

# The Real Value of an Information Asset Register

*Chelsea Harper & Kate Kirby*



University of the  
Sunshine Coast

The best of both worlds



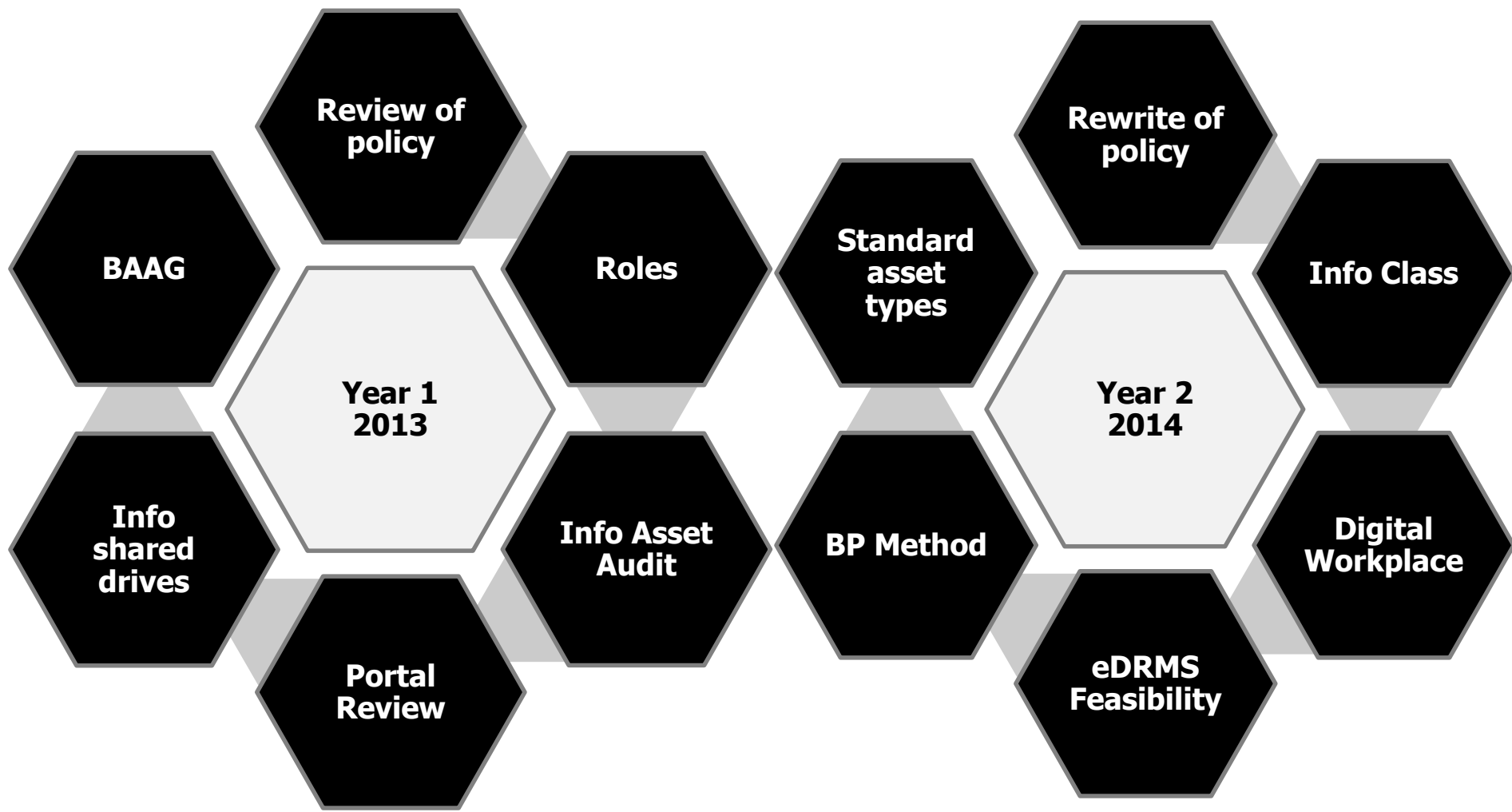
“A culture where information is created, managed, used and shared effectively to advance the University’s strategic priorities”

