The Real Value of an Information Asset Register

Chelsea Harper & Kate Kirby
“A culture where information is created, managed, used and shared effectively to advance the University’s strategic priorities”

~ University of the Sunshine Coast
USC CONTEXT

- IM Framework
- IM Strategy
- IM Governance
- Yearly Implement Plans
- IM Comms Plan
- IM Staffing
- IM Steering Committee
MEANING...?

Year 1
2013

Review of policy
Roles
Info Asset Audit
Portal Review
Info shared drives

Year 2
2014

Rewrite of policy
Standard asset types
BP Method
Digital Workplace
eDRMS Feasibility
**INFORMATION AS AN ASSET**

**Information asset** means information recognised as having value to the organisation.
BENEFITS

• Valuation
• Single source of truth
• Access & reuse
• Ownership/custodianship
• Business process improvements
• Quality
• Understanding risks
• Key themes/patterns across organisational information use.
• 2009 QLD Govt Information Standard 44

• 2011 Office of Australian Information Commissioner Principles on Open Public Sector Information

• 2011 National Archives of Australia Digital Continuity Plan
WHAT YOU KNOW...

- 821 staff
- 25 administrative areas
- Enterprise architecture
- 125+ policies
- 8 schools
- 41 business systems
- 9652 students
- 2 Faculties

...WHAT YOU DON'T KNOW
WHAT YOU KNOW...

- 821 staff
- 125+ policies
- 41 business systems
- 9652 students
- 2 Faculties
- 25 administrative areas
- 8 schools

Enterprise architecture

WHAT YOU DON’T KNOW...

- Asset value
- Infobesity
- Information flow
- Information behaviours
- Duplication
- Information risks
- Source of truth
- Asset types in use

...WHAT YOU DON’T KNOW
# USC INFORMATION ASSET AUDIT METHODOLOGY

| Planning                          | - Outlining process, resources, timelines.  
|                                  | - Project Plan.  
|                                  | - Agreed level of granularity.  
|                                  | - Approvals.  
|                                  | - Register structure.  
| Data collection                  |  
| Data analysis                    |  
| Reporting                        |  

**Information asset** means information recognised as having value to the organisation. Information assets should be categorised from the perspective of content and business use rather than by the IT systems that hold them. Information assets may contain structured or unstructured information and may range from a single file to many files. Examples of information assets include: record, document, electronic message, row in a database, whole database table, collection of data objects about a single logical entity or concept, content identified through a URL or URI.
REGISTER STRUCTURE

1. Asset type
2. Asset detail
3. Creator
4. Amount detail
5. Original acquisition/creation date
6. Location
7. Source systems
8. Storage
9. Storage format
10. Content type
11. Category
12. Owner
13. Custodian
## USC INFORMATION ASSET AUDIT
### METHODOLOGY

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| Data analysis |
| Data collection |

| Reporting |
INFORMATION OVERLOAD

Workers spend 51% of their work day receiving and managing information rather than actually using information to do their jobs

91% of US workers say they sometimes ‘delete or discard work information without fully reading it’

62% admitted the quality of their work suffers at times because they can’t sort through the information they need fast enough

LexisNexis International Workplace Productivity Survey 2010
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<tr>
<td>Data analysis</td>
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<td></td>
<td>- 1 month (Hew6 0.4FTE).</td>
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<td></td>
<td>- Pivot tables.</td>
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<td>- Data mining.</td>
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<td>- Data trend identification.</td>
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<td></td>
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<td>1. Information profiles for managers.</td>
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<td>2. Comprehensive project reports.</td>
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<td>3. Asset type reports – ad hoc reports (request based).</td>
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Met intended result to discover and identify the University’s information assets and to establish an Information Asset Register to facilitate better management of these assets.
Increased Enterprise Architecture understanding:
- Outlining information asset types within each business system.
- Outlining business areas engaging with each system.
- Identified small sources/containers in use not identified on Enterprise Architecture.
Information movement analysis:

- Tracking differences in locations for structured and unstructured information.
- Heat spots for information duplication across the organisation.
(For both asset types commonly duplicated AND common sources of duplication).
### CURRENT INFORMATION ENVIRONMENT

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<td>• Opportunity to data-mine specific information asset types, with asset types mapped across the organisation.</td>
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<tr>
<td>• Led to a greater understanding of gaps in information asset type guidance.</td>
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<tr>
<td>• For example:</td>
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<tr>
<td></td>
<td>Forms, contact information, guidelines, business process instructions.</td>
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<td>• Asset type analysis used by Project Managers for transformational USC projects.</td>
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<td>• Intelligence on organisational information behaviours.</td>
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<tr>
<td>• Differences in behaviours across departments noted.</td>
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<tr>
<td>• Future support and training for adoption of organisational practices.</td>
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ASSET TYPE: FORMS

500+ register entries
100+ duplicate copies
400+ unique forms

Corporate Website
Shared drive 1
Portal
Shared drive 2

Dept 1
Dept 2
Dept 3
Dept 4
Dept 5

Shared drive
Shared drive
Shared drive
Shared drive
Shared drive

Corporate Website
Shared drive 1
Portal
Shared drive 2

Dept 1
Dept 2
Dept 3
Dept 4
Dept 5
THE REGISTER IS A VALUABLE INFORMATION ASSET ITSELF

- Information asset ownership.

- Information security classifications.

- Methodology for valuing information assets.

- Expanding scope/analytics to support new projects.

- Addressing glut of information with no value (data slums).

- Transitioning to new system for accessibility and scalability.
## CONTACT & FURTHER INFORMATION

<table>
<thead>
<tr>
<th><strong>Kate Kirby</strong></th>
<th><a href="mailto:kkirby@usc.edu.au">kkirby@usc.edu.au</a></th>
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<td>Director, Information Services</td>
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**Information Management Services on USC website**
- Principles
- Priorities
- Resources
- Governance
- Current activities