IAM 2021

Information Awareness Month

THIS SESSION WILL COMMENCE SHORTLY... THURSDAY 27 MAY 2021

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8.45am	Official welcome
8:50am	Digital Transformation - Institute for Information Management(IIM)
9.00am	Fuji Xerox
9.05am	Building Human Capital - Australian Library and Information Association(ALIA)
9.15am	Digital Preservation - Australian Society of Archivists(ASA)
9:25am	ActiveNav
9.30am	Information Governance - InfoGovANZ
9.40am	Aligning Data and Information Management – Data Management Association(DAMA)
9.50am	Compu-Stor
9.55am	Business Engagement - Records and Information Management Professionals Australasia(RIMPA)
10.05am	Missing Education in Information Management – RIMPA, ALIA & ASA
10.20am	Collaborative discussion on common themes
10:55am	Official close

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Talend Data Fabric

From data chaos to absolute clarity

27th May 2021

Why?
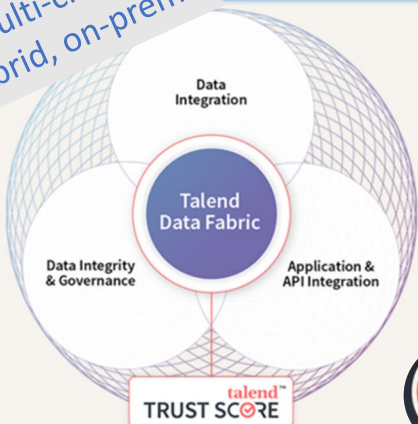We believe better decisions come from better data

What do we do?
We provide an end-to-end data management and data governance solution called Data Fabric

Who we are?
A Leader In Data Integration & Integrity

multi-cloud, hybrid, on-prem

Global presence
1600 employees, 250 APAC, 30+ ANZ

6500+ Customers

aws

Azure

snowflake

databricks

Gartner

Cloud Alliance Partnerships

FORRESTER

Recognised by Analysts

Talend Data Fabric

Data Integration

Talend Data Fabric

Data Integrity & Governance

Application & API Integration

The only platform that unites data integration and governance to deliver trusted data at your fingertips

- Data Integration
- Data Integrity and Governance
- Application and API Integration
- Powered by Talend Trust Score

Try Talend Data Fabric

Learn more

talend TRUST SCORE

76 TRUST SCORE

There is more data than ever before

→

2010 ⟶ 2013 ⟶ 2016 ⟶ 2019 ⟶ 2021 ⟶ 2024

2 · 9 · 18 · 41 · 74 · 149

# of zettabytes of data in the global datasphere*

400+

$1.5T

30%

45%

Data sources on average[1]

Costs of shadow IT[2]

Lost revenues due to bad data[3]

Data transformation projects fail[4]

Data challenges hampering trust in data

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Taking a value-first approach and embedding trust into data, business models and advanced technologies, will power the intelligence running through the enterprise and ultimately provide targeted, sustainable value creation.
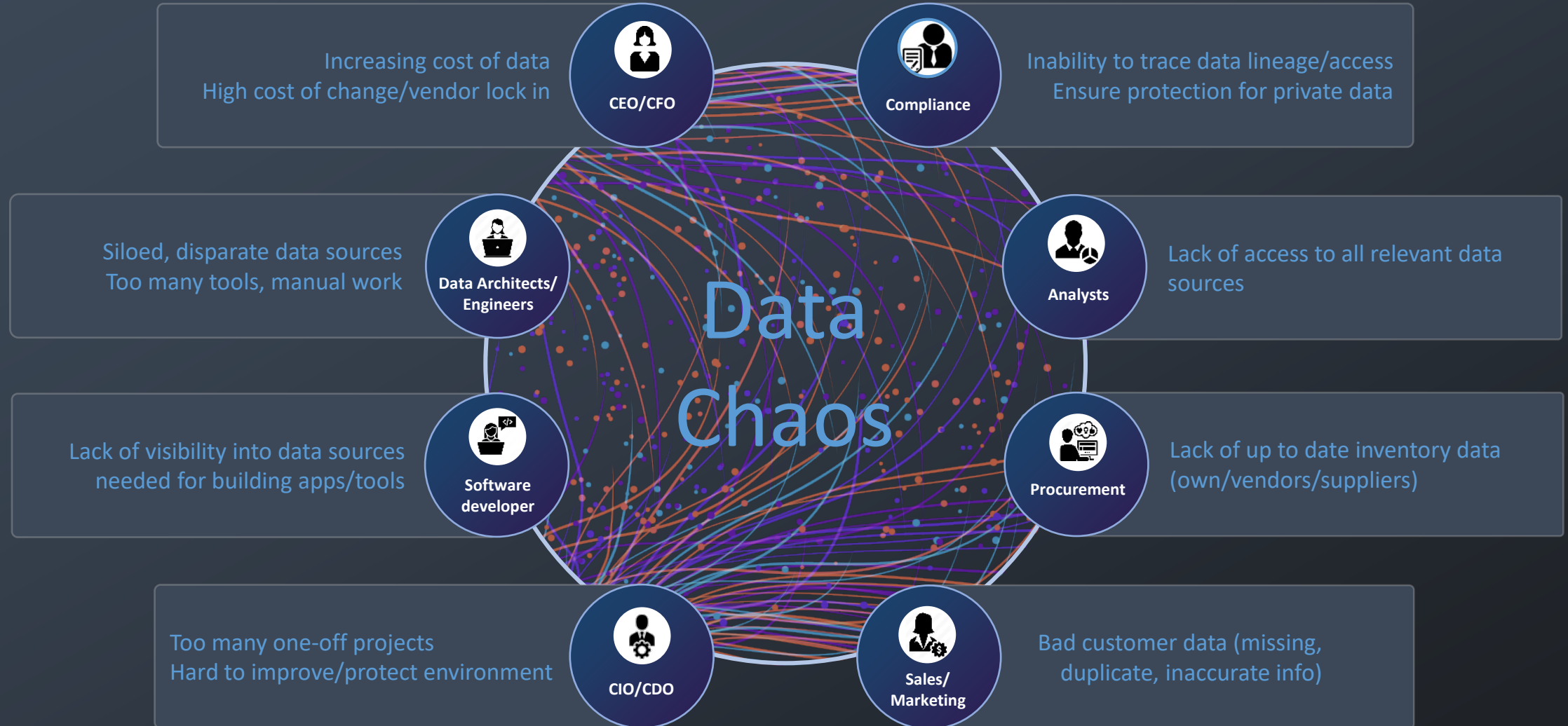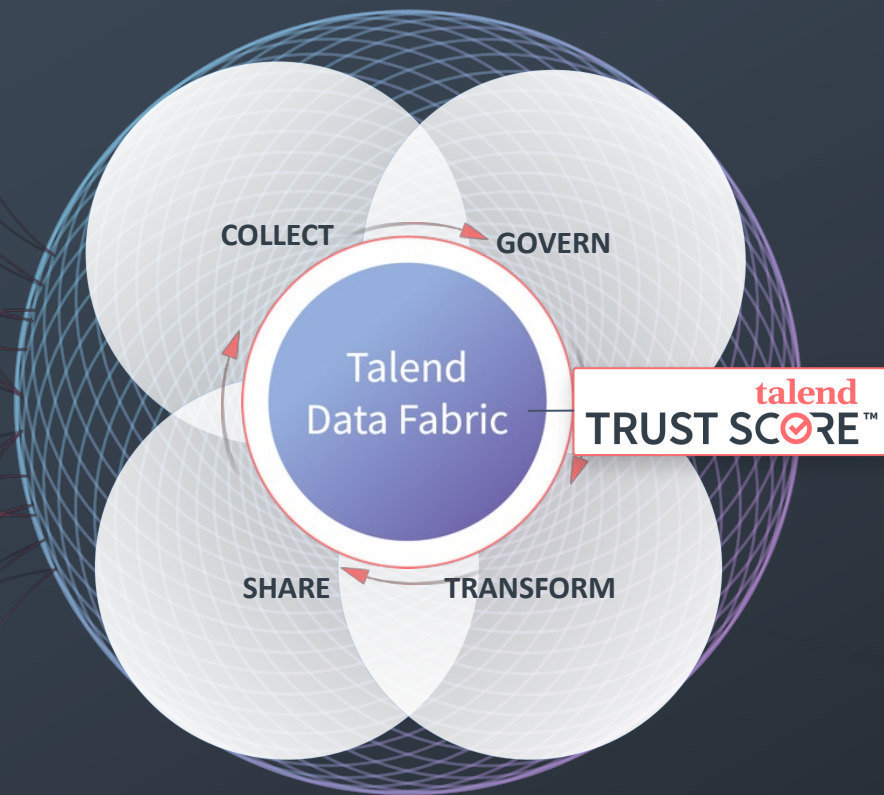
EY - CEO Imperative Study

