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Friðgeirs
Hanns Köhler-
Krüner



Á afmælisráðstefnu Félags um skjalastjórn þann 26. febrúar sl. hélt Hanns Köhler-Krüner, framkvæmdastjóri Global Education Services EMEA, erindi um MoReq2 staðalinn en hann á sæti í nefnd á vegum Evrópusambandsins um endurskoðun staðalsins. Eftirfarandi eru svör við spurningum sem lagðar voru fyrir Hanns, m.a. um starfsemi Global Education Services EMEA, AIIM og DML Forum.

You are an AIIM Industry Advisor and Director. AIIM is a leading international association for companies involved in the management of content and documents. Can tell us which are the main objectives and functions of AIIM?

Hanns Köhler-Krüner: AIIM represents the Information Management community as the global association for both users and suppliers of Enterprise Content Management solutions – the strategies, services and technologies which enable organizations to capture, manage, store, preserve and deliver information to support business processes. We have existed for more than 60 years, and we are a not-for-profit organization. To fulfill these objectives we are involved in standards work, in tradeshows, seminars and other events and we provide professional development for members and non-members. AIIM offers a number of online and class-room based training courses to help people on this road, sharing best practice and advice from its 65,000 members world-wide to create awareness and offer possible solutions in today's overflowing Information market space. For more information, please visit www.aiim.eu/training

Furthermore, you are the current General Secretary of the DLM Forum. Can you tell us what the DLM Forum stands for?

Hanns Köhler-Krüner: Created by an initiative of the EC, the DLM Forum is a community of Public Archives and interested parties in archive, records and document and information lifecycle management throughout the EU. The DLM Forum supported the creating of MoReq2 as a European standard.

As you are an expert in content and records management, do you think that the management of content and records should be aligned with the business and systems requirements of a company? How do you produce ERM (Electronics Records Management) requirements?

Hanns Köhler-Krüner: The first part of your question is easy to answer. If business and system requirements and content and records management are not aligned the whole project or program will end up being a failure. You need to know where your business is going, what process are active, where content is being created and consumed and then decide on the best strategy to deal with both unstructured content as well as the needs of Records Management. As for producing these, we teach a 2 day course on this, so it is a little hard to put this into a single sentence. I would start with a thorough analysis of your organization, who is doing what, where and most importantly... why.

Can you explain the difference between the management of documents and records?

Hanns Köhler-Krüner: There are ISO 15489 definitions of both Records and Documents. While do Document is something that can be treated as a unit, a Record is a certain type of Document. It is "information created, received, and maintained as evidence and information by an organization or person, in pursuance of legal obligations or in the transaction of business". While

Documents therefore require management during their creating and collaboration over them, so the correct version is used, records are different. Here it is about saving the right piece of content for the right amount of time. It puts the record under corporate control, including how long to keep it (retention schedule). It is often far more structured than normal Document Management.

In your opinion, what would be the main impact of poor records management?

Hanns Köhler-Krüner: Not just records, but poor information management in general. The impact can be split into 4 or 5 parts.

COST: There is a clear cost implication. Having 3-4 copies of every records, not having good control, keeping them for longer than they need to be kept leads to increased storage cost, but also soft euro cost like poor findability and usability.

CONTINUITY: Being able to show through an audit trail how a decision was made and having all the documents available to prove the decision.

COMPLIANCE: Even though we are not yet in the same situation as in the USA, there are more and more local and European rules and regulations that make it necessary to keep all the information that is relevant for a certain time or face possible fines or litigation.

CUSTOMER SERVICE: By not being able to show the most relevant customer documents on time, or the wrong versions, or not having the available when needed, or missing the audit-trail of how for example contracts were put together, it can lead to a loss of both reputation as well as customers.

What are the benefits of best practice for ERM?

Hanns Köhler-Krüner: Most challenges have already been faced by other organizations already. To take what they have learned, identifying common challenges and taking those lessons learned is always a good idea. There is however one danger. If you copy someone else's solution without thinking about whether it fits your own organization, the results may be the same or worse if you had not done anything.

Could you tell us what are the main challenges faced by the company in relation to these issues?

Hanns Köhler-Krüner: The main issue for any organization is the amount of data that they need to deal with. What is relevant, what is not, what needs to be kept, what can be thrown away. How do we structure information in such a way that it meets the retention requirements as well as the way that various parts of the organization are searching for it. It is a huge and complex issue that takes a certain amount of time and careful planning. My suggestion would be to find and follow a methodology that works for you. AIIM supports Mike2 Open Methodology for a repeatable framework of steps to follow to get information under control.

As for the challenges when not going a planned route, these can be manifold and can be from simple loss of customers or loss of market-share to being seriously open to fines and litigation in courts. Regulations exist throughout the European Union and outside that make it necessary across the board to be well structured and prepared for different eventualities. My suggestion would be to start with a good risk analysis to find out where the main dangers are and then act accordingly and not ignore the findings of such a survey.

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