

The 4 fundamentals

Search

DeDuce

ReDuce

Query

Intelligence

Knowledge

Information

Content

Collaboration

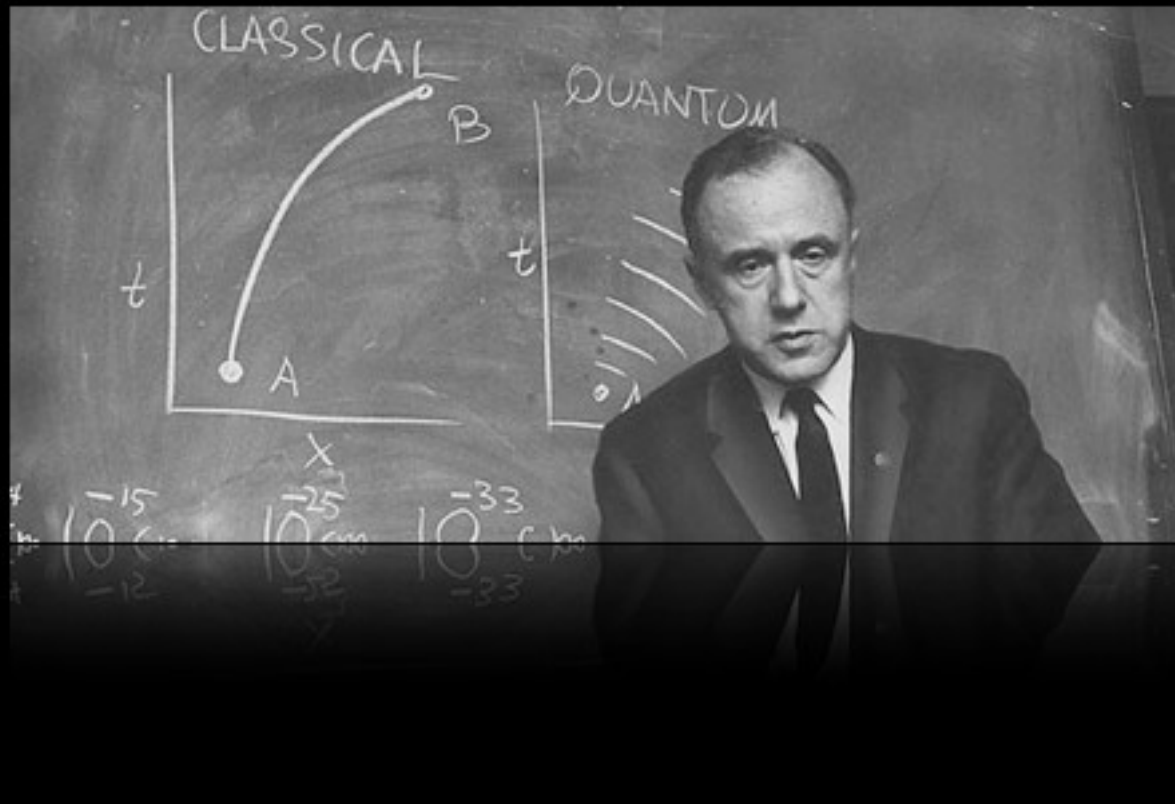
Store

'Stuff'

'Together'

Share

The Two Extremes



is
INFORMATION
Strategic ?

*“ We are drowning in information,
but are starved of knowledge. ”*

John Naisbitt, Megatrends (1982)



JOHN NAISBITT

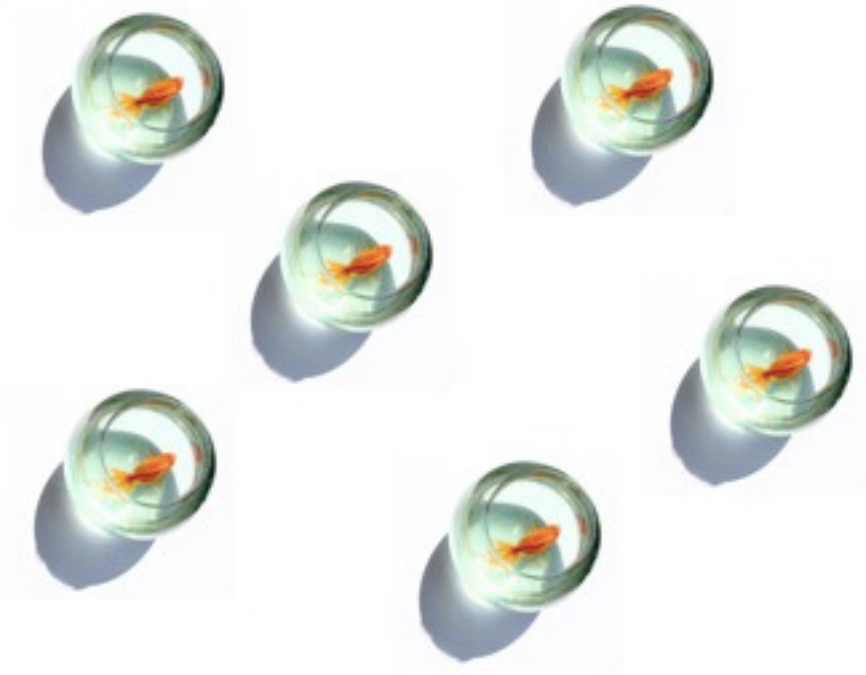
International best-selling author of megatrends and megatrends 2000