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Data Chaos impacts every aspect of your business

Increasing cost of data
High cost of change/vendor lock in

CEO/CFO

Inability to trace data lineage/access
Ensure protection for private data

Compliance

Siloed, disparate data sources
Too many tools, manual work

Data Architects/
Engineers

Lack of access to all relevant data sources

Analysts

Data Chaos

Lack of visibility into data sources needed for building apps/tools

Software
developer

Lack of up to date inventory data (own/vendors/suppliers)

Procurement

Too many one-off projects
Hard to improve/protect environment

CIO/CDO

Bad customer data (missing, duplicate, inaccurate info)

Sales/
Marketing

t

Complete, trusted and timely data

Data Chaos

Talend Data Fabric

COLLECT → GOVERN

SHARE ← TRANSFORM

talend
TRUST SCORE™

Data Architects/ Engineers

Integration Specialists

Data Scientists

Data Stewards

Citizen Integrators

Analysts

Transform the customer experience

Increase operational efficiency

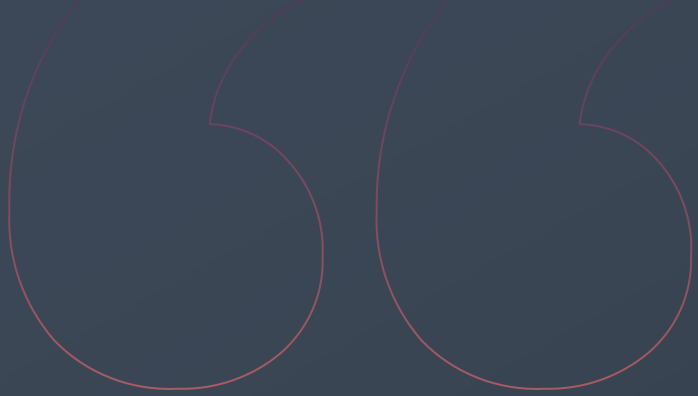Reduce risk, ensure compliance

Innovate faster

For multi-cloud, hybrid, and on-prem

t

Data Fabric - enables frictionless access and sharing of data in a distributed data environment. It enables a single and consistent data management framework, which allows seamless data access and processing by design across otherwise siloed storage.

Gartner – Top 10 Data & Analytics Technologies 2019

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Panellists

David Fricker, Director-General, National Archives of Australia

Thomas Ryan, First Assistant Commissioner, Australian Electoral Commission

Dr Rohan Baxter, Director Analytics, Australian Taxation Office

Mark Fazackerley, Regional Vice President ANZ, Talend

Facilitators

Vladimir Videnovic, President, IIM

David Williams, Board Director, IIM

Discussion Subtopics

- Information management frameworks for supporting digital transformation

- Guiding principles of your digital transformation

- The measures and indicators of a successful digital transformation

- Information governance model addressing the challenges of a digital workplace

- Importance of the executive sponsorship

- The key lessons learnt

- Recommendations for organisations that are at early steps of their digital journey

Key Discussion Points

- McKinsey 2019 study – only 45% DT projects success (<20% in the public sector)

- Information governance is vital for digital transformation of business

- Unreserved support by the most senior executives avoids siloed ambitions

- Envisage the future outcomes and work backwards

- Collaboration across all areas of an organisation

- Innovative approaches:

    - gamification involving diverse teams

    - cross-fertilisation of ideas between government and industry

Guiding Principles

- Clear purpose and priorities

- Committed leadership and effective coordination

- Focus on collaboration and people over processes and technology

- Service-oriented: customer provided information collected once, used many times

- Single digital identity balanced with privacy requirements and cybersecurity

- End-to-end design and implementation to ensure best user experience and efficiency

