

Information Fitness

gives your business agility

Information Fitness Methodology

The gateway to an agile business

Every business is continuously trying to identify and gain extra competitive advantage and accelerate return on investment. Business information is a key asset in any modern business and commercially worthy of investment.

Is your organisation losing out simply because you do not know how to assess your status?

Without measuring the value and success of your existing business information and the surrounding processes, you will needlessly lose control and sacrifice business benefit.

What is Information Fitness?

AKMA's Information Fitness concept enables your organisation to measure the health of its business information. The metrics are formulated following an assessment of data and information accuracy, entirety, security, clarity, accessibility and application.

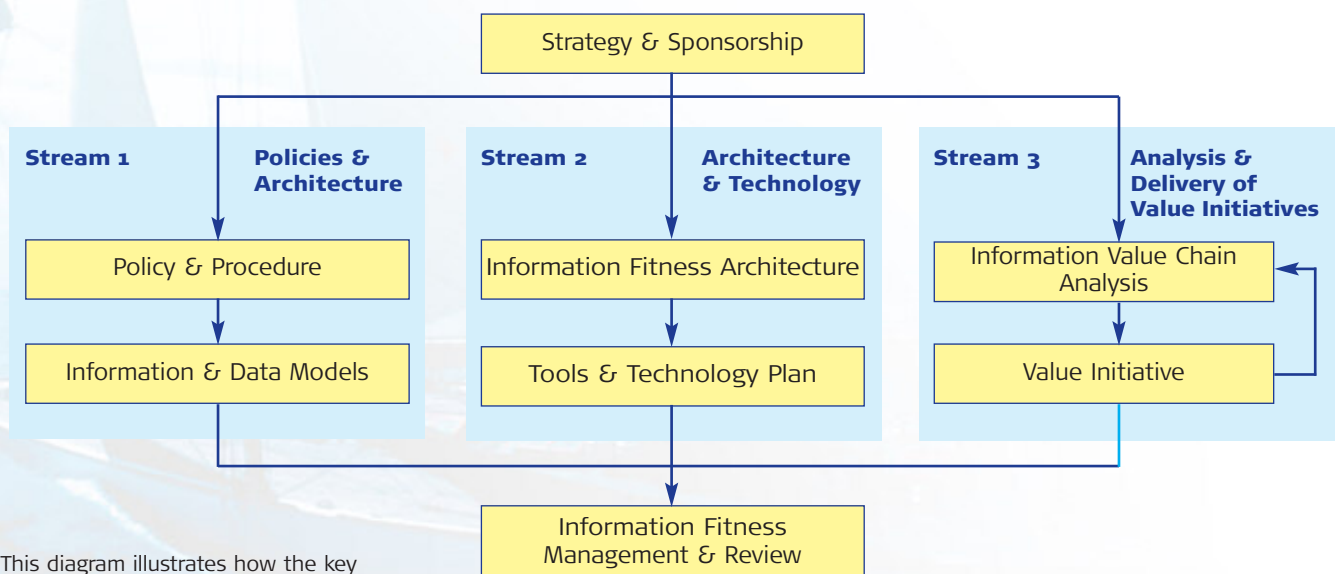
Understanding and Improving Your Fitness

AKMA specialise in managing the value of information and is renowned for assessing and improving information fitness in blue chip organisations around the world. The AKMA methodology is based on sound business principles and practices including:

- *Securing executive level support and sponsorship*
- *Parallel education and implementation enabling change and delivering business benefits as early as possible*
- *Iterative analysis and delivery projects to create and achieve momentum towards success*
- *Fully engaging and enhancing the skills and expertise of your staff to ensure ongoing, continuous improvement*



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This diagram illustrates how the key elements of the AKMA Information Fitness Methodology fit together.

Known for Improving Information Fitness in Blue Chip Organisations

Overall Strategy and Sponsorship

Strategic 'buy in' and your executive sponsorship is vital to such a high profile, cross functional programme. AKMA use senior level briefings and workshops to secure authorised sponsorship and the support of a steering group with agreed purposes and goals.

Policies and Definitions

Information management needs to be co-ordinated across the entire organisation. AKMA gather and analyse information before designing a new model with high level data and information management policies tailored to optimise business data in your unique environment. The new model is rolled out in fully customised, training programmes and work streams.

Architecture and Technology

Our Information Fitness Quality Architects focus on your business processes, information and technology strategy. AKMA guides your staff from the existing information infrastructure to the new model, designed to deliver increased value. Rather than imposing a new architecture, the multi-level training, support and work streams remain available as long as you require and ensure your organisation truly owns the new model.

Analysis and Delivery of Value Initiatives

AKMA's Information Value Chain Analysis defines your data groups and their life cycles before cross referencing them with your business processes and systems. It investigates and challenges the data processes leading up to business information delivery to those making high level, business decisions.

The analysis provides you with the business case, cost and value assessments for each business data group, in line with your steering group's priorities. AKMA use the repetition of the assessment procedure across data groups to train your staff, ensuring effective skills transfer. AKMA consultants carry out the first illustrative assessment and mentor staff thereafter.

AKMA's unrivalled expertise and experience delivers the framework and support for large organisations to view their information handling as part of the business benefit delivery process. This cost-effective, sustainable, information fitness framework can be implemented quickly and operated indefinitely by your own staff, delivering service improvements and cost reductions within comparatively short timescales.

Information Fitness Methodology

- ▶ *Gain extra competitive advantage*
- ▶ *Assess the true quality status of your business information*
- ▶ *Establish return on investment from information quality*

Contact **AKMA** to discuss information quality in your organisation on **0845 226 2004** or **enquiries@akma.com**

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