~ University of the Sunshine Coast

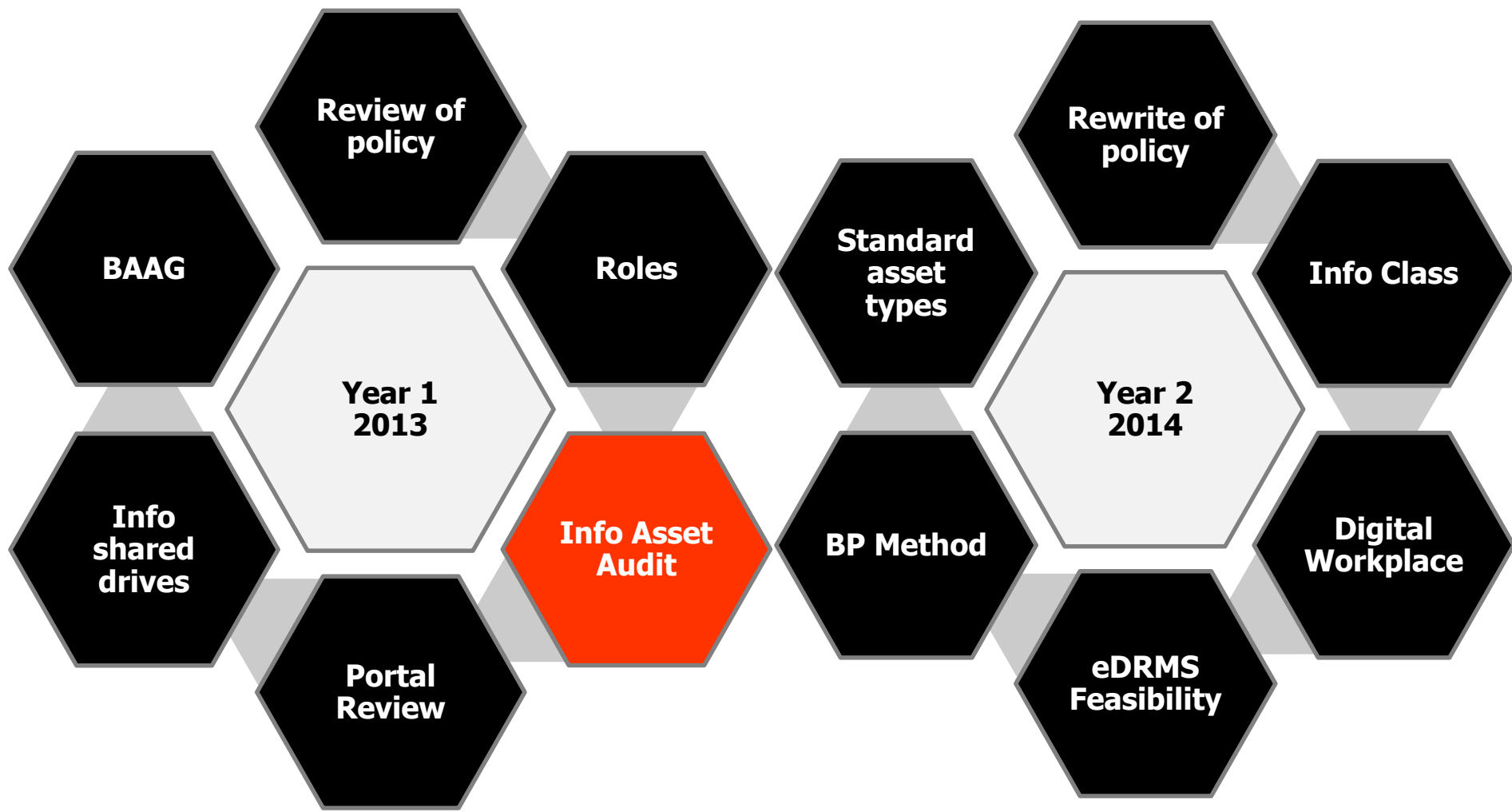
# USC CONTEXT



# MEANING...?

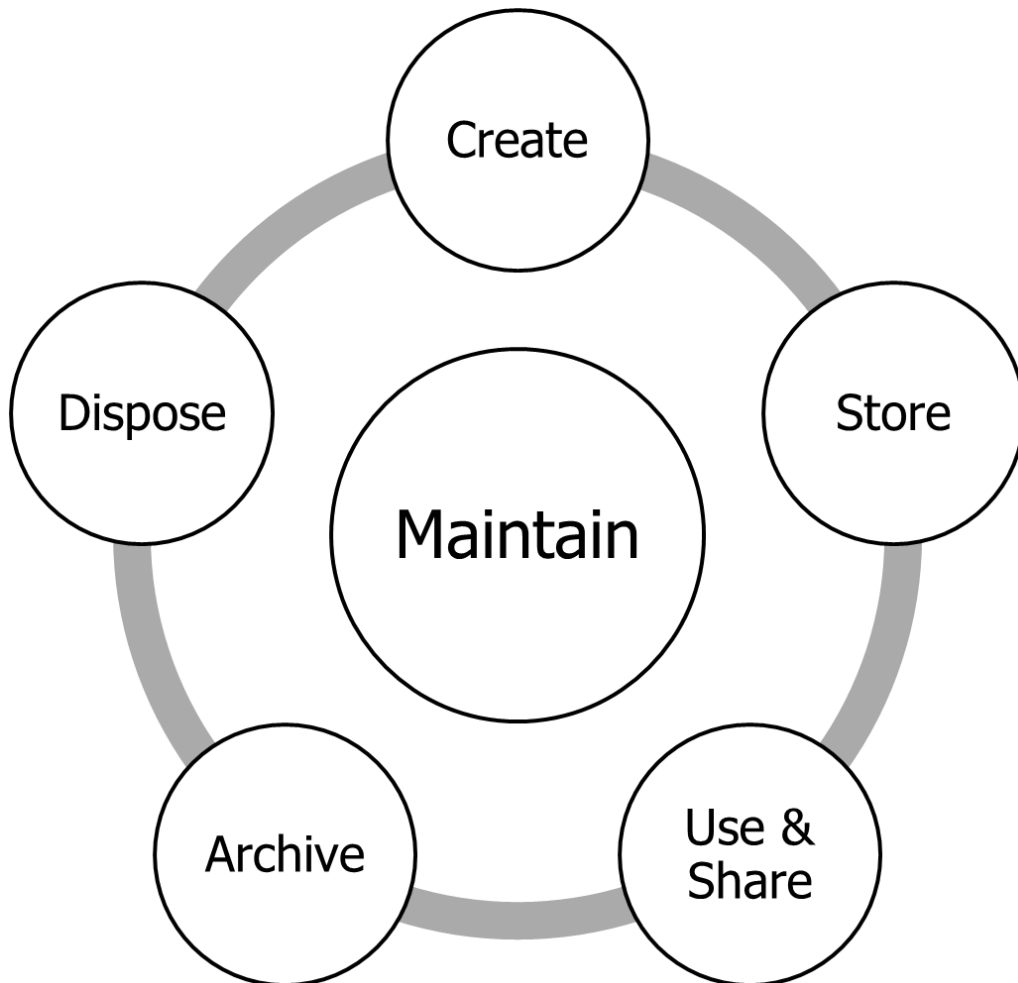


# MEANING...?



# INFORMATION AS AN ASSET

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



Business process instructions

Contact information

Course information

Forms

FAQs

Images

Instructions

Issues logs

News

Schemas

Templates

Timetables

# **PROCESS** INFORMATION ASSET AUDIT

## **TOOL** INFORMATION ASSET REGISTER

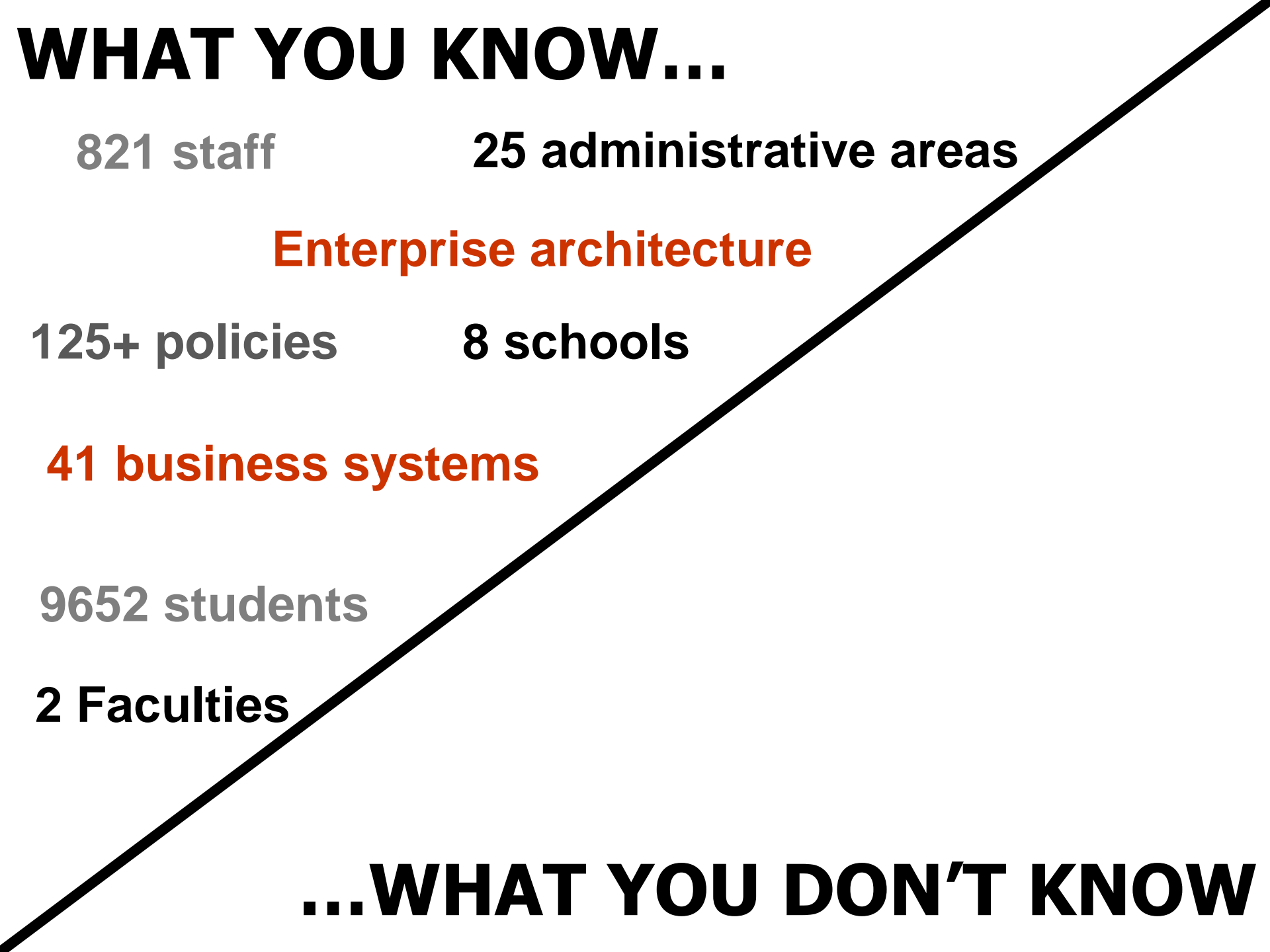
### **BENEFITS**

- 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

25 administrative areas

Asset  
value

Enterprise architecture

125+ policies

8 schools

Infobesity

41 business systems

Information flow