- Use "born digital" Data, avoid manual steps and pseudo-paper processes

- The 7 Lenses of Transformation - consistent framework by UK government

- Embrace innovation and readiness for change

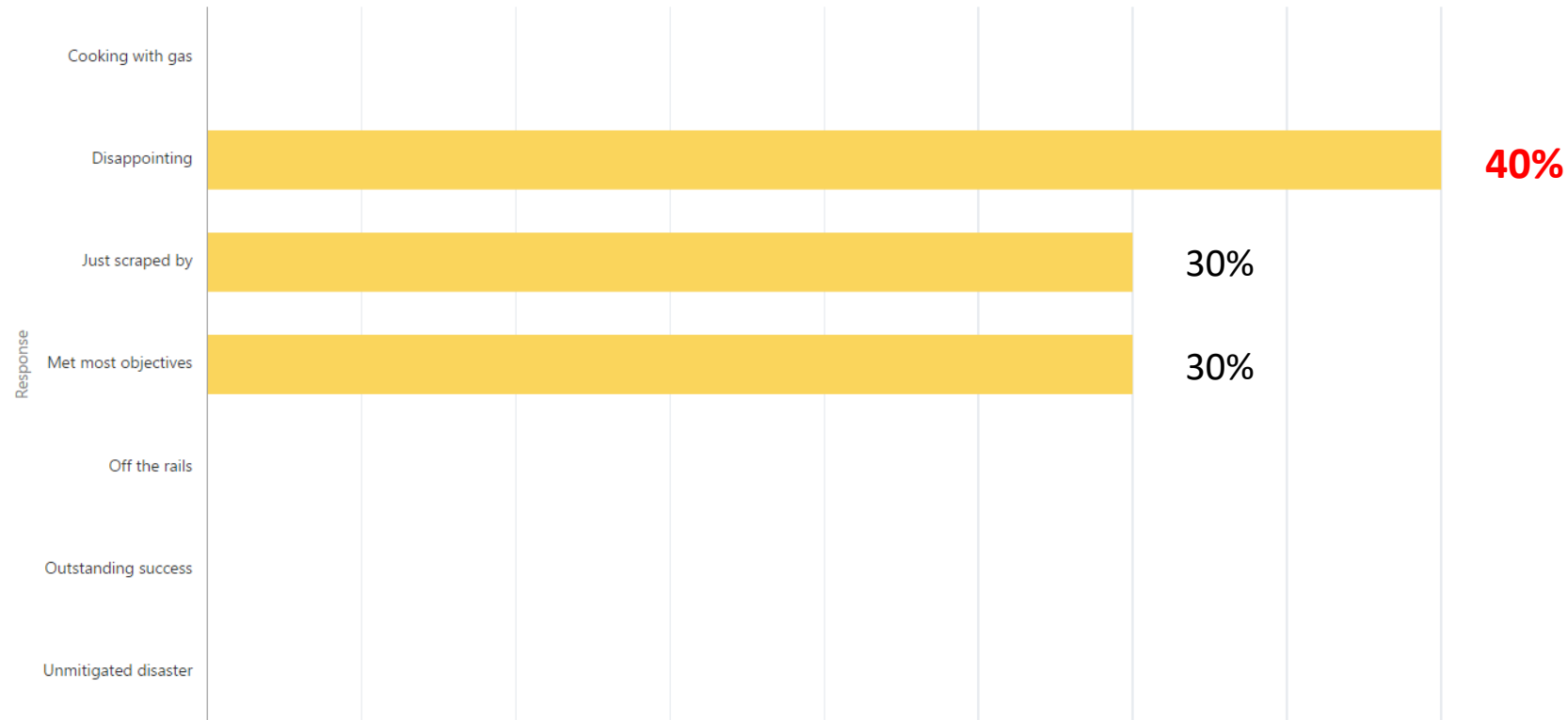- Attain sponsorship from the top and champions at all levels