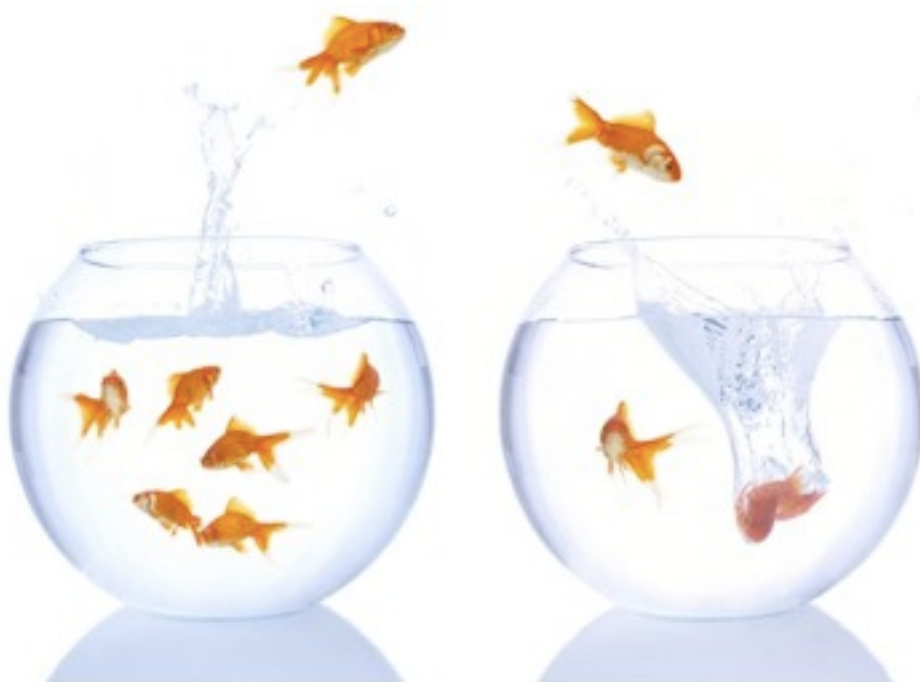
The author of the best-selling megatrends and megatrends 2000. He is one of only two authors who have been named in the New York Times best-seller list. He has written 10 books. His international bestseller, Megatrends, has sold more than 10 million copies worldwide. His latest book, Megatrends 2000, was published in May 2000 and was published in 10 countries.

The author is in the world's most sought after speaker in the world. He has delivered 100 presentations in the U.S., 100 and 1000 in the rest of the world. He has been named in the New York Times as one of the world's most influential people. He has been named in the New York Times as one of the world's most influential people. He has been named in the New York Times as one of the world's most influential people.





For too long, we've built silos and containers of information.





THE BIG PICTURE

Capacity in IT doubles every 18 months.

Moore's Law



1980 Mega

1990 Giga

2000 Tera

2010 Peta



Big Term

Consumerisation



Consumerisation
Gmail
Google Docs

Information Behavior

How do you deal with ...

Personal

Company

Email overload ?

xobni

?

Email archiving ?

gmail

?

Personal Interaction ?

facebook

?

Document Sharing ?

google docs

?

Alerting ?

twitter

?

Inviting ?

