

Information Fitness gives your business agility

Information Value Chain Analysis

How agile is your business?

Are you concerned about maximising the return on investment of human resources, data handling and management systems? Your competitors are.

Have you:

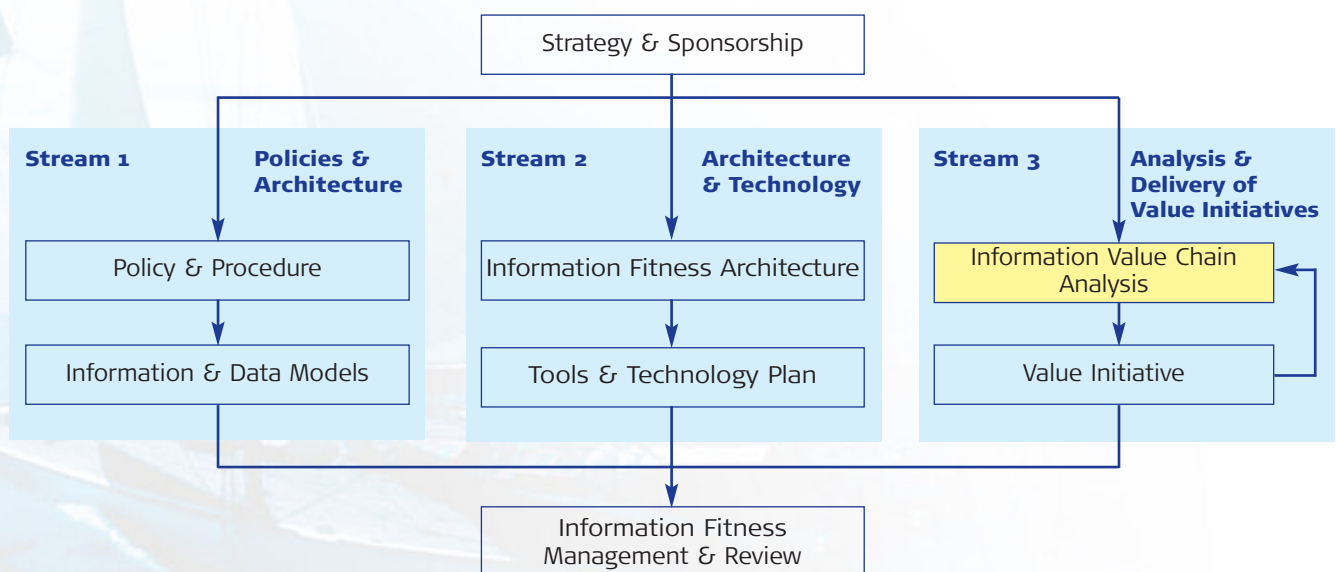
- *Identified and reduced the high costs of handling and correcting data*
- *Identified the sources of actual and potential data errors*
- *Protected your business from the data errors that threaten your competitive performance*
- *Established the need to regularly present your analysis to senior management to justify existing data quality programme investments*



The AKMA Information Value Chain Analysis is a key part of the strategic Information Fitness Methodology illustrated in the diagram below and is also often used as a stand-alone solution.

The Information Value Chain Analysis defines your data groups and their life cycles before cross referencing them with your business processes and systems. It analyses, investigates and challenges the data processes leading up to business information delivery.

Information Fitness Methodology



Information Fitness

take charge of information management and quality

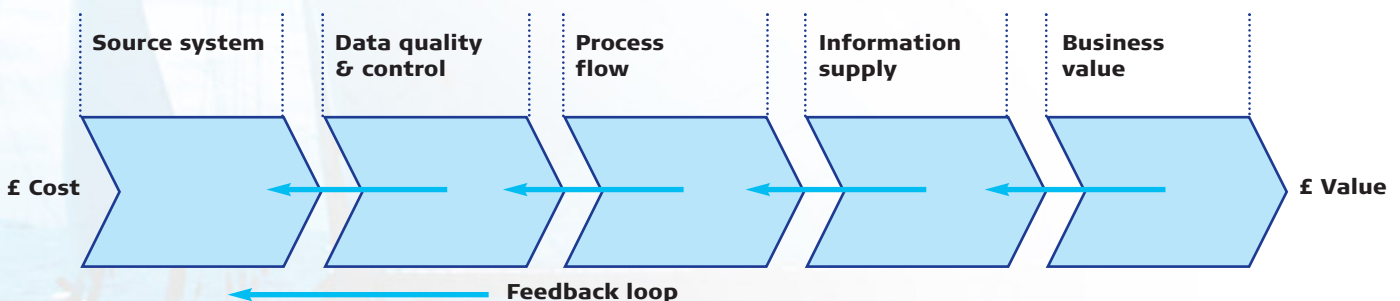
What do we mean by Information Value?

Organisations commonly regard their information as a cost centre - reflecting the cost of the infrastructure needed to capture and maintain it.

Business information is your most valuable asset. As with other assets, it needs optimising and maintaining to maximise financial return. We help you calculate the value of information in relation to your customer service and the profit contribution to your business. These are set against the costs involved in handling, reconciling and correcting invalid data. This forms the basis of your information's return on investment model.

AKMA provides you with an analysis covering the costs, risks, value and potential improvements at the interfaces and overlaps between your organisation's events, processes and systems. The diagram below shows how the Information Value Chain Analysis provides an 'Action for Value Initiative' by generating a 'presentation-ready' return on investment model for recommended changes to improve your value chain.

In short, this analysis crystallises the business case for information quality improvement programmes, including cost and value assessments for each business data group.



Tailored to Your Requirements

Twenty to Thirty Day Project

AKMA consultants can either work alongside your own team so your staff benefit from skills and knowledge transfer or AKMA's skilled practitioners undertake the entire exercise for you with input from your business and systems representatives. The Information Value Chain Analysis takes between twenty and thirty days per information subject.

Two Day Workshop

AKMA also provide a two day training workshop for between six and twelve delegates teaching them how to apply the technique and giving 'hands on' experience with case study examples.

Half Day Briefing

Despite the real world financial implications, information quality and management is a new and complex subject, essential to modern business. This is why AKMA frequently provide a half day introductory overview presentation suitable for between three and six delegates.

A 20-30 Day Information Value Chain Analysis Project

- *Maximise return on investment*
- *Investigate and challenge your information processes*
- *Base business decisions on reliable, accurate internal information*

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

AKMA 