Survey 1 for Participants

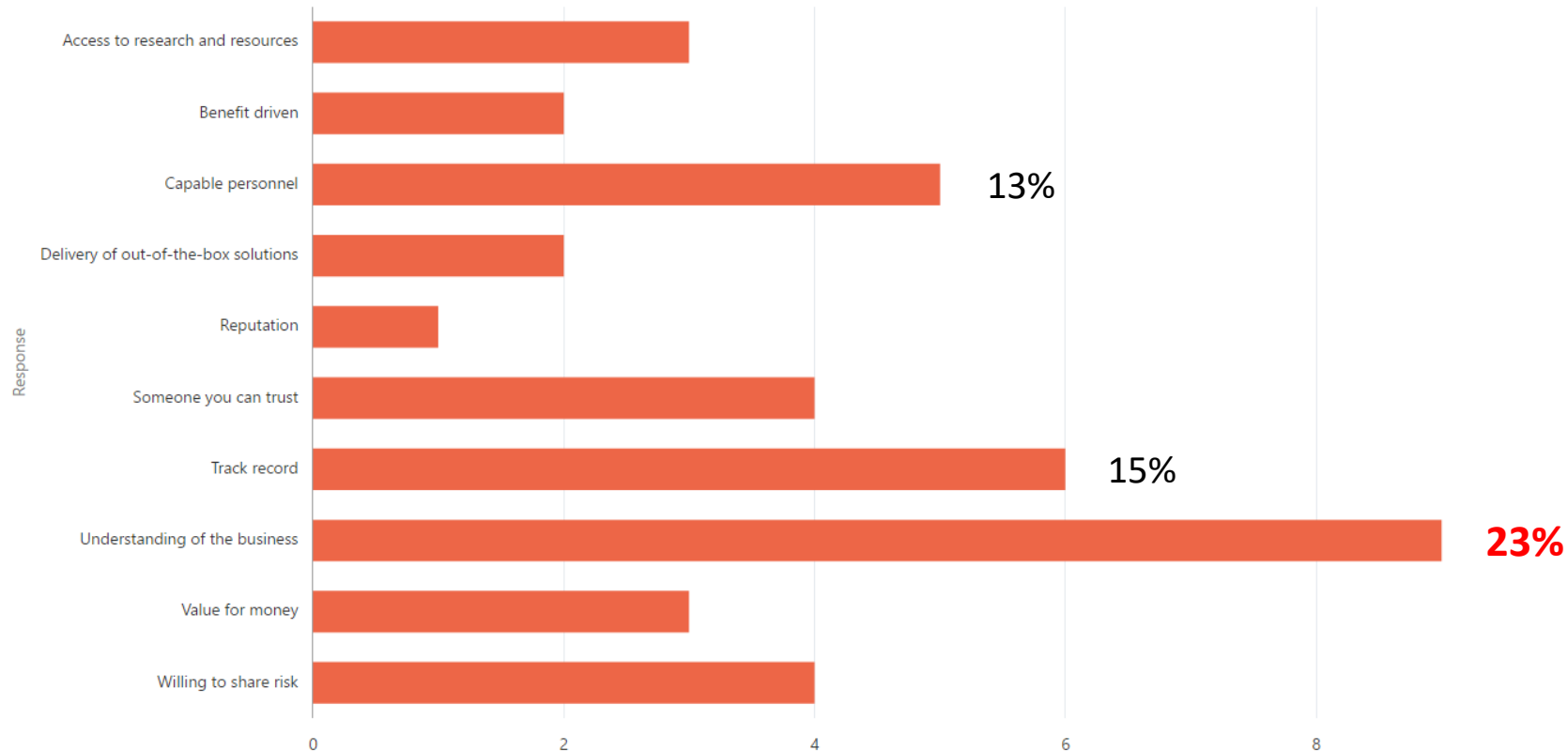**Question:** *Who should sponsor the digital transformation in your organisation?*
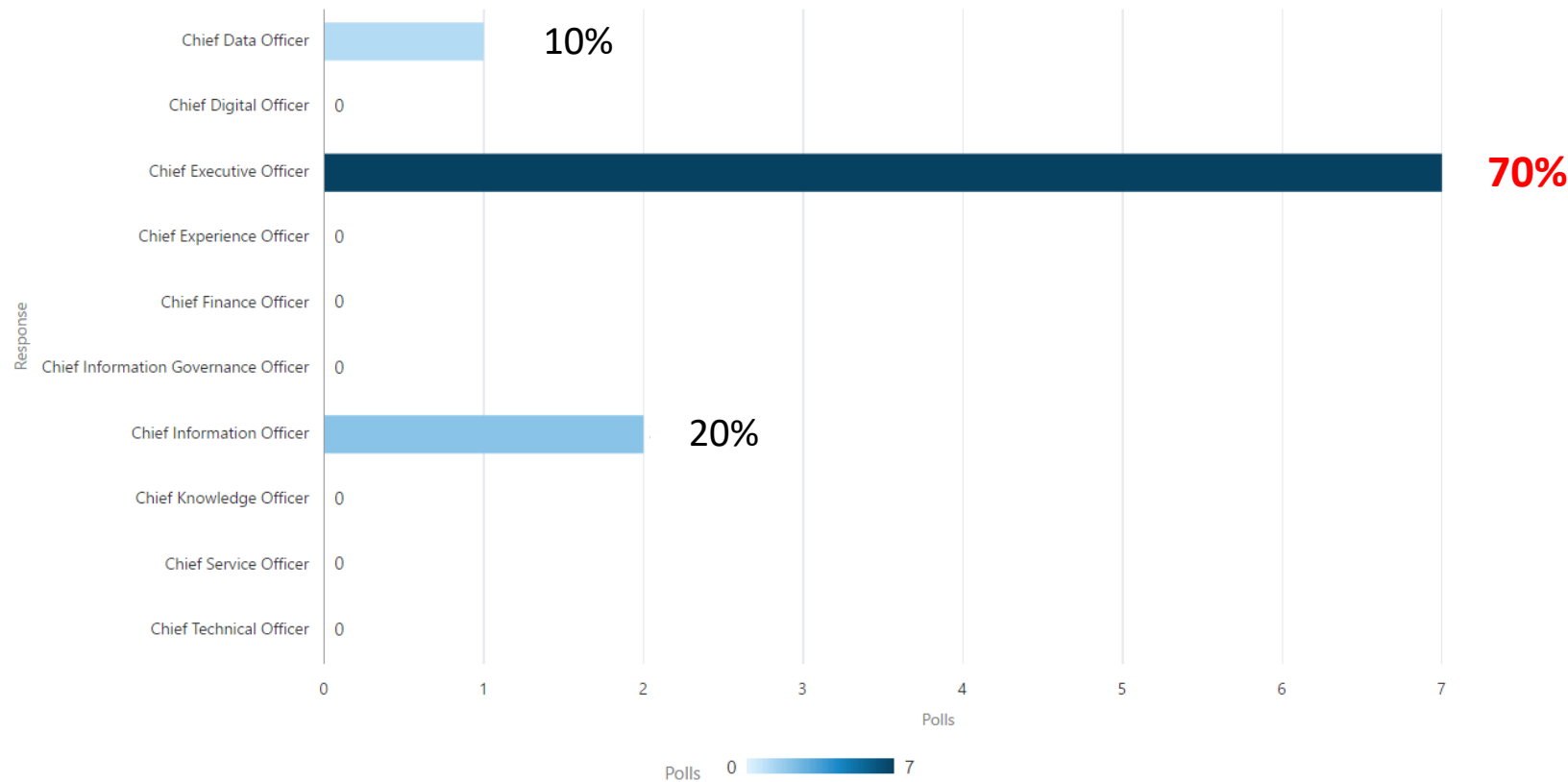
Survey 2 for Participants

Question: *Level of success of your last or current digital transformation?*

Survey 3 for Participants

Question: *What do you look for in an industry partner for your digital transformation?*

Recommendations

- Digital Transformation starts with a clear vision – *What value it is creating?*

- Focus on "*Why*?" – what problem organisation is trying to solve

- Digital Transformation to be successful need unreserved support by the CEO

- Digital Transformation is a program that requires proper planning and management

- Design with stakeholders

- Ensure that the Right Data is understood/captured/available to support the grand vision