doodle

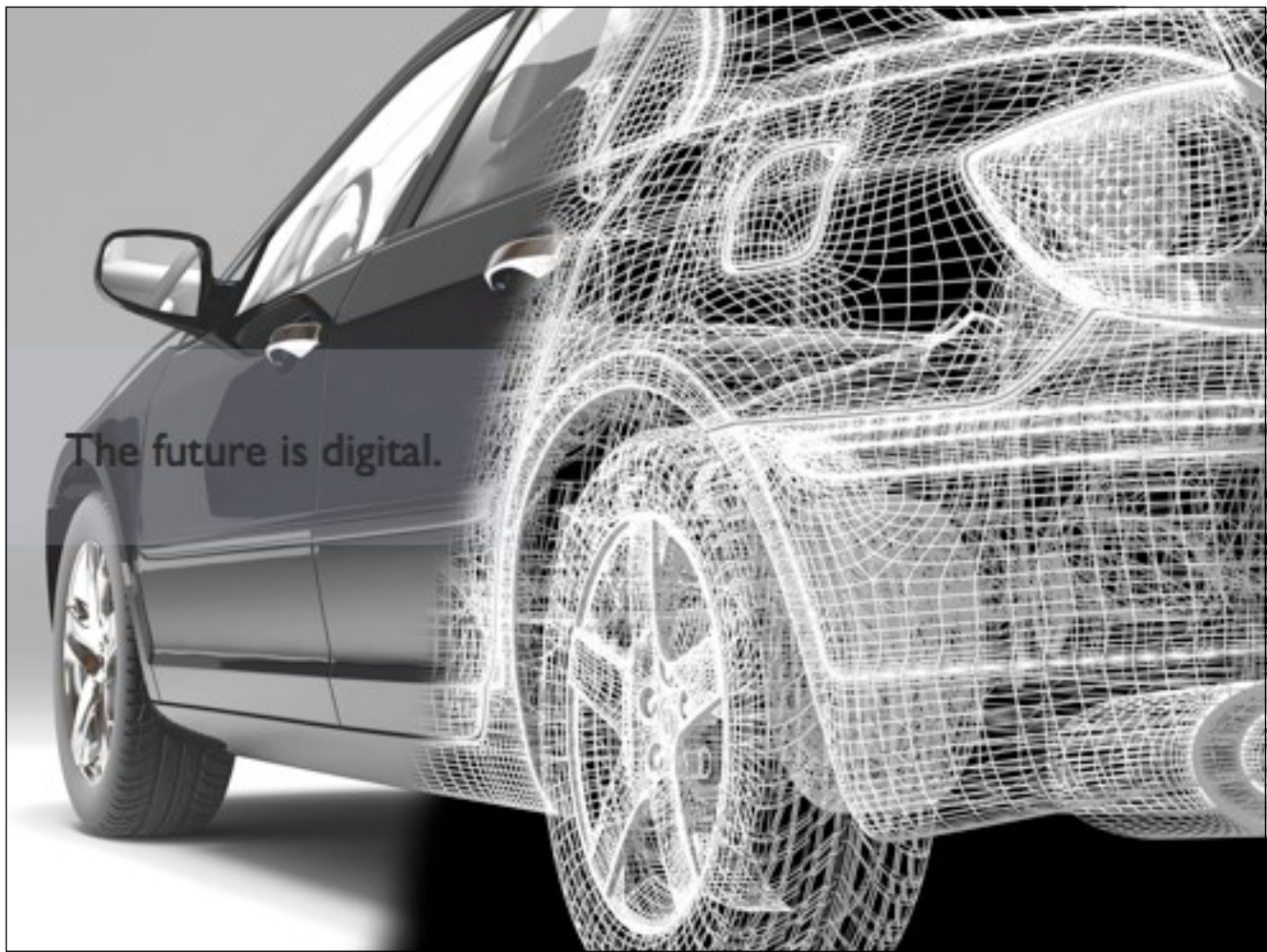
?

Large Files ?

sendit

?

In the **DIGITAL REVOLUTION** we're about **HALF WAY** there.



The future is digital.



And our customers will be digital.

It's a lot like swimming.

