

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

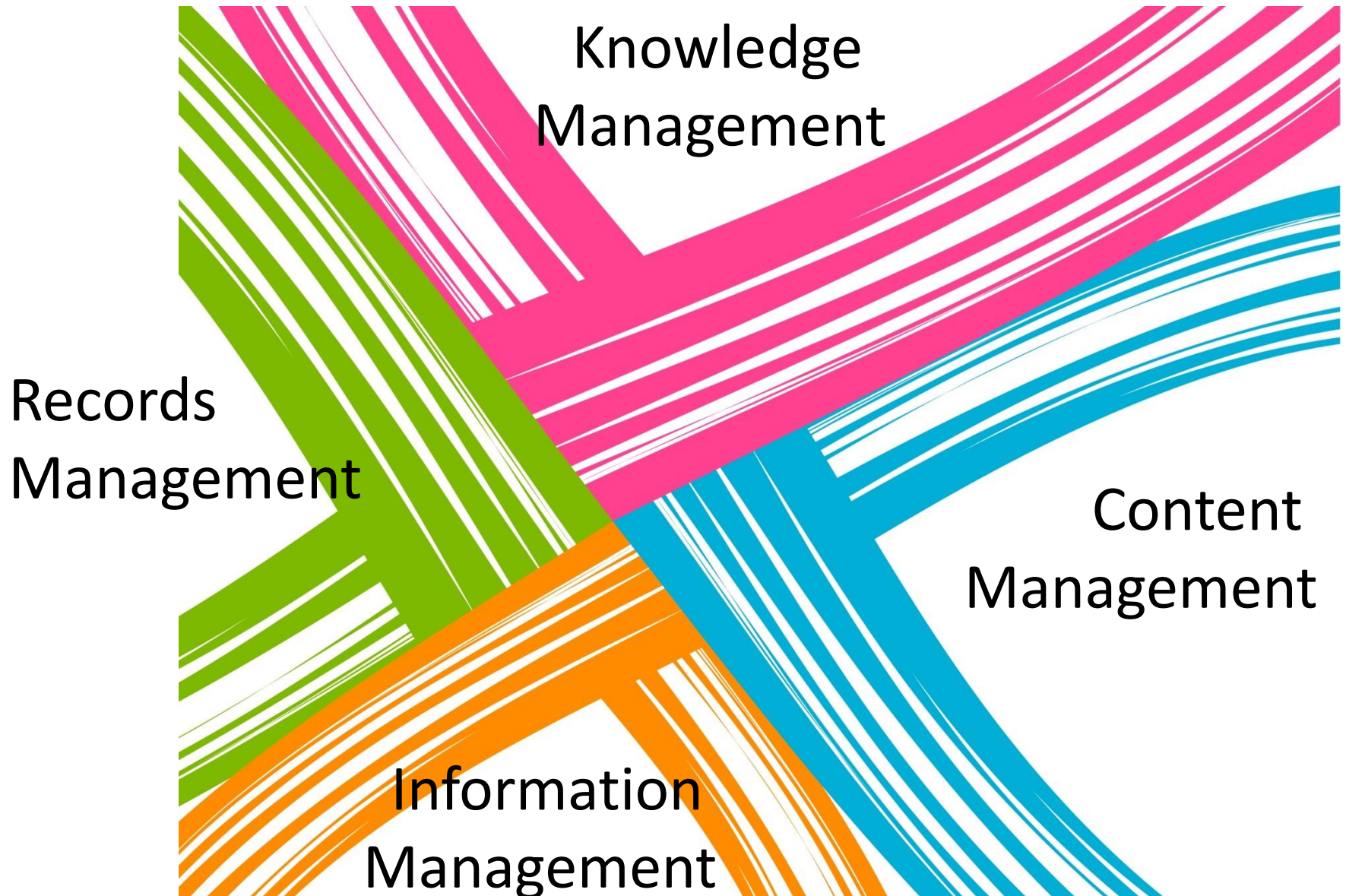
Karen V. Strong

Senior Director
Gimmel Group



Marathon Oil