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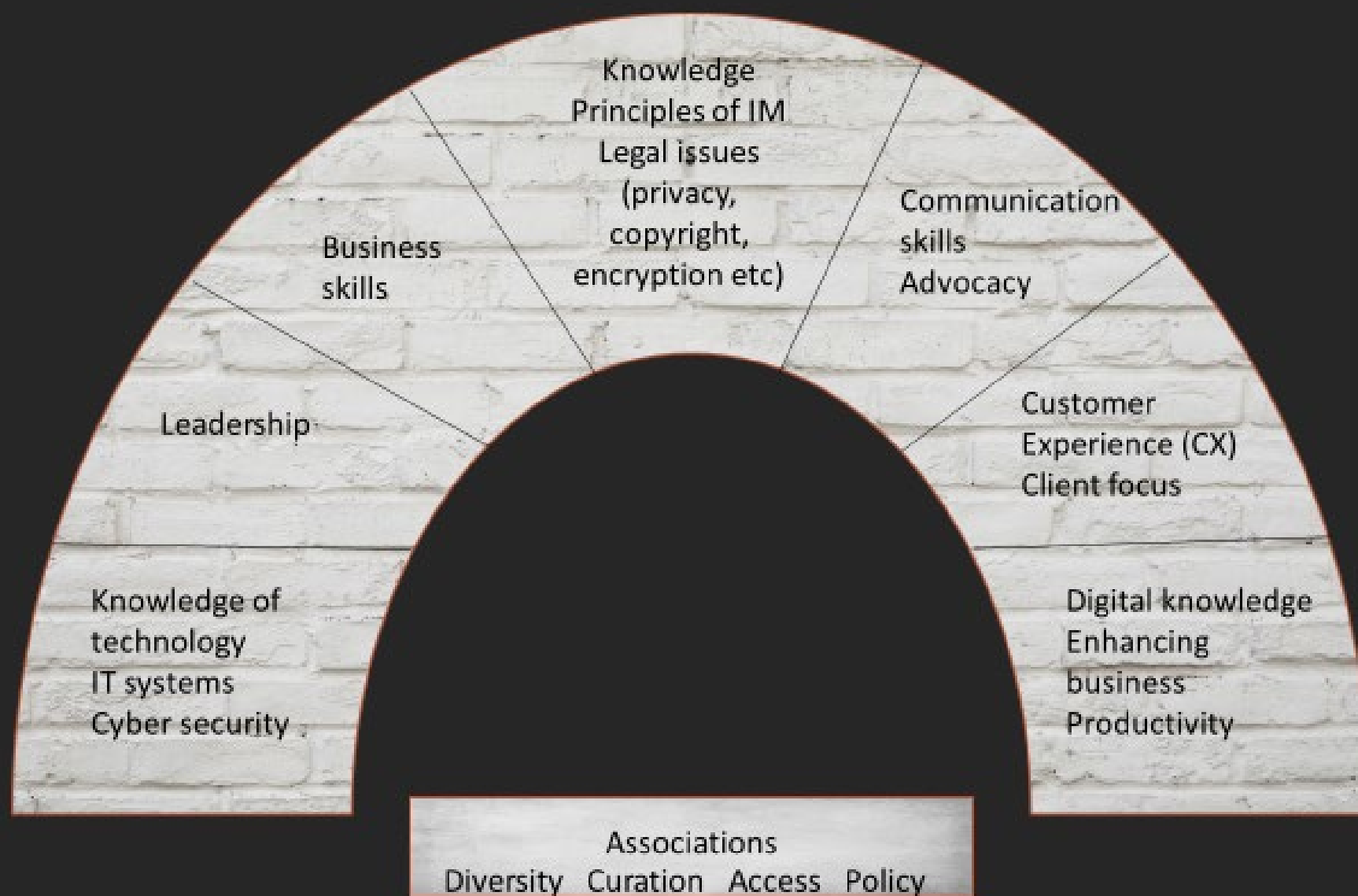
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Emerging Practices/Trends/Opportunities

Opening the conversation

- Talking across professions

- Vendors

- Advisory councils

- Think tanks

Future of Study

- Micro-credentials

- On the job skills transfer

- Practice-based courses

- Educating others – skills/knowledge for managers/leaders

Change

- Capturing what we do

- Strengthening reporting

- Assessment of needs

- Avoiding the sunk costs fallacy

Questions Asked

What is the current state of digital preservation in Australia?

What are the skills and resources needed to improve our capacity in this area?

What can we do in our own organisations to help drive change?

What are the key challenges when developing effective digital preservation programs?