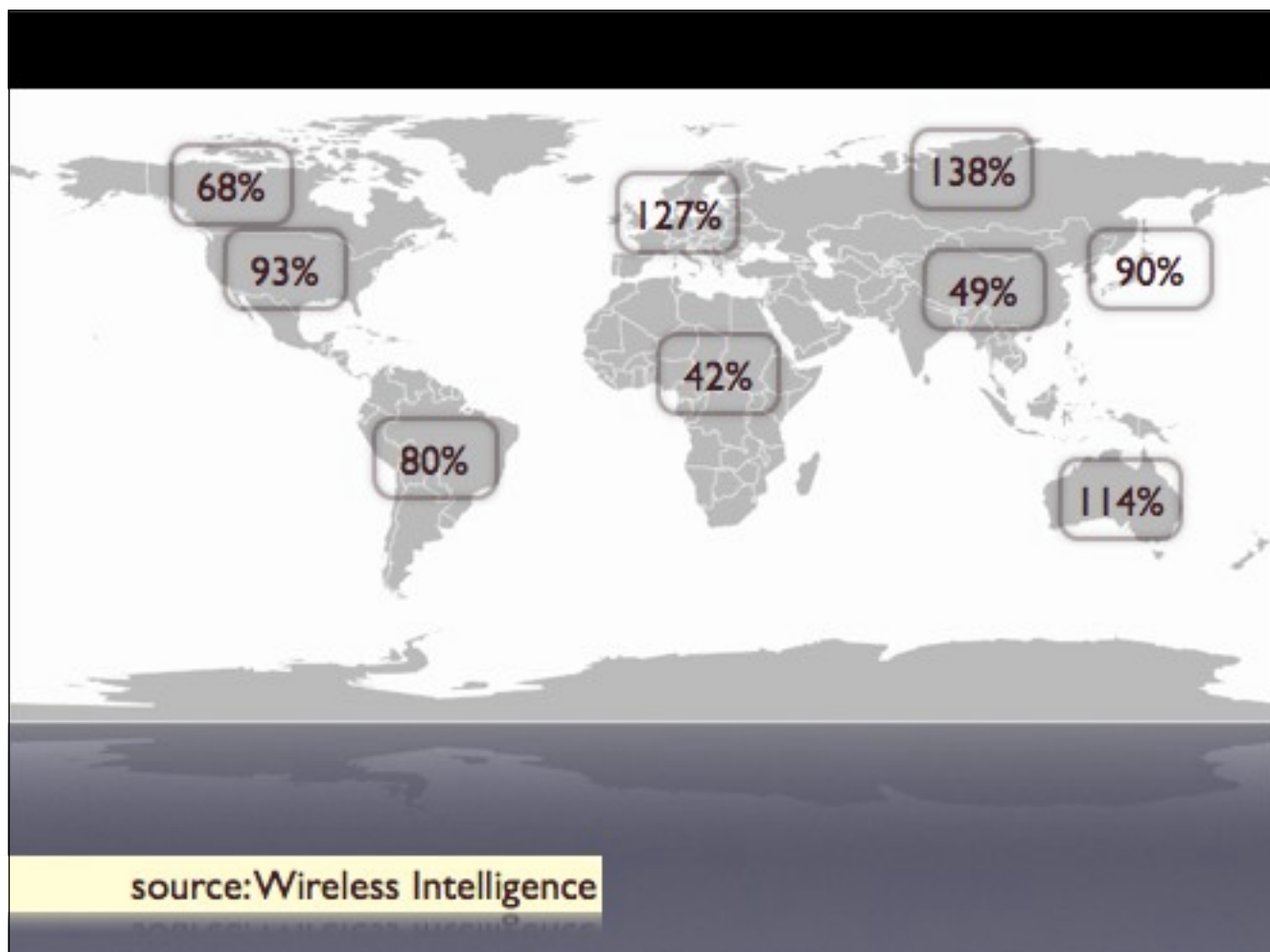


But can you swim ?



THE NEW NORMAL

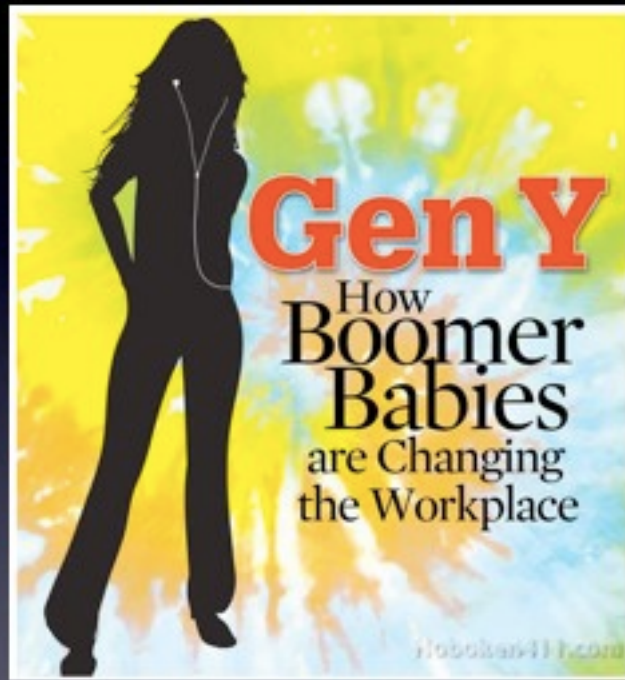
BATTLEFIELD MOBILE



THE NEW NORMAL



Change
in
INFORMATION
BEHAVIOR



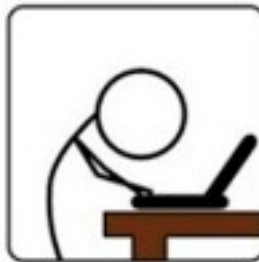
THIS MODERN LIFE:

WORK

HOME

PLAY

SLEEP



DEFINE "WORK"

'WORK' =

THAT BRIEF PERIOD
DURING THE DAY
WHERE I HAVE TO USE
OLD TECHNOLOGY

SICK
AND
TIRED
OF
2.0

ARE WE THERE YET?



REMEMBER:

“YOUR MAILBOX IS FULL” ?

WHAT WAS THAT ALL
ABOUT?

- CHRIS ANDERSON

LET'S
TAKE IT
TO THE
LIMIT



The 'Harmonic' Series

$$\sum_{k=1}^{\infty} \frac{1}{k} = 1 + \frac{1}{2} + \frac{1}{3} + \frac{1}{4} + \frac{1}{5} + \frac{1}{6} + \frac{1}{7} + \frac{1}{8} + \dots = \infty$$



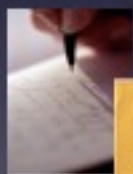
The 'Geometric' Series

$$\sum_{k=0}^{\infty} \frac{1}{2^k} = 1 + \frac{1}{2} + \frac{1}{4} + \frac{1}{8} + \frac{1}{16} + \frac{1}{32} + \frac{1}{64} + \dots = 2$$



TAKE IT TO THE LIMIT

LIMIT (LENGTH) =
t → 2nd leg



Tweets!