Information behaviours

9652 students

Duplication

Information  
risks

2 Faculties

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

# USC INFORMATION ASSET AUDIT

## METHODOLOGY

**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

<b>Planning</b>	
<b>Data collection</b>	<ul style="list-style-type: none"><li>- Systematic examination.</li><li>- All organisational business systems.</li><li>- 8 months (Hew5 0.4FTE).</li><li>- 19 departments/areas.</li><li>- Communication with Managers.</li></ul>
<b>Data analysis</b>	
<b>Reporting</b>	

# **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*



# USC INFORMATION ASSET AUDIT

## METHODOLOGY

<b>Planning</b>	
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<b>Data analysis</b>	
<b>Reporting</b>	

# USC INFORMATION ASSET AUDIT

## METHODOLOGY

<b>Planning</b>	
<b>Data collection</b>	
<b>Data analysis</b>	<ul style="list-style-type: none"><li>- 1 month (Hew6 0.4FTE).</li><li>-Pivot tables.</li><li>-Data mining.</li><li>-Data trend identification.</li></ul>
<b>Reporting</b>	

# USC INFORMATION ASSET AUDIT

## METHODOLOGY

<b>Planning</b>	
<b>Data collection</b>	
<b>Data analysis</b>	
<b>Reporting</b>	<ol style="list-style-type: none"><li>1. Information profiles for managers.</li><li>2. Comprehensive project reports.</li><li>3. Asset type reports – ad hoc reports (request based).</li></ol>

# **USC INFORMATION ASSET AUDIT RESULTS**

**+3,000** information assets

**168** asset types

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.