ActiveNav Introduction IAM 2021 Roundtables

PRESENTER

Peter Baumann

CEO, Active Navigation

ACTIVENAV
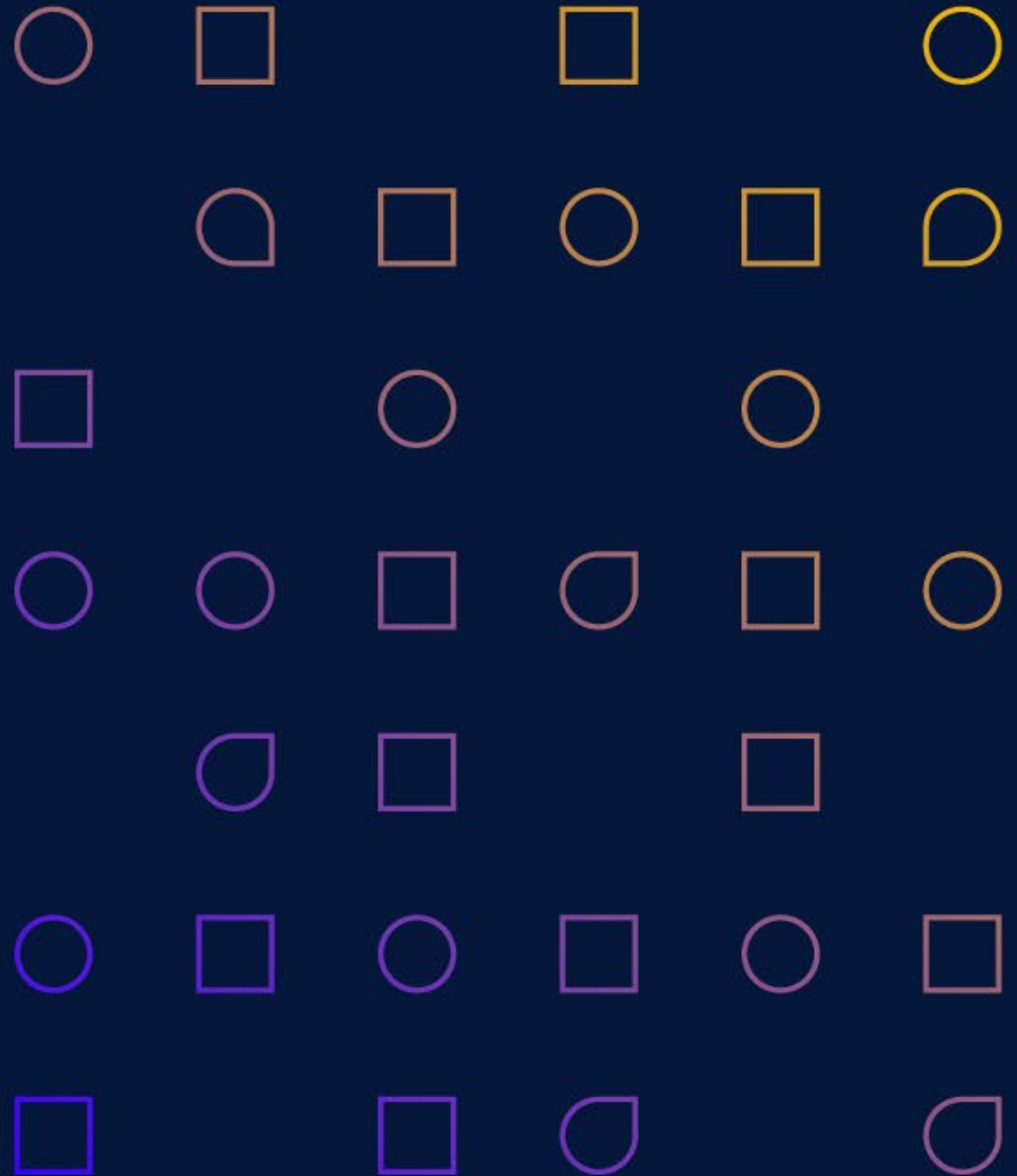
About ActiveNav

With ActiveNav, organisations can map, clean, classify, quarantine, and delete sensitive, redundant, obsolete and trivial data to lower the risk profile of their unstructured data.

Tens of thousands of hours fixing real content

Software designed for the job

Pragmatic solutions for real results

Deployed across 6 continents

Use Cases

Records Management/M365	• Manage in-place official records • Facilitate clean up of ROT (redundant, obsolete, and trivial) data
Data Mapping	• Analyse unstructured data systems & build a map of dark data
Divestitures and Acquisitions	• Identify data locations that form part of a divestiture
"Crown Jewels"	• Identify critical IP/data assets in order that they can be secured and protected
Data Privacy	• Identify, and manage, 'at risk' data • Comply with regulations such as GDPR, etc.

Focus Area:

- **Common Challenges**
  - Uncontrolled data growth
  - Complying with evolving privacy laws
  - Difficulty identifying the location and usage of unstructured data

- **Impact**
  - Large attack surface area
  - Failure to comply leads to fines, lawsuits and government scrutiny
  - You can't protect what you don't know you have

- **Solution**
  - ActiveNav automates
    - Data mapping
    - Sensitive data discovery and remediation
    - On-going data governance

  - Mitigates risk and lowers cost

  - Enables legal holds and quarantines

  - Allows role-based access to data

  - Facilitates data minimisation

We work with companies of all sizes in all industries.

Thank You!

Peter Baumann

CEO

peter.baumann@activenav.com

Simon Costello

VP, APAC

Simon.Costello@activenav.com

::: ACTIVENAV

Members of the Information Governance Roundtable 2021

IG Structure and Drivers

IG Framework, IG Steering Committee

Drivers - operational & legal requirements: e.g changing regulations

Risk management - Risk Appetite Frameworks and reporting driving IG maturity – e.g. info security and privacy being reported

Mechanisms - multidisciplinary training combining info security, data protection/privacy and cybersecurity

The Compelling Reason to Act

In a post-COVID world we are more reliant on the digital than ever before.
The pace of change in the digital world is accelerating, the speed that new apps and systems are developed and deployed will continue to accelerate and the expectations of our end-users have changed.

Requires broader and greater governance driven from the top-down.
Existing processes need to change with active participation and effective communication across all disciplines.

IG assists organisations to keep up with this transformation in a way that minimises risks and maximises value of their information resources.
Once implemented, it needs to become business-as-usual & operationalised, where everyone knows and understands the roles and deliverables to be performed in a timely manner.

How do you build or improve IG:

Executive stakeholder buy in

Robust policies and processes - from no documented policies to established, and then to regularly reviewed and updated

Understand organisational requirements and deliver regulatory compliance

IG, records & IM professionals need to be part of the conversation

Understand and value people's skills, need for effective communication and seat at the decision-making table

Quick commentary and provide alerts to impacted parties (don't hide or delay)

Become the 'Resilience Connected Tissue'

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IG – topical IG data and tech issues

Shadow IT	Data location	AI
- Needs formalised systems + procedures - Defined duties - Manage the rate of change and issues	Remains key for buying new technology & understanding the issues of ongoing management	Augmented Intelligence is required, not Artificial Intelligence

Calls to Action

1. Compelling Reasons

With the speed of digital transformation and the rate of new systems being developed and deployed there is a requirement for robust governance.

2. Robust Governance

Successful IG requires top-down governance and active participation across the organisations.

3. Breaking down of organisational silos

Cross-disciplinary communication needs to be embedded, quick, and nimble

Keys to success

- Effective organisation communication, active participation driven from the top-down

- Engagement and participation from all silos & functional business areas
  Leverage professionals (vendors, specialists, other organisations & external advisors) and past experiences

- Build an Information Culture

- Involve specialists internally from incl records, privacy & cybersecurity

- Foster and continually build the importance and awareness of IG & IM

- Finally, in the digital transformation there is a need to preserve physical archives and nondigital

IG Industry Report 2021

- Engaged 338 industry professionals across Australia and New Zealand

- Thanks to GAIN, RIMPA, DAMA, ALSM & IIM for their help in distributing to their members.

- Tracking the development of IG over the last 5 years.