Thesis

Memo

Email

SMS

Tweet

IT'S
NOT
INFORMATION
OVERLOAD

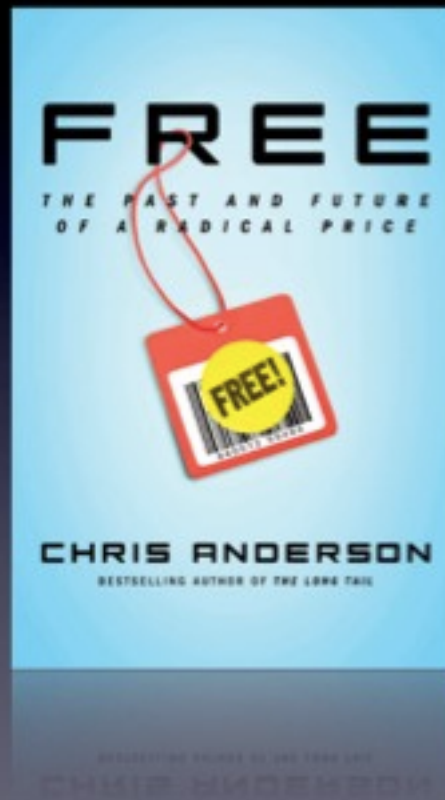
IT'S
FILTER
FAILURE

TAKE IT TO THE LIMIT

LIMIT (DEPTH) =
t→2nd leg



TAKE IT TO THE LIMIT



TAKE IT TO THE LIMIT

LIMIT (PRICE) = \$ 0.0
t→2nd leg



TAKE IT TO THE LIMIT

LIMIT (PRIVACY) =
t→2nd leg



TAKE IT TO THE LIMIT

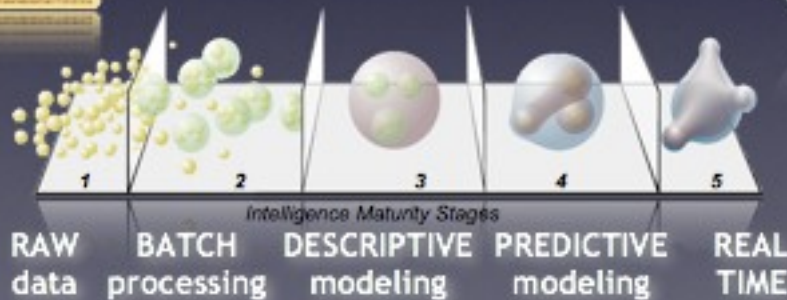
LIMIT (PATIENCE) =
t→2nd leg



TAKE IT TO THE LIMIT

LIMIT (INTELLIGENCE) =
t→2nd leg

SPEED
LIMIT
REAL
TIME



**RULES
OF
THE
“NEW”
NORMAL**

RULE #1

ZERO
TOLERANCE
FOR
DIGITAL
FAILURE



RULE #2

IT
DOESN'T
HAVE TO BE
PERFECT

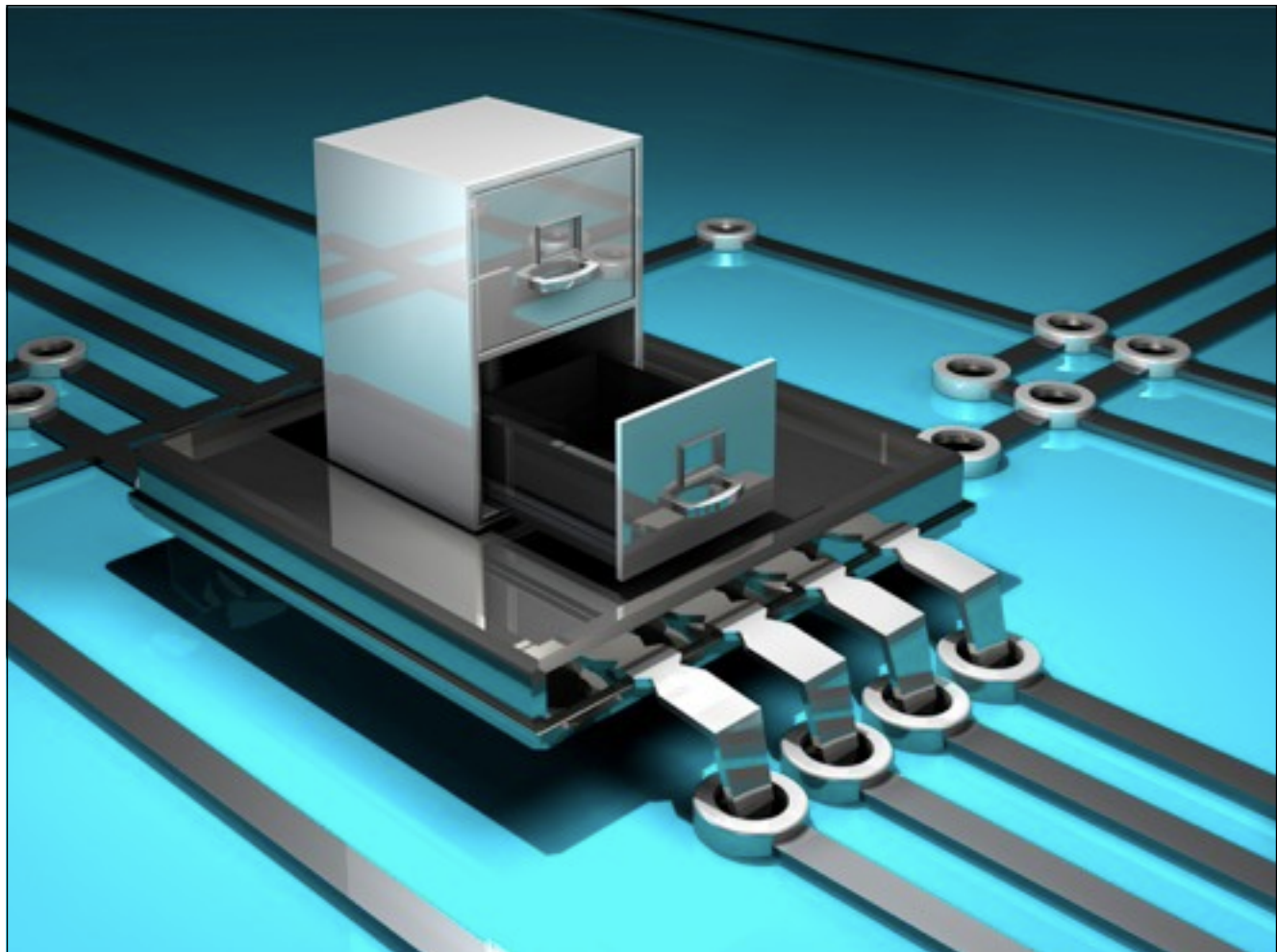
GREAT
OR
GOOD ENOUGH ?



