Focus: How can the business unit improve the ability for people to create and share relevant, trusted information?
**Agenda**

- **Level Setting: Survey of Participants**
  - Maturity
  - Scope
  - Business drivers

- **Comments by Panelists**
  - Russell Stalters
    - *Information & Records Management Director, BP*
  - Reid Smith
    - *Enterprise Content Management Director, Marathon*

- **Open Discussion**
Survey of Participants
Maturity

- **Stage 1. Beginning**
  - Have you created a rationale for Information Management?

- **Stage 2. Preparation**
  - Do you have executive sponsors and a team to lead the effort?
  - Have you identified pilots that can achieve demonstrable business results?

- **Stage 3. Pilots**
  - Have you launched pilots?
  - Do you have measures and indicators in place to gauge the results?

- **Stage 4. Ongoing Support & Expansion**
  - Have you completed pilots with compelling business results?
  - Do you have an ongoing support plan and an expansion strategy?

- **Stage 5. Institutionalized**
  - Is a consistent enterprise-wide approach in place?
  - Are objectives and rewards aligned with Information Management?

Based on APQC model.
Numbers resulting from a survey of the participants.
Primary Information Channels

- E-mail
- Instant Messaging
- Web (Intranet and Internet)
  - Collaboration: blogs, Wikis, threaded discussions, ...
  - Media: Video, webcasting, podcasting, RSS, ...
- Shared Drives and PCs ... "unstructured" data
- Applications ... "structured" data
- Person-to-Person
Numbers resulting from a survey of the participants.
Three questions -- #1 channel, #2 channel, #3 channel
What is in scope?

- Records
- Policies
- Processes
- Technology
- Governance
- Ongoing Support
Numbers resulting from a survey of the participants.
What are the risk foci?

- Operational
- Financial
- Safety
- Environmental
- Regulatory
- Legal
Numbers resulting from a survey of the participants.
What are the business drivers?

- Decision Quality
- Cycle Time
- Productivity
- Cost
- Risk
- Compliance
- Consistency

- Particular business processes
  - ...
  - ...
  - ...
Numbers resulting from a survey of the participants.
Particular business processes: Production Surveillance, Process Safety Management, Well and Reservoir Management
Managing Information as an Asset

Russell Stalters
Global Director, Information & Records
Multidimensional Problem
Addressing the Problem

- Provide Best Practices, Guidelines, Education & Tools (including Training)
- Integration of policies, procedures, and guidelines around Managing Information as an Asset
- Move to a Common Information Infrastructure
- Use technology as an enabler
- Information Workshops
Marathon Information Management Strategy

**Mission**
Provide single, company-wide focus to improve productivity, reduce risk and lower costs associated with managing the lifecycle of electronic and physical information, including records.

**Vision**
Seamless enterprise ability to create, find and share relevant, up-to-date, and trusted information while preserving the information needed for legal and regulatory compliance.

**Strategic Value**
- Higher Quality Decisions
- Increased Productivity
- Reduced Risk
- Lower Costs
- Enterprise Consistency

**Guiding Principles**
- Information must be managed as an asset
- Less information offers more value
- Standardized processes and technology offer significant benefits
- Legal and regulatory compliance embedded in business processes
- Individual ownership and accountability are necessary for success
- Support spans processes and technology

**Deliverables**
- Information Management Framework
- Streamlined Processes
- New Technology
- Roles & Responsibilities
- Training & Support

Developed with Franklin Cantrell of BSG Concours.
Open Discussion