



Viewpointe Survey: Information Governance within Organizations

Results & Findings

Executive Summary

Viewpointe surveyed a sampling of attendees of the IBM's "Information on Demand 2011" – the premier information management global conference, in October 2011. The survey – *The Essentials of ECM: How is information governance affecting your company's enterprise content management plans?* – asked questions about the state of information governance and electronic content management within the respondents' organizations.

The survey looked at the importance of information governance within organizations and how/if an information governance plan is in place or deployed. Respondents were asked specific questions about managing electronic content within their respective organizations as well as how/if tools are deployed to manage this content.

A large majority of the respondents to the survey were IT professionals and IT executives within information-intensive industries, including financial services, healthcare and insurance. Many of the survey respondents indicated that they had a policy in place for managing electronic content while also indicating that their companies place responsibility for their information governance plans at the C-level. What follows are some of the key findings of the survey.



Survey Findings

The Essentials of ECM: *How is information governance affecting your company's enterprise content management plans?*

A little more than half of the respondents indicated that, at their firms, C-level executives or departments are responsible for (or sponsor) their firm's information governance plans. Of these, most indicated that the CIO is responsible. And, nearly 20% indicated that the legal department is the sponsor.

Who sponsors your company's information governance plan?	
	Response Ratio
Legal	18.5%
CFO	9.7%
COO	5.3%
CIO	24.7%
Other C-level	13.2%
Heads of the lines of business	12.3%
I don't know	10.6%
We don't have an information governance plan	5.3%

A majority of respondents (80%) indicated that they had either one policy or multiple policies in place for managing electronic content. And, 27% of those respondents indicated that they had both multiple policies and multiple tools across departments. Of the respondents with one policy in place for managing electronic content, twice as many indicated that they had company-wide tools in place as those who indicated that they had departmental level tools (45 vs. 22).

How much emphasis do you feel is placed on properly managing electronic content in your company?	
	Response Ratio
We have a policy and company-wide tools in place	39.8%
We have a policy and department-level tools in place	19.4%
We have multiple policies and tools across the company	22.1%
It is important, but we don't have policies or tools in place	13.2%
It is viewed as a "nice to have"	5.3%

When asked how extensively the tools for managing electronic content are deployed: 36% of the respondents indicated that these are deployed company-wide and over 30% are deployed across departments.

How extensively are the tools deployed across the organization?	
	Response Ratio
Company-wide	36.2%
By individual lines of business	30.9%
On an as-needed basis	19.4%
I don't know	7.9%



Respondents indicated that the primary driver for implementing plans for managing electronic content is meeting compliance and regulatory requirements (56.6%), with cost-cutting getting a secondary, but significant, ranking (22%).

What do you think was most important in deciding to implement the information governance plan?	
	Response Ratio
Cut costs and improve business efficiencies	22.1%
Meet compliance and regulatory requirements	56.6%
Enable scale to support organization's future needs	13.2%
Focus on e-discovery and litigation responsiveness	2.6%

Of those that indicated that they have tools in place for managing electronic content, more than one-quarter (28%) stated that these tools are helpful. However nearly two-thirds (60.1%) indicated that these tools are either not helpful or only partially helpful.

Do you feel that the tools/applications you have in place are helping you, your department or company to meet the information governance goals?	
	Response Ratio
Yes	28.3%
No	14.1%
Partially	46.0%
I don't know	6.1%

When asked about the possibility of using a cloud solution for electronic content management, a majority indicated that a private cloud solution would be considered by their firms as opposed to a public cloud. However, a good number indicated that they were "not sure" in answer to the cloud question.

Which type of cloud solution would your company primarily consider for electronic content management?	
	Response Ratio
Public cloud solution	5.3%
Private cloud solution	57.5%
Not sure	37.1%