



How to Gain Insight into ALL of Your Information



In Partnership with

 shinydocs

Introduction

Most organizations understand the problems created by information overload. The impact is felt in every aspect of doing business today. Whether it's difficulty *finding* the right information, *managing* the growing quantities of sensitive data, or *leveraging* information in ways that make a real difference, organizations are struggling to keep up.

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Organizational performance is impeded by the ever-pressing data crush. [Two thirds of office workers say that the volume of data they must manage negatively affects their job.](#) And even though information overload is a well-known challenge, it seems that most businesses haven't found the right solutions to address it.

2021 is shaping up as a year of reckoning as the long-term trend of information overload continues to accelerate. We create roughly 2.5 quintillion bytes of data every day. On top of that, enterprise organizations have, on average, five distinct information repositories

or content databases, often with years of legacy data packed away. And that is not counting the many file shares, business applications, and personal computer drives that contain hidden and overlooked information. According to AIIM research, [49% of organizations say that understanding and integrating enterprise data and systems is their biggest information management challenge.](#)



The Cost of Chaos

The chaos of information overload costs organizations in many important ways, not only in terms of systems, hardware, and hard dollars, but also in areas like teamwork, customer service, and process performance. According to our research [70% of AIIM members say that getting the right information, to the right person, at the right time is at the heart of their digital transformation challenge.](#)

In far too many organizations, siloed content repositories and disconnected pockets of content create an environment in which making meaningful process improvements and transformative changes in workflow are all but impossible to achieve. This ultimately increases both cost and risk, while inhibiting an organization's ability to innovate and improve.

New Strategies Are Needed

Traditional notions of Enterprise Content Management (ECM) essentially assume you can manage all your information in one place. But even the most modern content management systems can become islands of information. And in reality, this represents a mere sliver of the amount of information organizations must contend with today. Any number of cloud repositories, file shares, and mobile apps can operate outside the scope of "records management."

Add to this diversity of content, the emerging need to retain and manage new types of data that have never been within the scope of "information governance." One example can be heard in an interview on the *AIIM On Air* podcast with Regina Martin, Records Manager at Howard County Government in Columbia, Maryland, where she discusses the [challenges of ingesting and retaining audio files from police dispatch 911 calls.](#) Regina and her team routinely scan over 1 million pages of paper every year. Now they must also manage gigabytes of audio files and body camera footage. What is their strategy? They're saving everything – forever – just to be safe.



Battle Information Overload

How can you begin to battle information overload? It is important to first understand what you are up against. After all, if you don't know what information you have across your organization – what risks it represents and what opportunities it can offer – it is impossible to craft meaningful strategies. In short: you can't govern what you can't grasp.

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Crawl Before You Run

Advanced techniques using artificial intelligence and machine learning provide the ability to inventory and understand all of your data, no matter where it is located. Systems essentially “crawl” through massive amounts of data at machine speed to create a federated and centralized index of all your information. A number of dashboards and reports provide a comprehensive view of the entire content ecosystem. As a result, you can immediately begin to gain important insights.

- How much information is redundant or obsolete?
- Are we exposed to unknown risks and expenses?
- What information drives our most important processes and operations?
- How can we use information to be faster, better, and more value-add than our competitors?
- What systems and workflows are needed to reduce our cost and risk while improving service, agility, and performance?
- Do we have data and perspective to drive budgets and warrant C-suite attention?
- Have we unearthed all legacy stores and siloed repositories?

Records Are Everywhere

The old notion of consolidating your enterprise information into a singular monolithic system is outdated and no longer viable. Once you accept that “records are everywhere,” and adopt thoughtful approaches using automated systems to locate, understand, and analyze ALL your data, you can begin to take steps to modernize and innovate. Here are some benefits to consider.

- 01 **Understand all your information** – Connect and crawl your scattered file shares, cloud repositories, and legacy systems to create a comprehensive index of information.
- 02 **Get a full understanding of your data** – Quickly see how fast your data is growing, how old it is, and where it resides.
- 03 **Analyze the information environment** – Reports with robust AI-powered analytics make it easy to assess the risks and to uncover opportunities to leverage data in new ways.
- 04 **Get rid of the ROT** – Find and eliminate redundant, obsolete, and trivial files that increase your risk and make it more costly to operate.
- 05 **Get more value from information** – Instead of data just sitting there, make it work for you. Once you inventory all your information you can more effectively use it in processes that improve customer service, system response, and revenue.