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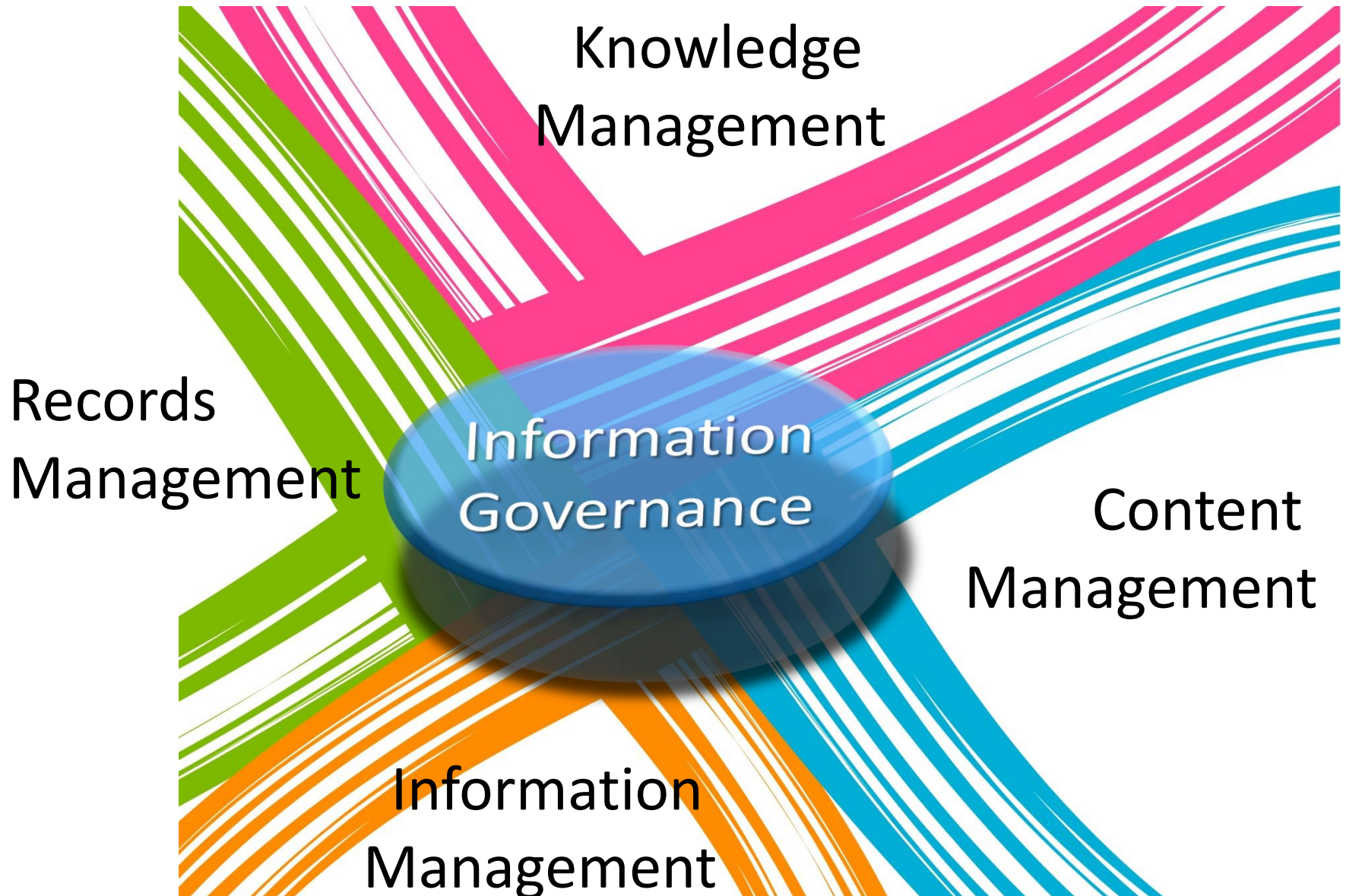
The Intersection



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?



