



The Information Advantage: How to harness the power of your information

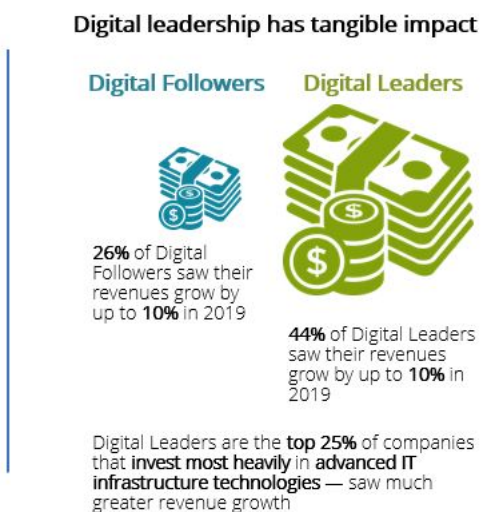
BASED ON A ROUNDTABLE DISCUSSION ON ENTERPRISE INFORMATION
MANAGEMENT AND HOW TO UNLOCKING THE INFORMATION ADVANTAGE

This post event analysis is based on content from IDC Multicloud – Benelux, an IDC Digital Forum. As a platinum partner for the event, OpenText hosted a virtual roundtable discussion on harnessing the power of information and has sponsored and contributed insights for this piece written by Jan Horsager, Research Director, IDC Nordic.

The purpose of digital transformation is to utilise the information from data to optimise and innovate processes in business, service, and personal life. Insights from this information are crucial to make better decisions in digital transformation and business in general. Harnessing the power of information is key to enterprises as cloud computing is turbocharging digital transformation. OpenText hosted a virtual roundtable discussion at “IDC Multicloud – Benelux” on harnessing the power of information and has sponsored and contributed insights for this piece.

Figure 1:

Source: IDC COVID-19 Impact Survey
Wave 3 (April 2020) and Wave 11 (August 2020)



Business and digital are now woven together as the very fabric of organisations driven by data – digital enterprises. This digital leadership has a tangible impact on the top line of organisations (Figure 1). To utilise the information from data, a digital enterprise must focus on the data pipelines as well as digital infrastructure and digital innovation in the form of modern applications.

Information management is a part of solid data pipelines since information management organises, integrates, and protects data and content as it flows through business processes across and outside the organisation.

Information management enables organisations to capture, govern and exchange information simply and securely to use it to its full potential.

OpenText originally started managing unstructured data. Unstructured data you need to read and understand to manage in contrast to structured data arranged and managed in databases. Today both can be managed by utilising AI tools and harnessed in information management.

Information management as an equaliser

Information management leverage data and content to digitally transform and build a resilient business. However, information management is also an equaliser of the processes needed to merge the technology and business platform to a digital infrastructure where IT and digital services have become an integrated part like financing.

Putting information management and information architecture on the agenda could make it easier for the CIO to get essential digital discussions going among the peers in the C-suite and line of business management in general. On the surface, this might seem like a discussion of semantics rather than CIO leadership issues. Getting the business’s attention to ensure the correct integration of business and digital is crucial, especially since the list of tasks is long seen from the CIO’s perspective.

One of the most crucial tasks on the CIO’ digital transformation list is building the proper digital infrastructure. Cloud computing is the obvious solution to this task.

Moving workloads to the cloud may free up computing resources, reduce the operational overhead of keeping IT running, and enable faster innovation through agile processes. However, it does not free organisations from managing the sheer data workload. When choosing between a public cloud and a private cloud, there could be compelling reasons why a private managed cloud may help drive that choice, allowing greater freedom to focus on innovation and use the information to gain a competitive business advantage.

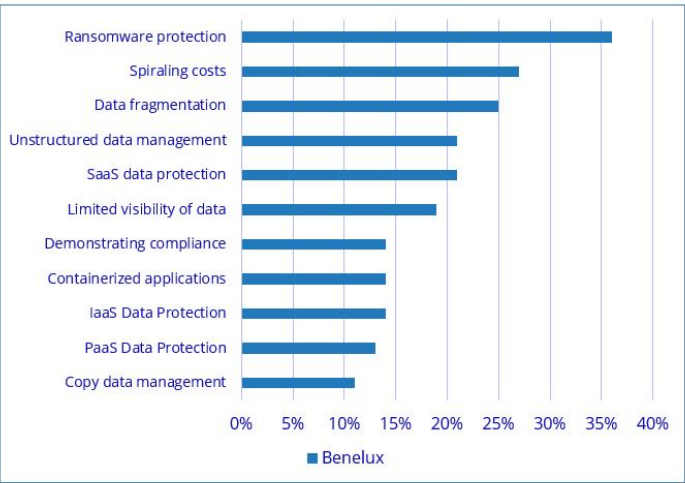
Already IDC’s research shows that more than 90% of enterprises worldwide rely on a mix of on-premises/dedicated private clouds, several public clouds, and existing platforms to meet their infrastructure and information needs. Simultaneously, cloud computing definitions are expanding into distributed cloud, covering multicloud ecosystems and highly specialised high-performance computing and edge computing.