GREAT
OR
GOOD ENOUGH ?



GREAT OR GOOD ENOUGH?



THE NEW NORMAL



**Information Behavior
changes
FASTER
than
Information Systems.**

WHAT is the problem?

It's everywhere.



Structured Tasks | Collaborative Workflow | Flexible Collaboration

Technology ?

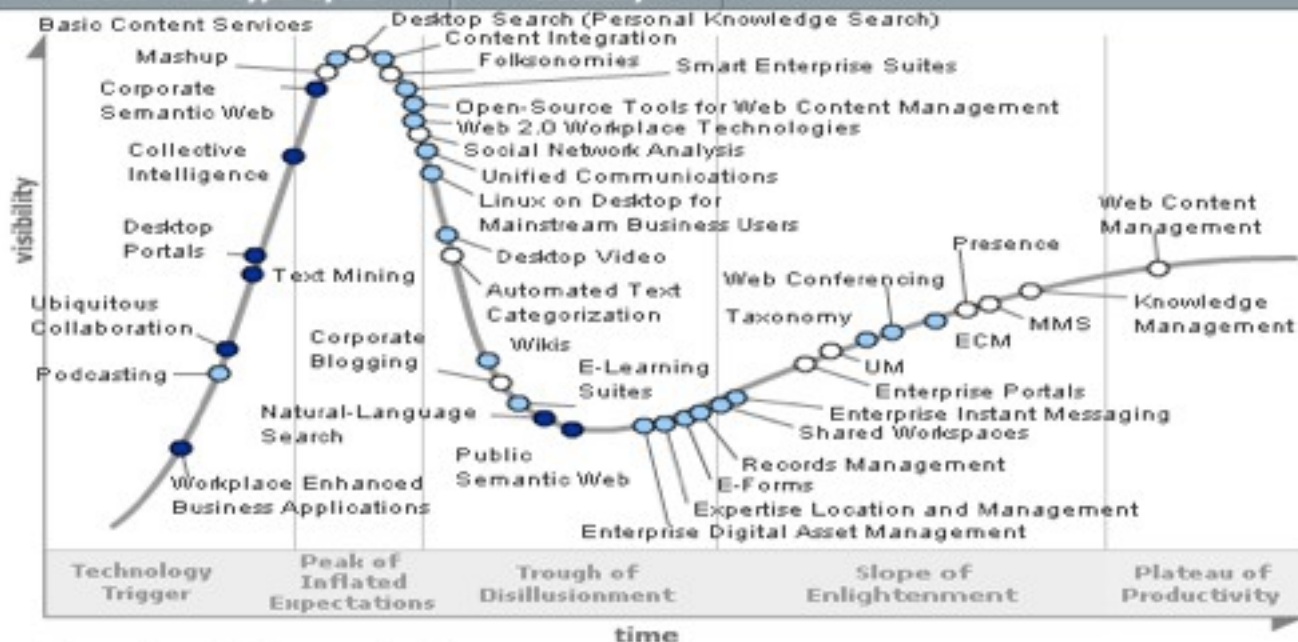
HypeCycle

Date: 14 July 2006

ID #: G00139954

About This Hype Cycle

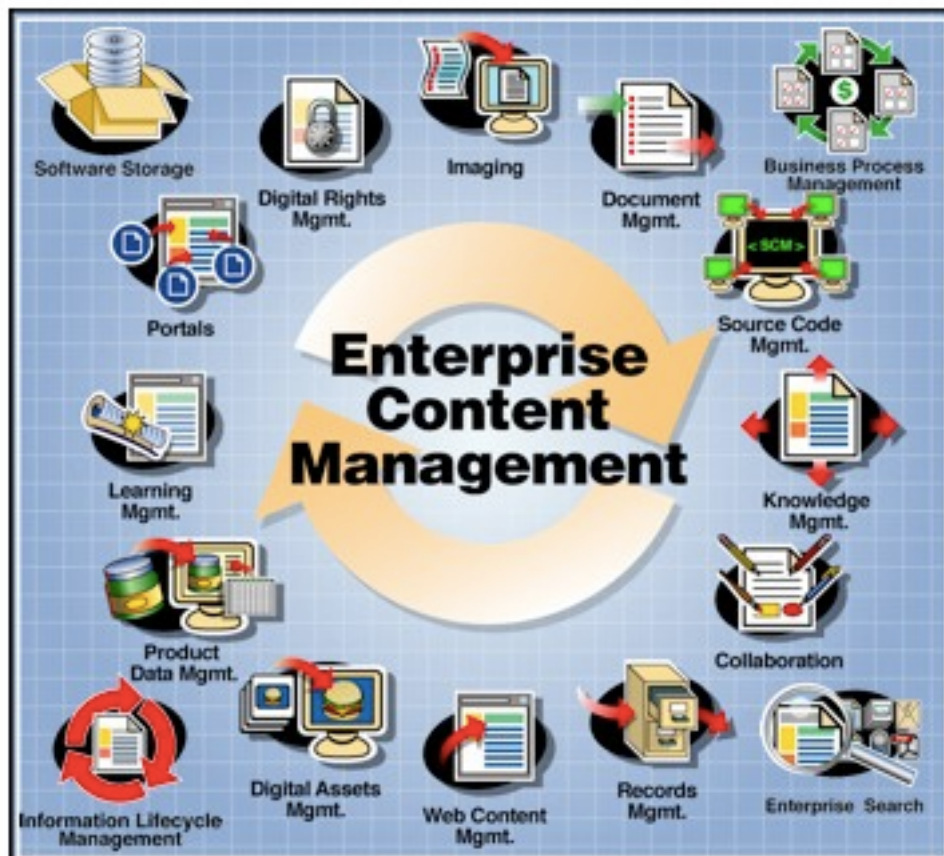
Glossary



Years to mainstream adoption:

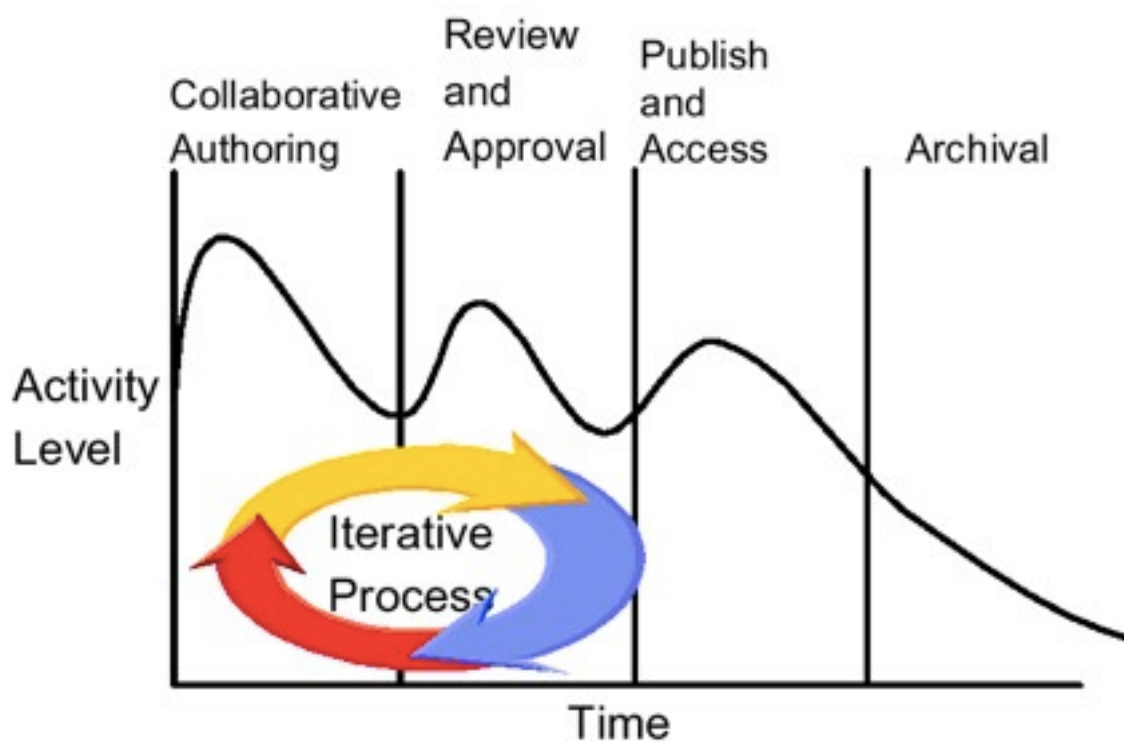
- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