# CURRENT INFORMATION ENVIRONMENT

<b>Technology</b>	<b>Information movement</b>	<b>Asset type performance</b>	<b>Information behaviour</b>
<p><b>Increased Enterprise Architecture understanding:</b></p> <ul style="list-style-type: none"><li>• Outlining information asset types within each business system.</li><li>• Outlining business areas engaging with each system.</li><li>• Identified small sources/containers in use not identified on Enterprise Architecture.</li></ul>			

# CURRENT INFORMATION ENVIRONMENT

Technology	Information movement	Asset type performance	Information behaviour
<p><b>Information movement analysis:</b></p> <ul style="list-style-type: none"><li>• Tracking differences in locations for structured and unstructured information.</li><li>• Heat spots for information duplication across the organisation. (For both asset types commonly duplicated AND common sources of duplication).</li></ul>			

# CURRENT INFORMATION ENVIRONMENT

Technology	Information movement	Asset type performance	Information behaviour
<ul style="list-style-type: none"><li>• Opportunity to data-mine specific information asset types, with asset types mapped across the organisation.</li><li>• Led to a greater understanding of gaps in information asset type guidance.</li><li>• For example: Forms, contact information, guidelines, business process instructions.</li><li>• Asset type analysis used by Project Managers for transformational USC projects.</li></ul>			

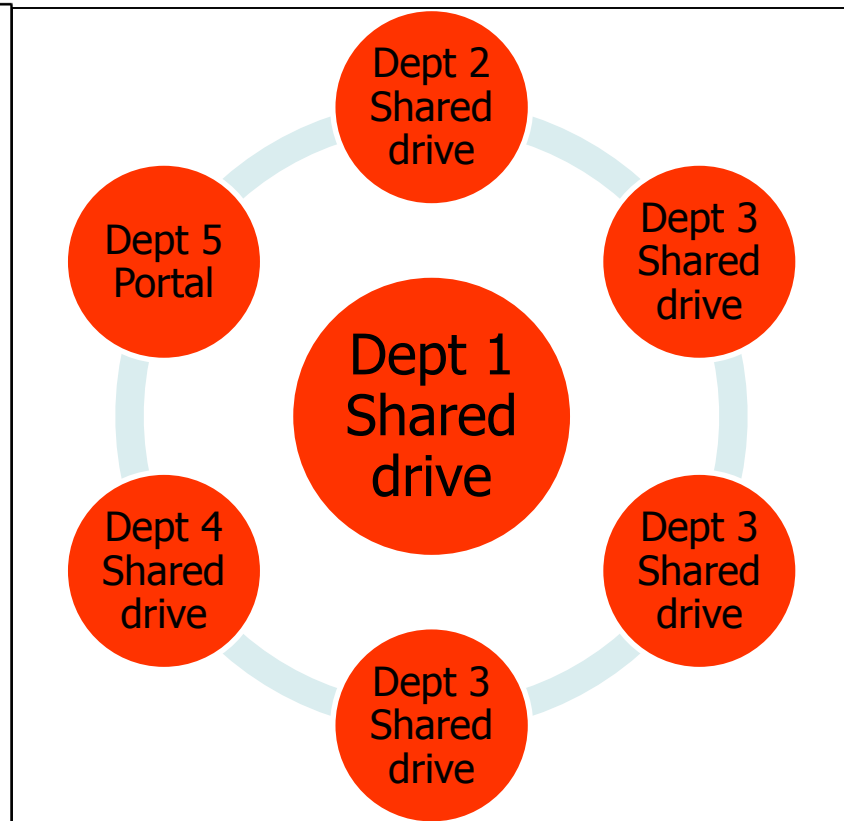
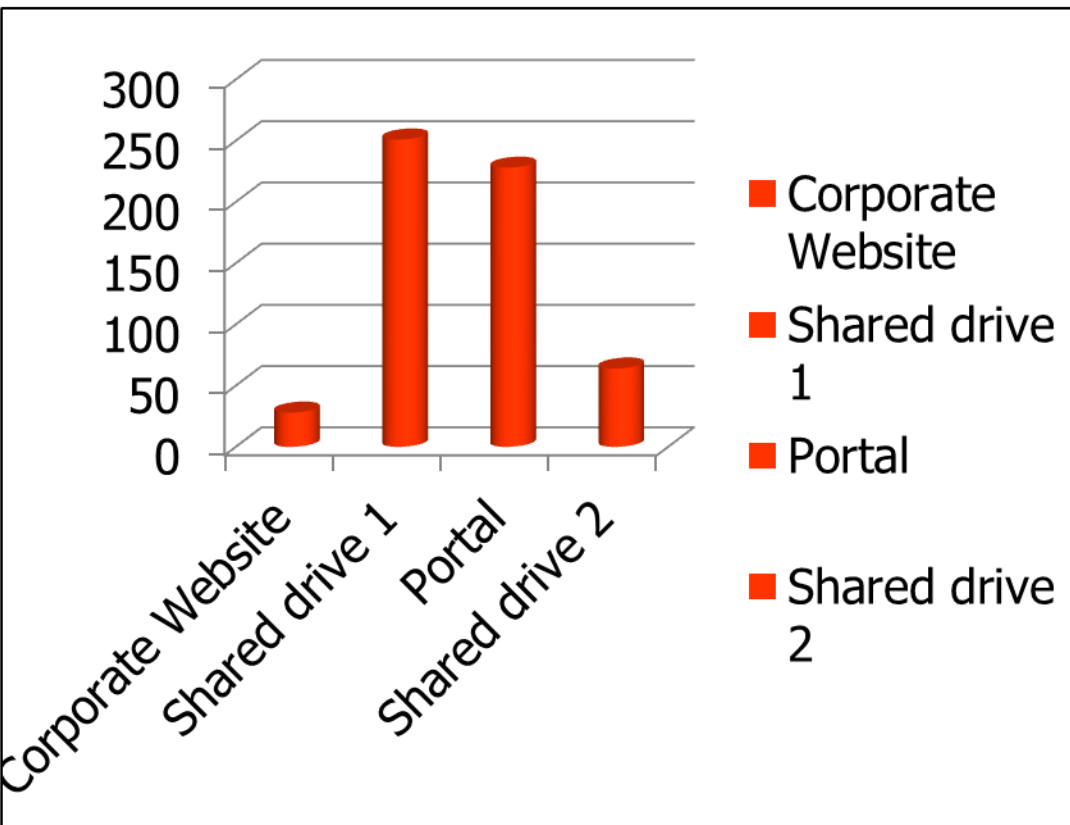
# CURRENT INFORMATION ENVIRONMENT