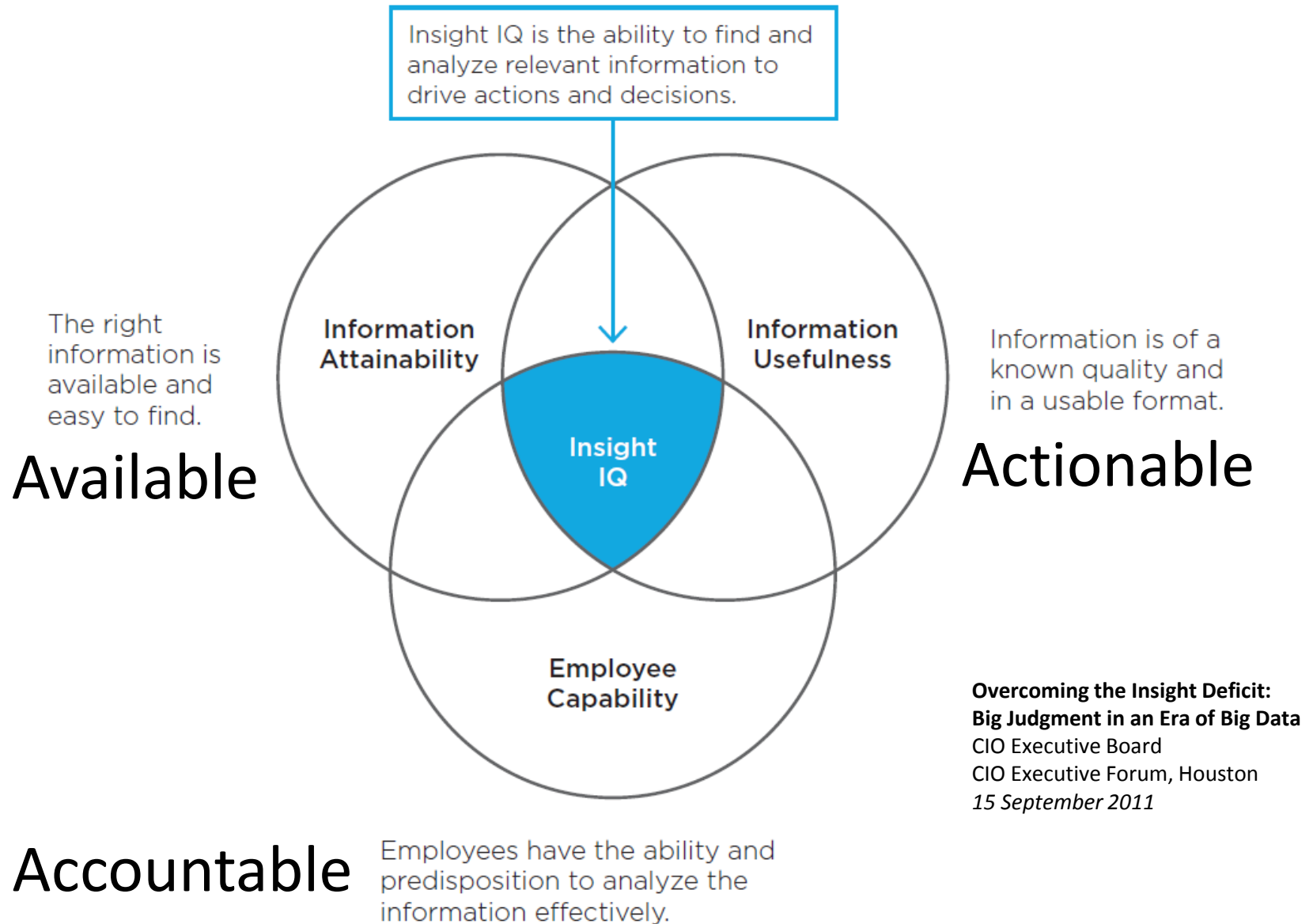
How Marathon Defines 'Information Governance'

- 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

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



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Information Governance

A 3D graphic featuring the words 'Information' and 'Governance' in a bold, sans-serif font. The text is rendered in a light gray color with a subtle drop shadow. It is positioned above a thick, light green circular disc that has a slight bevel and a soft shadow beneath it. The entire graphic is set against a plain white background.