual mediums such as charts, graphs, maps, etc., in order to more easily understand trends, correlations, rank, and/or context.

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## KEY POINTS

1. Data visualization is a professional practice as well as a set of techniques.
2. Data visualization transforms data into visual mediums such as charts, graphs, maps, etc.
3. The goal of data visualization is to understand trends, correlations, rank, and/or context.
4. Data visualization aids in the decision-making process.
5. Data visualization makes sometimes difficult to articulate data more easily understood.

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# DIGITAL TRANSFORMATION

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## DEFINITION

Digital Transformation is the reshaping of interactions, processes, and work outputs through the use of new technologies.

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## KEY POINTS

1. Digital Transformation is about the application of new technology in all areas of an organization.
2. Digital Transformation is about reimagining and reshaping business through new technology.
3. Digital Transformation is at its' heart, disruptive.
4. Digital Transformation seeks to start with the goals of an interaction, process, or work outputs - then determine how to best achieve those goals through technology without regard to how those goals were achieved in the past.
5. Digital Transformation as a term is relatively new but is something that in practice has been employed since the beginning of the technological age.



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# USABILITY

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## DEFINITION

Usability is the user experience-focused measurement of technologies and/or processes for efficiency and effectiveness.

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## KEY POINTS

1. Usability is focused on measuring technology and/or process efficiency and effectiveness.
2. Usability is centered on the user of a system or process.
3. Usability, in the Information Profession, is the measure of User Experience (UX).
4. There is currently a trend of different disciplines within and outside of the Information Profession simplifying this understanding of Usability and User Experience by simply referring to both as User Experience.
5. Measurement criteria for assessing Usability varies based on what is being measured but criteria should be assessed consistently over time to understand improvement.

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# USER EXPERIENCE

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## DEFINITION

User Experience is the satisfaction level of an interaction. The user in User Experience can be employees, partners, customers, or any other group of people interacting with an organization's technology, employees, partners, or processes. User Experience is measured by Usability.

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## KEY POINTS

1. User experience is a qualitative understanding of the satisfaction level of an interaction.
2. User experience is measured by Usability and criteria, while different for different types of interactions, should be consistent when measuring the same interaction for different people.
3. User experience should be measured before and after an improvement effort.
4. User experience should be measured regularly, as interaction expectations and standards change over time.

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# BLOCKCHAIN

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## DEFINITION

Blockchain is a decentralized technology that leverages an unalterable and timestamped distributed ledger, repeated in multiple locations, that ensures trust. Every transaction (called a “block”) in the ledger is secured through advanced cryptography and each transaction is linked to the previous transaction.

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## KEY POINTS

1. Blockchain is a decentralized technology.
2. Information is stored in blocks on the blockchain.
3. Various pieces of the blockchain reside on multiple computers, repeated in multiple locations.
4. Every block in the blockchain ledger is secured and linked to the previous block.

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# DEEP LEARNING

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## DEFINITION

Deep Learning is a type of Machine Learning that identifies complex and interrelated relationships, patterns, and correlations between and among pieces of information by leveraging non-linear algorithms.

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## KEY POINTS

1. Deep Learning is one type of Machine Learning.
2. Deep Learning is focused on identifying relationships, patterns, and correlations.
3. Deep learning takes in various input and creates additional layers that brings together the various relationships between the inputs, before providing an output.
4. This type of relationship evaluation is modeled after neural networks in human brains.

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# MACHINE LEARNING

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## DEFINITION

Machine Learning is a type of Artificial Intelligence that provides the ability to a system to improve over time through repetition. Machine Learning is also the field of computer science related to this application of technology.

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## KEY POINTS

1. Machine Learning is a type of Artificial Intelligence.
2. Machine Learning gives computers the ability to analyze.
3. Machine Learning capabilities are improved through repetition.
4. Machine Learning is also the field of study within computer science that is around the application of computer-enabled analysis.

# PROCESS AUTOMATION (INCLUDING RPA)

## DEFINITION

Process Automation (also referred to as “Business Process Automation”) is the application of technology to complex business processes to streamline and reduce human intervention, it is a type of Machine Learning. A subset of Process Automation is Robotic Process Automation, in which the artificial intelligence looks to replace user intervention by performing tasks in the same interface as a user, often by combining GUI testing tools with artificial intelligence software.

## KEY POINTS

1. Process Automation is a type of Machine Learning (which is a type of artificial intelligence) focused on streamlining business processes.
2. Process Automation applies technological analysis capabilities to processes.
3. Robotic Process Automation leverages artificial intelligence in a human user interface.
4. Robotic Process Automation replaces user intervention by performing tasks in a user interface.
5. Robotic Process Automation often is a combination of user interface (GUI- graphical user interface) testing tools with Process Automation technology.

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# RECORDS & INFORMATION MANAGEMENT (RIM)

- Information Types: Unstructured, Semi-structured, Structured
- See Foundational Concept - Records Management: Traditional Records Management, Electronic Records Management, Records & Information Management (RIM), & Retention Management

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## DEFINITION

Records & Information Management (RIM) is the evolution of Records Management when combined and aligned with the discipline of Information Management.

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## KEY POINTS

1. Records & Information Management (RIM) is a combination of two previously separated disciplines.
2. Records Management portions of RIM align to provide a holistic approach to both ongoing management and disposition of Records and Information.
3. Information Management portions of RIM align to provide a holistic approach to management based on business value to an organization's constituents and clients.
4. Records & Information Management (RIM) seeks to better link Records with business outcomes and processes.

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## ANALYSIS

Records & Information Management is an emerging, more modern, title for the sub-discipline of Information Management previously referred to as Records Management (RM). Although not universally adopted in all organizations to replace RM, RIM is now commonly used by IM professional associations and other supporting organizations to describe modern/next

generation RM programs. RIM is also increasingly being used by both associations and practitioners' employing organizations in job/position titles such as RIM Manager/Supervisor, RIM Specialist, RIM Analyst, etc.

While RIM programs and RIM practitioner roles/responsibilities incorporate all principles, elements and aspects of traditional RM, it expands on and differs from it as follows:

- RIM considers "Information" as a key organizational asset;
- RIM denotes "records" as a subset of all "information";
- RIM recognizes as a basic premise that all information assets of an organization should be managed according to business value and/or value to the organization's constituents or customers;
- RIM seeks to ensure that all information assets are managed in a holistic approach (together with related IM disciplines), linked to strategic business outcomes and integrated into business processes.



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# RETENTION MANAGEMENT

- Sub-Discipline of Information Management
- Information Types: Unstructured, Semi-structured, Structured
- See Foundational Concept - Records Management: Traditional Records Management, Electronic Records Management, Records & Information Management (RIM), & Retention Management

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## DEFINITION

Retention Management is the post-Records practice of focusing on the retention periods of groups of information, across all organizational information rather than segmenting records apart from the rest of the organization's information. This is often an easier method to achieve basic levels of compliance or automation than a Records Management approach. Organizations that move towards this model are often lightly regulated and/or entrepreneurial-minded.

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## KEY POINTS

1. In a Retention Management approach to information there is no separation of Records from information.
2. The focus of Retention Management is on retention periods and disposition, across all organizational information.
3. Techniques utilized in Retention Management may include auto-classification technologies.
4. Disposition of information is often automated (but may include human interaction).
5. Policy drives retention management techniques and potential use.
6. Records Management (and both Traditional Records Management and Electronic Records Management) reject the Retention Management approach and an organization

must select either Retention Management or Records Management - organizations cannot use both.

7. Retention Management cannot be utilized as an approach by organizations that have Records requirements placed on them by regulation or requirement.