When asking CIO’s and similar decision-makers from Benelux on digital investments, IDC gets the following top challenges in multicloud environments:

- Difficult to build a common control workflow
- Difficult to share a large amount of data
- Lack of portability
- The difference in maturity between different providers
- It doesn’t integrate well or complement existing infrastructure
- Keeping track of costs
- Driving one security policy across different cloud provider

Data protection is an issue on its own (Figure 2). Data protection is another excellent example of the complexity, making it difficult for CIOs to get the proper attention for essential discussions related to the integration of business and technology in the digital transformation.

Figure 2:
What are the most challenging areas for data protection?



Source: IDC's Multicloud Survey, 2020

Talking about information management makes it easier to break the complex technology problems down to be part of the value discussion related to data and close to the business processes. The focus of the leadership- and management discussion can then be the information advantage.

At the virtual roundtable discussion, OpenText described the information advantage as using technologies like AI to create knowledge from data. These insights from the information can be used for decision making as well as the automation of processes. The information advantage is now producing tangible business results.

The information advantage needs to be unlocked, which is what information management does. Governing information is the difference between just data and knowledge. IT organisations become an integrated part of business processes development using the knowledge in different tasks and the apps.

The rise of the task app

IDC is talking about the rise of the task app. At all levels, existing tasks and especially new processes are expected to come with applications integrated.

Between 2019 and 2025, IDC predicts that more than 520 million apps will be developed and deployed to solve tasks and be integrated into new business processes. In the 40 years before 2019, 100 million applications were developed and deployed. This requires a lot of work on UX solutions (employees, customers, and other stakeholders) and utilising containerisation and microservices. All arguments for the digital enterprise to buy solutions for information management.

IDC forecasts the Western European market for data services to grow at a compound annual growth rate of 17.2%. And in markets with high growth, buyers always use to be extra careful when choosing vendors. The top criteria for selecting vendors for cloud data management are:

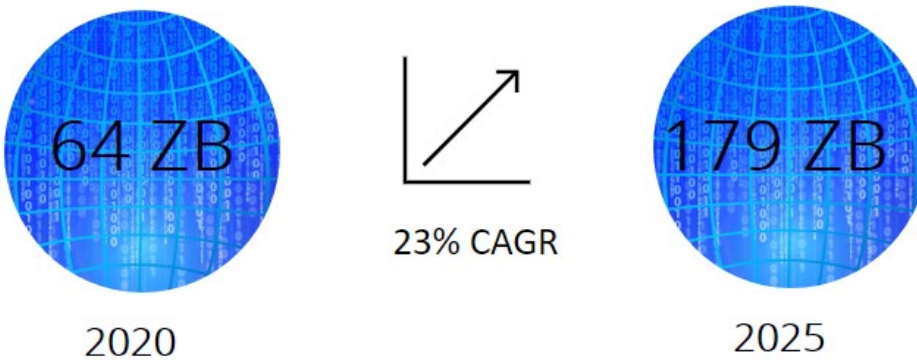
- Security Services
- Quality of Support
- Data Protection
- Cloud-like Experience
- Pricing flexibility
- Breadth of Services

It is not only the complexity in digital services and infrastructure that makes information management so interesting. The sheer growth of data (Figure 3) is an argument. As the data produced every year grows, the need for managing information will continue to grow.

There is an urgent need to start making decisions about the value of data and which data needs to be stored for immediate value creation and ensure future resilience. As the global datasphere expand, the discussion about information management is not only about businesses and organisations but also countries and societies.

Figure 3:

Global DataSphere: Data created, captured, copied, and consumed in the world:



Worldwide Global DataSphere Forecast, 2021–2025: The World Keeps Creating More Data — Now, What Do We Do with It All?

Key takeaways

- To utilise the information from data, a digital enterprise must focus on the data pipelines as well as digital infrastructure and digital innovation in the form of modern applications.
- Information management organises, integrates, and protects data and content as it flows through business processes across and outside the organisation.
- Information management leverage data and content to digitally transform and build a resilient business.
- Putting information management and information architecture on the agenda could make it easier for the CIO to get essential digital discussions going among the peers in the C-suite and line of business management in general.

IDC Nordic and Benelux

Bredgade 23A, 3.
DK-1260 Copenhagen K

www

nordic.idc.com



company/idc-nordic



@IDCNordic

www

idcbenelux.com



company/idc-benelux



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Global Headquarters: 5 Speen Street
Framingham, MA 01701 USA
P.508.872.8200 F.508.935.4015
www.idc.com.

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