

BEST PRACTICES FOR BALANCING INFORMATION VALUE AND RISK

Addressing information risk is a major challenge. But there's value in your data that you can unlock, even as you continue to guard it from theft, mishandling and loss.

Our recent study, *Seizing the information advantage: how organizations can unlock insight and value from the information they hold*,¹ in conjunction with PwC, polled 1,800 global business executives on their companies' core organizational and technical policies and procedures. The study's resulting Information Value Index rates how successful companies are at extracting value from their information.

The results show that only 4% of respondents are using their data to its full potential. These organizations are referred to as the Information Elite.

To earn your place in the Information Elite, follow the steps outlined in this checklist.

HOW TO BALANCE INFORMATION WITH RISK			
TAKE THESE STEPS	NOT ADDRESSED	PARTIALLY ADDRESSED	FULLY ADDRESSED
Embed information management responsibilities; deploy talent within your existing departments rather than building new ones. Seek out internal experts who have IT, business and data analysis skills.			
Develop clear data governance policies for managing the data life cycle. Everyone within your organization should understand these and put them into action.			
Identify the data sets you're seeking, in order of importance. What matters most to moving your business forward? Conduct risk and impact assessments across the business to determine critical needs.			
Foster an information-centric culture built on collaboration. Data producers and consumers should work together to agree on expectations and results. Make everyone accountable for protecting the data and for finding value within it.			
Design and improve your business processes to take advantage of real-time data and analysis. Speeding up your analytics can make you more competitive. But don't let speed impact quality.			

Find out in the PwC and Iron Mountain study: *Seizing the information advantage: how organizations can unlock insight and value from the information they hold.*