- Highlights the status, priorities and challenges of information governance for organisations

- Download at **bit.ly/3yCWGAu**

IG INDUSTRY REPORT
May 2021

Information Governance ANZ

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Why Align Data and Information Management?
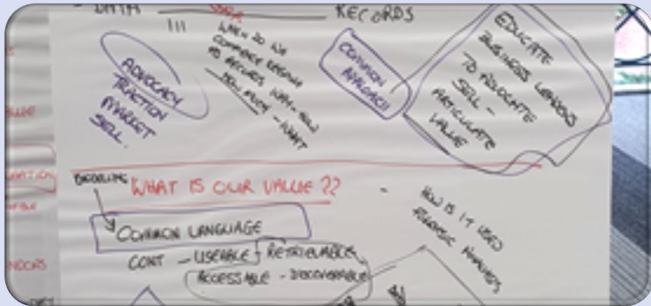
| Need to be align communication and have clear message for stakeholders | Need to be seen as the experts in information management with the organisation | Need to be seen as the experts in digital transformation |

What are the challenges?

Professional Skills	• Limited academic or other training for each discipline • Ability to develop cross-discipline skills limited
IT Centric View of Business Transformation	• Technology too often seen as the vanguard for change • Poorly written tenders that don't address business problems
Lack of Clarity Within Business	• What is the vision for the organisation? • How is 'digital' to the leverage for business value?
Lack of Information Architecture	• Blueprints are required for stakeholders to engage and communicate
Reliance on Volunteers	• Organising significant change is difficult enough without the home chores

What do we need?

Better Decision Making Around Data and Information

- Common Language
- Focused on Enterprise Information Design
- Delivering Holistic, Valuable Information to Organisations
- Sustaining Value Through Quality Products & Services
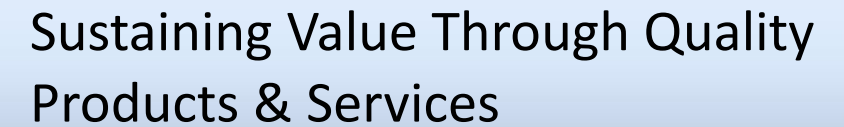
Where do we want to be?

- Demonstrating value
  - What are high value records, information, data?
- Greater automation
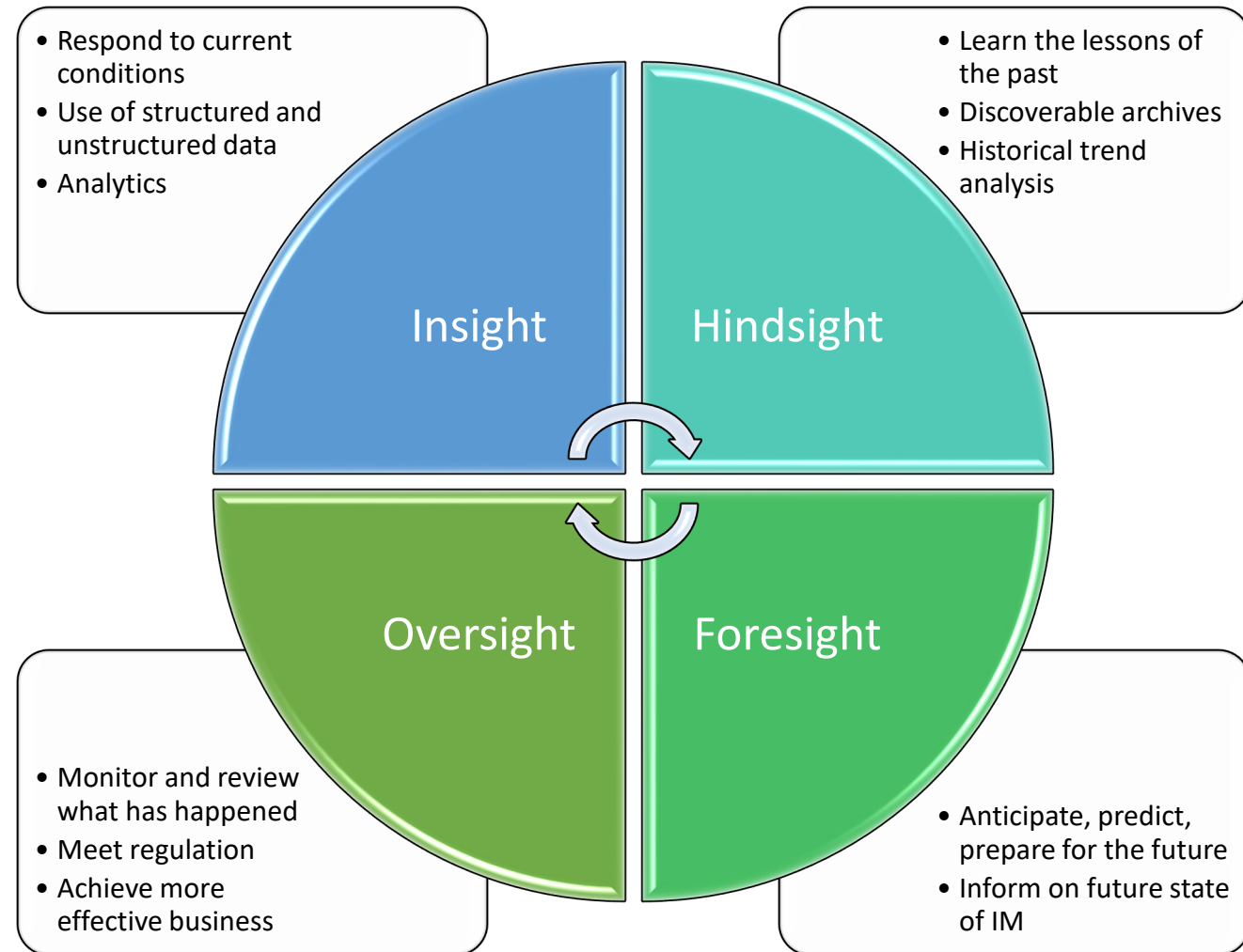 - Reduce manual burden, increase accuracy to improve quality
- Greater focus on design
  - Information is the key differentiator for an organization
- Discoverable, Retrievable, Accessible, Usable, Valuable

- Respond to current conditions
- Use of structured and unstructured data
- Analytics

Insight

- Learn the lessons of the past
- Discoverable archives
- Historical trend analysis

Hindsight

Oversight

- Monitor and review what has happened
- Meet regulation
- Achieve more effective business