Enterprise Content Management



Lifecycle

content LIFECYCLES

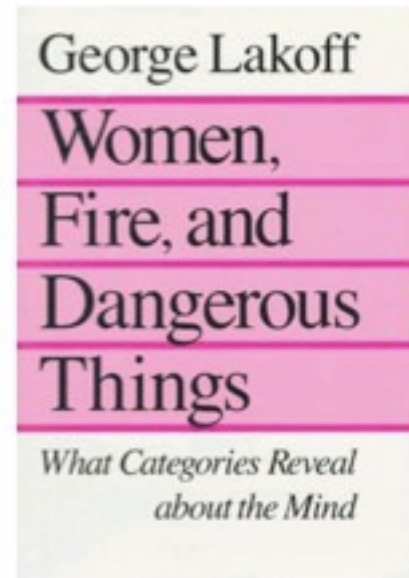


Metadata



Classification and Categories

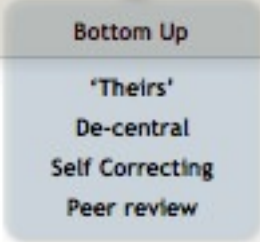
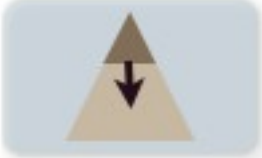
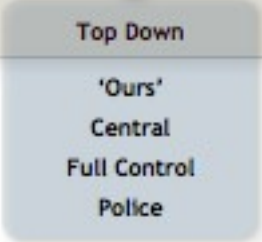
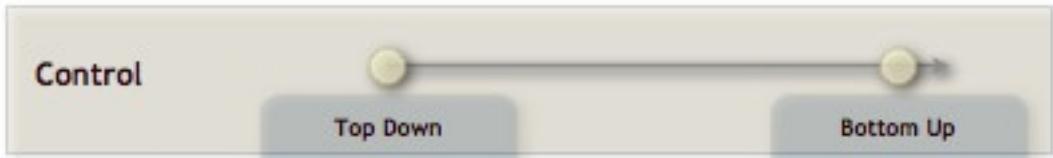
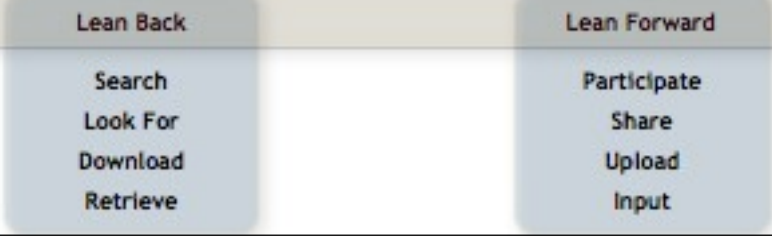
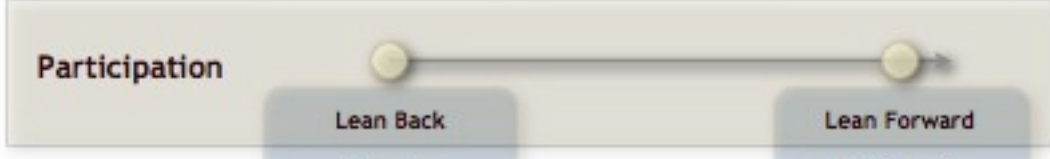
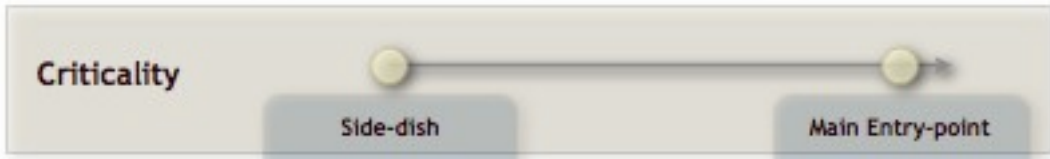
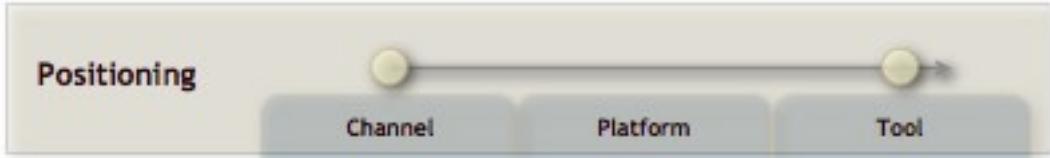
- **Classification** is the act of assigning objects to *categories*
- **Category** = Class whereto similar (information) objects can be assigned to
- Similar (information) objects
 - Sharing the same attributes/properties



**WHERE
do you
SOLVE it ?**



HOW
do you
SOLVE it ?



Customized

Fixed

Central control
Strict
Templates
Policies



Self Service

Full Self Service
Loose
Freedom
Democracy



It's VERY
simple.

It's easy. It's about CHANGE.




Information
Attitude

TOP 5 THINGS TO THINK ABOUT

- IT'S ABOUT INFORMATION
- IT'S ABOUT PEOPLE
- IT'S ABOUT PROCESSES
- IT'S ABOUT ARCHITECTURE
- IT'S ABOUT THE FUTURE OF THE ORGANISATION
 - HOW YOU WORK
 - HOW YOU SHARE
 - HOW YOU PUBLISH
 - HOW YOU ACCESS
 - HOW YOU FIND
 - HOW YOU MAINTAIN





YOU
COULD
BE THE
INFORMATION
ENABLER

WWW.IT-FUSION.COM

**Business/IT
FUSION**

How to move beyond Alignment,
and transform IT in your organization



WWW.NEONORMAL.COM



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