The Intersection of KM, Content Management, Information Management and Records Management

APQC Knowledge Management Conference – April 26, 2012

Reid G. Smith
Enterprise Content Management Director & IT Upstream Services Manager
Marathon Oil Corporation

Karen V. Strong
Senior Director
Gimmal Group
Discussion Questions: Intersection

As a KM or CM or IM or RM “manager”

1. What are your key drivers?
2. What stakeholders do you engage?
3. What are your challenges?
4. What are the synergies with other M-ers?
An Intersection or a Crossroads?

Knowledge Management

Records Management

Content Management

Information Governance

Information Management
How Marathon Defines ‘Information Governance’

Umbrella term for an integrated approach to a number of issues faced by organizations:

- How to maximize the **benefit** of information that is obtained at a great cost
- How to ensure legal and regulatory **compliance** in the world of electronic information
- How to ensure sustainable **stewardship** of valuable information assets
- How to retain the focus on **knowledge sharing** and information management
Discussion Questions: Crossroads

In the new plane,

1. What are your key drivers?
2. What stakeholders do you engage?
3. What are your new challenges?
4. What are your new opportunities?
Another Perspective

Insight IQ is the ability to find and analyze relevant information to drive actions and decisions.

Available

Information Attainability
Information Usefulness

Insight IQ

Actionable

The right information is available and easy to find.

Information is of a known quality and in a usable format.

Accountable

Employees have the ability and predisposition to analyze the information effectively.

Overcoming the Insight Deficit: Big Judgment in an Era of Big Data
CIO Executive Board
CIO Executive Forum, Houston
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