Technology	Information movement	Asset type performance	Information behaviour
<ul style="list-style-type: none"><li>• Intelligence on organisational information behaviours.</li><li>• Differences in behaviours across departments noted.</li><li>• Future support and training for adoption of organisational practices.</li></ul>			



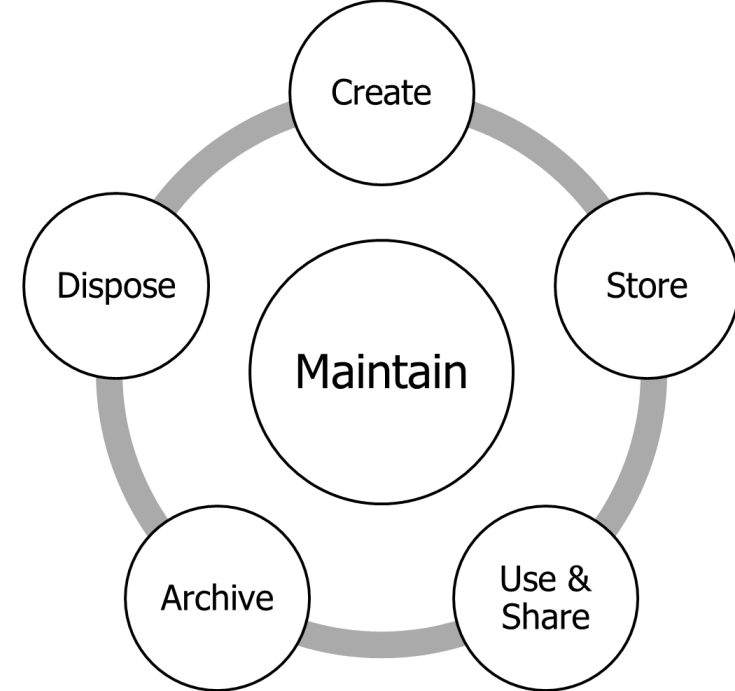
# ASSET TYPE: FORMS

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



# 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

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