

DAWN OF THE GREAT CONVERGENCE

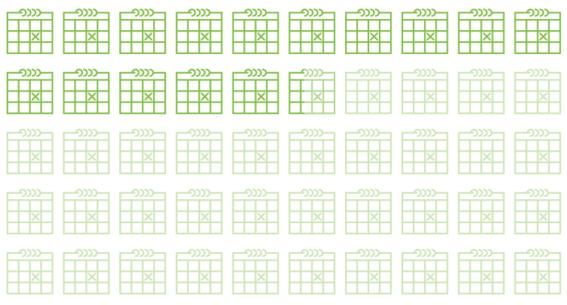
ENTERPRISE INFORMATION MANAGEMENT

In today's economy, businesses need access to and insights from all the information resources that reside within and around their organizations. Are they ready to meet this challenge?

Forward-looking enterprises are ready: They are aligning structured and unstructured data (content) to achieve 360-degree views of customers and enable better decision making.

31%

report their enterprise data and enterprise content functions have become one and the same over the past three years



A majority of executives see information-driven decision making playing an important role in key business areas:

However, executives are lukewarm about their current information capabilities



say it is transforming customer satisfaction and engagement



say it is transforming their internal operations



say it is transforming sales and marketing



Only

33%

see their infrastructure as highly capable of delivering information-driven decision making



42%

report that decision makers spend more than an hour, on average, searching for the information they need

Where is the information? Enterprise data and content overlap in key areas

MAINTAIN SENSITIVE CUSTOMER INFORMATION

53% in databases

28% in enterprise content management systems

MAINTAIN CUSTOMER TRANSACTION FILES

48% in databases

33% in ECM systems

MAINTAIN EMAIL FILES

46% in databases

38% in ECM systems

To improve enterprise information management, organizations are proactive in the following areas:



are implementing collaboration technologies



are taking an open data approach



are exploring new organizational reporting structures

Today's enterprises have an abundance of information that helps move them forward—structured data, documents, machine-generated data, social media data, videos, log files and more. Enterprises need to strive toward a more comprehensive view of both structured data and content, as all types and formats provide the same insights needed for business advancement, access and compliance.

FOR MORE INSIGHTS:

Details on our survey of 180 top executives from large corporations within the financial services, healthcare, technology and manufacturing sectors are included in our new eBook, *Enterprise Information Management: Dawn of the Great Convergence*