

## Manage, Support and Empower Your Business with an Information Architecture Based On a Solid Framework

### MAKE SMARTER DECISIONS AND GAIN COMPETITIVE ADVANTAGE

*It's common knowledge that your company's information can be a priceless asset. Organized access to a cross-Enterprise store of data promotes understanding, communication and critical business processes. The free and timely exchange of relevant content helps close the next sale, convert consumer concerns into customer satisfaction, and drive better strategic decisions by replacing guesses with facts.*

*Customer and business expectations for data access continue to climb higher. The increasing demands for speed to action, a broader variety of delivery channels and the depth and breadth of reliable information all present evolving challenges to Information Management while offering differentiating factors that deliver a competitive advantage.*

### CONSIDER A FRAMEWORK FOR INFORMATION ARCHITECTURE

Information management encompasses a broad set of capabilities, all of which need to work in unison within your Information Architecture (IA). Interconnections and cross-organizational stakeholders add their own layers of complexity. The task of rationalization can be daunting. First, how do you develop a strategy that delivers the right architecture? Then, how do you plan and implement the right architecture correctly?

An architectural framework will simplify this complexity. A solid framework will compartmentalize challenges, bring visibility to areas of overlap and gap, and help guide strategy, planning and design activities. Basing your information strategy on a solid framework will lead to the right IA that supports competitive advantages.

### WHAT TO LOOK FOR IN A FRAMEWORK

A solid IA Framework will do all of the following:

- ☑ Incorporate best practices and common patterns proven to work in a variety of environments.
- ☑ Address common challenges, but is also flexible enough to include unique situations.
- ☑ Take into account critical success factors beyond technology, such as organizational structure, business process, governance, and the metrics required to give visibility into sustaining and improving information management operations.
- ☑ Link the information architecture to corporate vision and strategy.
- ☑ Assure and accelerate business value delivery.

### Information Architecture Best Practices

**Don't overlook the obvious. It's worthwhile to remember these rules of thumb when implementing information architectures:**

1. *Do not lead with technology*
2. *Prioritize business goals prior to road map*
3. *Evolve, learn, and adjust incrementally*
4. *Expect and plan for organizational and cultural change*
5. *Accept that there are multiple views; architect to support valid perspectives*
6. *Balance business engagement*
7. *Establish governance early*
8. *Build metrics into the architecture*
9. *Design for sustainability*
10. *Use a framework to organize, guide and govern*

## HOW THE FRAMEWORK ACCELERATES BUSINESS VALUE



An Information Architecture Framework provides a disciplined way to rapidly assess your current information management environment. You can quickly identify gaps, target strategic improvements and make investment decisions based on needs rather than desires. We have all seen how a great strategy, implemented poorly, can result in wasted resources, corporate disruption, risk exposure, and delayed or missed business value. Using a framework will speed up and guide the planning efforts so crucial to successful implementation.

## THE LEVERAGING TECHNOLOGY INFORMATION ARCHITECTURE FRAMEWORK

At Leveraging Technology we use a 7-Point Framework based on years of consulting experience across a variety of industries. We use the framework out-of-the-box to quickly assess a client's current IA capabilities. Often we customize the framework for a specific strategy, plan, design, or challenge. Sometimes we use it as a template to develop a client's own unique framework. The Leveraging Technology IA Framework has been proven to accelerate and improve our clients' information strategies and architectures. In fact, we use it ourselves to guide strategy and architecture decisions within our own IA Practice.

### Leveraging Technology's 7-Point Information Architecture Framework:

Key Components	IM Strategy Applications
1. Vision/Strategy	• Enterprise IA
2. Planning	• Accelerated Business Analytics
3. Governance	• Master Data Management
4. Organization	• Knowledge Management
5. Process	• Information Governance
6. Technology	
7. Metrics	

### Call today for a consultation and find out what's right for you.

Let us help you drive better business performance with the right information architecture. Our framework ensures that all the components required for the right IA will be identified and linked. We can baseline your current maturity, identify gaps and provide recommendations based on our IA framework. We will create an architecture that realizes your information strategy and delivers a competitive advantage. And we can provide guidance on your information strategy, working with you to build out a roadmap and plan. We have frameworks for Enterprise Information Architecture and for specific Information Management capabilities including Accelerated Business Analytics, Master Data Management, Knowledge Management and Information Governance.

To set up an initial consultation, contact us at [info@leveragingtechnology.com](mailto:info@leveragingtechnology.com) or 585.454.4250 x100.

### About Leveraging Technology

We are a business consulting firm founded in 1998 that fully understands how all aspects of the information technology lifecycle can impact business results. We employ a practical, partnering approach to transforming the design and architecture of your information technology environment to drive business performance.

*Working with Leveraging Technology is different than with other consulting firms because we look at each client's organization and not just the technology. We partner with clients in unique ways to help them design and build internal capabilities and sustain them in the most cost-effective way.*