



Global Information Management Coalition Roadshow Aranea, VIAG & Municipality of Oss 10 June 2013, Oss, Netherlands

Global Information Management Coalition

The explosive growth of emerging technologies and the increased demand for and use of IT within all organizations places an additional demand on effectively managing information. Information is becoming increasingly a critical business asset, but often this asset is ineffectively managed which creates a potential business risk.

The not-for-profit ASL BiSL Foundation formed the Global Information Management Coalition to create more awareness for the value of information management. The first organizations to join the coalition are APMG, Capgemini Academy, GamingWorks, itSMF USA, Quint Wellington Redwood and Van Haren Publishing. The coalition organizes Information Management Roadshows in which participants discover how BiSL (Business Information Service Library) and supporting instruments help ensure that information management becomes an enabler and not a barrier to success.

Roadshow hosted by Aranea, VIAG and the Municipality of Oss

Training and consulting provider Aranea, VIAG (society for coordination of municipal information provisioning and automation) and the Municipality of Oss hosted an IM Roadshow on 10 June 2013. The Roadshow was attended by 16 professionals from various municipal authorities who invested an afternoon in not only learning about information management but also experiencing it in a business simulation, BookStore™. Frank Roumans, senior account manager at Aranea, opened the roadshow.





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Trends in Information Management

To set the scene for the afternoon, Mark Smalley, 'IT Paradigmologist' at the ASL BiSL Foundation, shared some perspectives about information management, including:



- The gap between the business demand to use information to improve business productivity, agility and revenue generation versus the difficulty that the IT organization has to deliver this value

Sources: SIM (US) & BITTI (EUR)	2012	2011	2010
	US	US/EUR	US/EUR
1.	↑ Business productivity and cost reduction	4/3	1/1
2.	= Business agility and speed to market	2/1	2/3
3.	↓ IT and business alignment	1/1	3/4
4.	↑ IT reliability and efficiency	6/4	3/6
5.	↓ Business process re-engineering	3/5	3/2
6.	↓ IT strategic planning	5/7	6/7
7.	↑ Revenue generating IT innovations	9/-	-/-
8.	↑ IT cost reduction	10/6	8/8
9.	↓ Security and privacy	8/8	9/15

- The poor relationship between business people and IT people
- How commoditization of IT is disrupting the traditional linear relationship between external service providers, IT departments and the business, creating a triangular relationship in which the IT department is often bypassed
- IT Spring, in other words that the business is taking control – but is struggling with their new role
- That information and technology – although closely intertwined – should be managed as separate entities in their own right
- The risks associated with poor information management, including productivity loss, costly decisions due to misinterpretation of data, IT budget spent on the wrong things, delayed business projects, reputation damage, competitive disadvantage
- How the nine cell Amsterdam Information Model and the BiSL framework provide guidance for improving how information management is organized





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Business Simulation BookStore™

In this simulation, participants play employees of the company BookStore™. This company sells books and has 150 shops. Management has an ambitious growth plan. In the course of the game, BookStore™, introduces new products and services. BookStore™ intends to interact with its customers such as by using smartphones. Participants in this simulation manage sources of information and applications. They learn to recognize what the information needs of the business are. Participants have to consider how user support and supplier management should be implemented. In the IM Roadshow setting, the participants spent 2 hours playing two rounds of the simulation in order to discover critical fail factors and success factors that could be used in their own organizations, and also to experience how a business simulation can be used to create a dialogue between business and IT people, as well being used as an assessment instrument to identify weaknesses and improvements. Typical fail factors discovered were:

- Poor communication and understanding between business & IT
- IT has too little insight and input into the business strategy and business changes
- The business has difficulties defining its requirements
- The business is not adequately involved in IT projects
- Too little understanding and formalization of the roles: Information manager, Information analyst and Functionality manager.



The roadshow participants were divided up into 2 groups of 8 team members.

Information management case

After the business simulation, Stefan Maas, Senior Consultant at Aranea, shared his experience on improving information management at the Municipality of Venray. The improvement areas were:

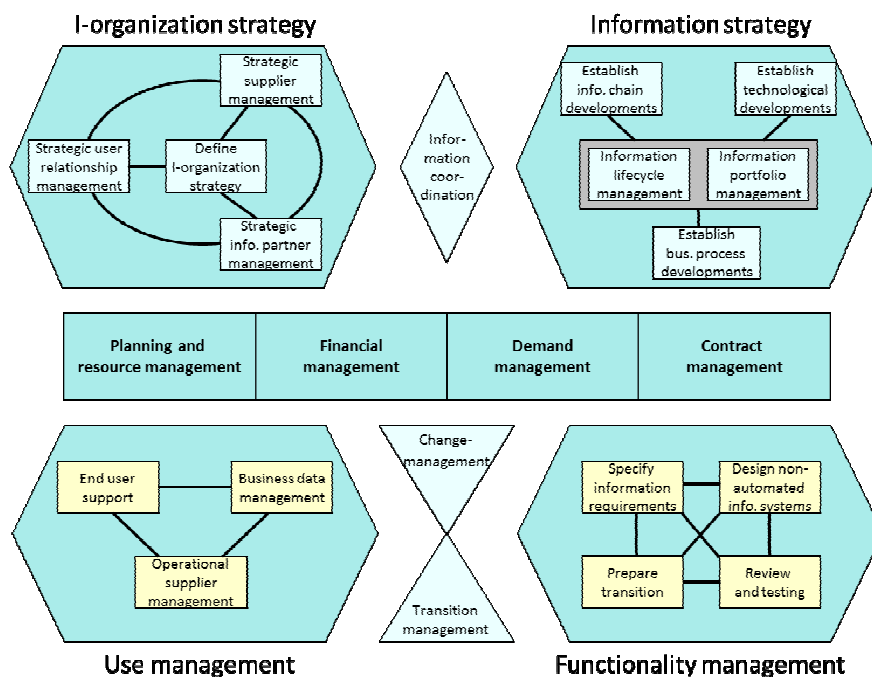
- Insight in expectations and possibilities
- Collaboration
- Business involvement
- Management and prioritizing of projects
- Insight into what other departments' activities
- Balance between business as usual and business change
- Thinking in terms of functionality instead of IT-products
- Specificity of business demand
- Information management as part of the business
- Integral approach



In workshops with both business and IT representatives, activities, roles and responsibilities were pinpointed and recorded in RA(S)CI matrices, followed by a redefinition of the roles and job descriptions. This resulted in a restructuring of the Information management and IT department.

Business Information Services Library

To finish off the roadshow, Mark Smalley provided an overview of the BiSL framework, using it to refer back to various topics that were addressed during the simulation.





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Critical success factors

Directly after the simulations, the participants shared the points that they were taking back to apply in their own organizations:

- Arrange a meeting between business, IM and IT as soon as possible
- Consider each other's (future) concerns, and understand the WHY behind the WHAT
- Ensure that IM fulfills a substantive role instead of just being a messenger, for instance by translating the strategy and longer term planning into terms that are relevant for tactical and operational activities
- Encourage IT to 'confront' the business with the consequences of their actions in terms of benefits, cost and risks, so that the business can take the appropriate decision
- Base the information planning on the business strategy: this will ensure that projects are accepted more readily
- Structure to meetings to address the appropriate level (discussing operational incidents and strategic planning at the same time is disruptive and unproductive)
- Stick to your own role, based on clear tasks, responsibilities and mandate





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Additional information

Aranea

Aranea is an independent agency that focuses on answering Business IT issues for its clients, with the aim to create a permanent value for these clients. Besides serving large national and international Top500 companies, Aranea also obtained a strong position in the branches of education, care and government. With regard to these branches Aranea knows about the operational processes and most important developments within these sectors.

Information at www.aranea.nl

- Presentation case study Municipality of Venray:
<http://prezi.com/wrczoxbyky13>

VIAG

VIAG is a Dutch membership organization, was founded in 1991 as the professional association for ICT managers working in and for the public sector. VIAG provides a widely respected forum for the promotion, use and development of ICT best practice and implementation of local e-government in the Netherlands. The VIAG 'Denktank' (advice committee) is a selected group of active members willing to serve on committees to help improve local e-government in the Netherlands. Renk Ruijter (marketing, communication and events) closed the Roadshow.



Information at www.viag.nl

- Publications
- Conferences
- Workshops



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GamingWorks

GamingWorks designs, develops and deploys professional business simulations or serious games aimed at solving the issues described above and supporting organizational learning and development. Our 'learning-by-doing' solutions are used by a world-wide network of professional partners.

Information at www.gamingworks.nl

- BookStoreTM

APMG-International

APMG-International is a leading Examination Institute which accredits training and consulting organizations, and manages certification schemes for professionals.

Information at www.apmg-international.com

- ASL & BiSL certification
- Accredited training providers:

Van Haren Publishing

Van Haren Publishing is one of the world's leading Publishers on Best Practices and Standards.

Information at www.vanharen.net

- BiSL Framework book
- BiSL Pocket Guide
- BiSL Self-assessment

ASL BiSL Foundation

Not-for-profit membership organization that manages and promotes use of the ASL and BiSL frameworks and best practices. Membership benefits include influencing the development of ASL and BiSL, discounts, marketing exposure, knowledge acquisition, and professional and organizational development.

Information at www.aslbislfoundation.org

- Publications
- Best practices
- Membership
- Events
- Critical success factors and lessons learned at GIMC Roadshows

Enquiries: mark.smalley@aslbislfoundation.org