



Making Enterprise Information Management (EIM) Work for Business: A Guide to Understanding Information as an Asset

By John Ladley

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Making Enterprise Information Management (EIM) Work for Business: A Guide to Understanding Information as an Asset provides a comprehensive discussion of EIM. It endeavors to explain information asset management and place it into a pragmatic, focused, and relevant light.

The book is organized into two parts. Part 1 provides the material required to sell, understand, and validate the EIM program. It explains concepts such as treating Information, Data, and Content as true assets; information management maturity; and how EIM affects organizations. It also reviews the basic process that builds and maintains an EIM program, including two case studies that provide a birds-eye view of the products of the EIM program. Part 2 deals with the methods and artifacts necessary to maintain EIM and have the business manage information. Along with overviews of Information Asset concepts and the EIM process, it discusses how to initiate an EIM program and the necessary building blocks to manage the changes to managed data and content.

- Organizes information modularly, so you can delve directly into the topics that you need to understand
- Based in reality with practical case studies and a focus on getting the job done, even when confronted with tight budgets, resistant stakeholders, and security and compliance issues
- Includes applicatory templates, examples, and advice for executing every step of an EIM program

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Editorial Review

Review

"No one that I know of has attempted to deliver a true business perspective of EIM. And few people are qualified to do so. John is one of them." -**Wayne Eckerson, Director, TDWI Research**

"The idea of information as an asset and the ability to manage it as such is extremely important right now. Not a lot of people know how to do it, but John Ladley is one who does." -**Danette McGilvray, author of *Executing Data Quality Projects***

"Ladley, the author of *Making EIM Work for Business -- A Guide to Managing Information as an Asset* (2010, Morgan Kaufmann), has spoken and written widely on the topics of data governance and enterprise information management. He has 30 years of experience helping both IT and business leaders to better plan and manage information and projects. Ladley recently spoke at a TDWI Webinar on Data Governance for Business Leaders." --**Interviewed on TDWI.com**

"This comprehensive guide to Enterprise Information Management (EIM) provides executives and information managers with both a firm theoretical rationale for developing holistic information systems that value knowledge as a business asset, as well as practical information on the development of robust, scalable systems for providing dynamic and deep business intelligence. The volume provides case studies and practical tutorials for developing both the IT infrastructure required but also for creating a culture that values, and can effectively use, the products delivered. Ladley is an experienced information management expert and EIM consultant." --**SciTech Book News**

From the Back Cover

Making Enterprise Information Management (EIM) Work for Business educates executives and middle management on the risks, challenges, and subsequent remediation value of treating information as a *real* asset. The book is divided into two parts, the first of which defines EIM, addresses why it is required, and identifies the business issues surrounding it. The second part acts as a field guide, or "how-to" that explains how EIM can be worked into any organization via various methodologies, techniques, templates, and business case studies.

About the Author

John Ladley is currently the Principal of IMCue Solutions, a consultancy that focuses on providing high value EIM advisory services to CXOs, and IT vendors. He has also editor of the Data Strategy Journal.

Users Review

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Harold Cole:

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