



Stop Moving Data And Start Accessing Information

IDC analysts predict that information created in 2009 will grow by a factor of 25 by 2020. With 15 quintillion files in existence, how much of that data will your company own?

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It's no surprise that workers spend far too much time — about 20% on average — looking for, not finding, and recreating information. Once they find information, 42% of employees report having used the wrong information, according to a recent Accenture survey. To combat this reality, companies are spending hundreds of thousands, even millions, to move data to centralized systems in an effort to better manage and access the growing volumes only to be disappointed as data continues to proliferate outside of that system.

Despite best efforts to move data to centralized platforms, a company often finds that its knowledge base runs throughout enterprise systems, departments, divisions, and newly acquired subsidiaries. Knowledge is stored offline

in PCs and laptops, emails and archives, Intranets, file shares, proprietary systems, and many others, across departments and across geographies.

Add to this the proliferation of Enterprise 2.0 applications used throughout organizations, including social networks, Wikis, blogs, and more. It's no wonder that efforts to consolidate data into a single knowledge base have failed, and at a very high price. Moving data into a single information repository, whether a content management system or knowledge base, is a losing battle. Despite the failures, there is a serious alternative to effectively manage your company's ever-growing information — all without moving data.

UNDERSTAND THE UNIFIED INDEXING LAYER

Our advice? Stop moving data, by combining structured and unstructured data from virtually any enterprise system, including social networks, into a central, unified index. Think of it as an indexing layer that sits above all enterprise systems, from which services can be provided to multiple departments, each configured to meet specific needs. This approach enables the creation of dashboards focused on various business departments and processes containing just-in-time analytics and 360-degree information about, for example, a customer or a prospect in a sales cycle. Such composite views of information provide actionable perspectives on many business processes, including overall corporate governance, information monitoring, and compliance. The resulting juxtaposition of key metrics and information improves decision-making and opera-

tional efficiency.

IT departments can also use this approach to leverage existing technologies and avoid significant costs associated with system integrations and data migration projects. It also helps companies avoid pushing processes into a one-size-fits-all, cookie-cutter framework. There is virtually no limit to the type of information that can be pulled into the central, unified — and highly secure — index.

ALLOW EMPLOYEES TO SEARCH WHERE THEY WORK

Ubiquitous knowledge access allows employees to “search where they work.” Once you've created a central index and stopped moving data, you need to provide your employees with anytime/anywhere access to pertinent information and knowledge. For many organizations, employees spend most of their time in Outlook, while other organizations with mobile workers need easy access to information on the road. In either case, the ability to conduct secure searches within enterprise content directly from the desktop or the BlackBerry, including guided navigation, is valuable. Even when systems are disconnected, including laptops, users should be able to access information from these systems, directly from their mobile device. Again, without moving data, organizations can enjoy immediate, instant access to pertinent knowledge and information, anywhere, anytime — ultimately resulting in increased productivity, efficiency, and cost savings. ■

 Check out OIT's take on *Indexing For The Enterprise* by visiting <http://bit.ly/al25N8>.