Case Study 01

AgNovos Healthcare is one good example of a company that has begun to effectively battle information overload and has gained new insight and improvements with this approach. Contending with an extremely large number of files, AgNovos recognized that using an AI-driven solution was the only manageable way to quickly and accurately identify duplicates files, remove them safely, and plan for a better structure for upcoming exponential data growth.

AgNovos used [Shinydocs Cognitive Suite](#) to analyze information across their enterprise. To start, 8.5TB was indexed across 45 individual Box accounts and 20 file shares, revealing over 3,800,000 stored files. The evaluation immediately uncovered that 65% of that data had been duplicated files. In addition, a total of 85,500 additional files were identified as trivial and were targeted for removal.

Identifying duplicates and eliminating system files that posed data integrity and potential security issues cleared the way for a new process improvements and changes in information governance that came at a fraction of the time and cost it would have taken to accomplish manually. “We have full confidence that the effort delivered results that will drive business value,” said CIO Jim Shrimp.

Case Study 02

Another example are recent efforts at a natural gas provider in Saskatchewan, Canada which struggled with 20TBs of data spread across the organization. With 85,000 km in managed pipeline and over 1,000 employees, information overload took a toll on efficiency, compliance, and storage costs. Overload was rampant because the unwritten policy was to “keep everything just in case,” but in reality, it was simply impossible to continually clean up and migrate data into the required file repositories.

The customer needed a new way of thinking and a more efficient long-term strategy. Working with experts from Shinydocs, the organization performed a holistic assessment of the vast amount of content in their information stores. Over three million documents were discovered; 42% were in various file shares and the remainder in SharePoint. Nearly 35% of this content was either redundant, obsolete, or unneeded.

Armed with this understanding, the company worked with Shinydocs to prepare classification codes and implement a retention policy that minimized information overload and improved their bottom-line profitability. Users who were spending hours trying to find documents were able to decrease that time to just minutes, increasing productivity by 45%. Cost savings were realized from reduced server requirements, and the project has furthered cloud preparedness.

“As our digital content is mostly on network drives, we needed to understand our data before deciding to move it to a controlled or repository environment,” said the company’s Corporate Records Manager. “There are a lot of moving pieces and we needed to leverage automation to tackle the amount of data being created by our organization.”



Powerful Competitive Advantage

Having a better understanding of all your information is a powerful advantage for any organization. Indeed, 92% of C-level executives believe that improved information agility is critical to their future business success; yet only 27% consider their organizations to be highly agile. Imagine if your organization was one of those at the top of the pile in terms of improved agility, service, and performance?

By getting a handle on all of their data, top performing organizations introduce new levels of flexibility and adaptability enterprise-wide, and allow their teams to respond faster to fluctuating market conditions, improve overall organizational efficiency, and enhance customer service and satisfaction. The improvements are measurable in terms of new revenue streams, new customers, and new market positioning, equaling business growth.



Moving Forward

Knowing what information you have, where it is, what value it has and what risk it represents is perhaps the most important competitive differentiator today. In the past this type of comprehensive analysis would have been costly, complex, and most likely incomplete. But with advanced capabilities in machine learning and artificial intelligence, organizations can now effectively contend with information overload and begin to make meaningful strides toward digital transformation.

Organizations that continue to have disjointed connections and siloed pockets of content risk being left behind by their more nimble competitors. Look for providers and partners with the right mix of expertise, capability, and vision to make the most of your investments.

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About Shinydocs Corporation

Shinydocs is looking to reimagine knowledge management for the enterprise. While there are more solutions available now than ever before, many of them are built on the foundations of outdated and ineffective industry thinking. Shinydocs knows that knowledge is created through a connected ecosystem and not a single application. Across industries and around the world, organizations struggle to get a handle on their data. Shinydocs AI-powered solutions make it easier than ever to locate, secure, and automate records management processes so people can find what they need, when they need it. Most importantly, your employees won't need additional training or change the way they work. In an industry dominated by legacy applications, Shinydocs helps enterprise organizations get real value from their data by ensuring enterprise information is actionable and understood.

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AIIM helps organizations improve their performance by transforming the way they manage their information.

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