Foresight

- Anticipate, predict, prepare for the future
- Inform on future state of IM

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Discussion Points

Marketing information management

Creating a brand

Promoting and communicating services

IM involvement in enterprise decisions

Effective engagement

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Marketing Information Management (IM)

- Power of story telling – case studies help

- Clear messaging to the right audience

- IM practitioners benefit from soft skills e.g. influencing and strategic thinking

- Take advantage of internal support i.e. marketing areas

- Collaboration with internal stakeholders & external – IM can feel like an island at times

- Internal education sessions

- Turn a resistant person around and they can become your greatest champion

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Creating a Brand

- What is your Brand

- Build trust and reliability

- Provide value add to the customer/ audience – early heavy lifting pays off long-term

- Successful Brand

  - Positive image of Information Management
  - Standing out – Putting yourself out there
  - Know what to avoid

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Promoting and Communicating Services

- Promote the solution

- Be clear on your messaging

- Gain support from internal/ external marketing people

- Emergence of AI and other technologies
  - The likes of AI will elevate the role and provide the value add

- Use technologies to support your strategy

- Utilise vendors to help build the communication story

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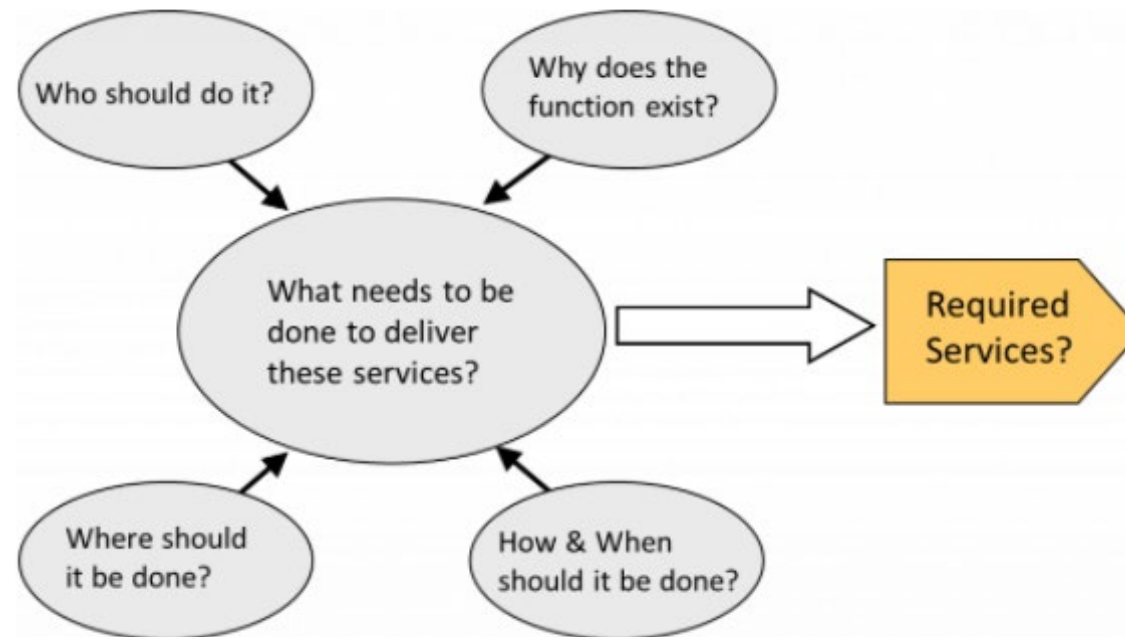Solutions

IM involvement in enterprise decisions

- Need to get a seat at the table!
- Understand your organisation's drivers
- Need to be visible and market what you use and why
- Provide the right information to support your manager, director, etc.
- Leverage off existing partnerships
- Align and work with providers to support your value proposition
- Seek advice both internal and external
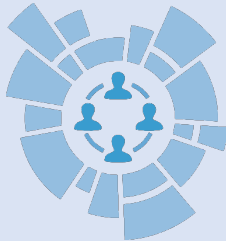
Effective engagement

- Collaborative thinking about the whole picture- not just the IM's perspective

- Explain the role & value– challenge perceptions of IM being 'traditional and boring'

- Lean on vendors to provide advice & access to current and emerging solutions

- Provide time for change once a better option is available

- Identify what is important, where will you invest and 'stick to your guns'

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Practical Ideas

1. Use of storytelling to engage with customers

2. Use of gamification to make the decision more interesting, competitive, and fun

3. Have a newsfeed on EDRMS which is convenient to customers

4. Establish social media presence and modernize the perception of your brand

5. Lean on vendors

6. Reports and data representations showcase trending topics as this excites people

7. Promote RM/ IM and create culture of transparency with governance in place

8. Support good ideas and don't get stuck on competition between vendors and competitors or internal stakeholders

9. Don't underestimate the value of teamwork

10. Use the RIMPA community to share ideas

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IM EDUCATION 2021 & BEYOND

Petá Sweeney BA(LIS) BED MBA FRIM

RIMPA Vice Chair, New Professionals Portfolio Lead

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Discussion Themes

- Consistency across IM disciplines
  - Language and concepts – modernise look and feel of language
  - Cross discipline fundamental skills & influencer skills

- 'Good Enough' IM education
  - Can't expect to produce a fully prepared IM professional
  - Can expect IM professional to be 'well prepared to start' and equipped to identify what's missing and where and how to attain those skills
  - Critical skills becomes imperative in all educational settings
  - Increase the range of professional development and growth opportunities to fill the gaps

- Changing perceptions
  - Not all introverts
  - Well equipped to be proactive, add value and solve problems – perception is not reality

Moving Education Beyond 2021

- 'IM Makeover'
  - Making IM attractive for multiple audiences
  - Younger generations – new workers, school leavers
  - Employers
  - Educational suppliers
  - Improving value proposition

- Partner with Uni, VET, industry to redefine educational pathways
  - Offerings at Uni, VET
  - Micro-credentials
  - Industry certified upskilling (technical and influencer)
  - Professional development opportunities
  - On the job capacity building

Moving Education Beyond 2021

- Refresh content
  - Learning oriented - student centered content (building knowledge, forming reasoned views not just teaching the fundamentals)
  - Critical thinking
  - Technical professional skills
  - Influencer skills eg. marketing, solution design etc.