



This workshop is delivered only as a dedicated in-company exercise. It combines advisory and methodology training. The purpose of the workshop is to go through the Information Management Framework and map it fully according to your particular company's situation. As a result, the participants get a common understanding of IM needs, issues, and approaches for each Information Management component. It also helps prioritise IM initiatives and is first step in developing an IM blueprint.

## Who Should Attend?

The workshop requires the participation of Business information owners and users, IT management, and Information Management (or Analytics) specialists. This non-technical workshop aims to create a common understanding of the current company situation and its Information Management needs from the business perspective, and the IT solution that are needed.

## Workshop Content

The workshop content depends on actual issues to be addressed in the company and participants' activity. The workshop is run as follows:

1. Information Management Framework introduction – brief presentation.
  - Discussion walk-through.
  - Data Sources.
  - Data Mastering.
  - Data Ingestion.
  - Raw Data Pool Layer.
  - Foundation Layer.
  - Access and Presentation Layer.
  - Information Interpretation.
  - Information Use.
  - Governance and Metadata Management.
2. Example of Mapping of Information Management Framework to an actual Telecom.
3. Implementation Principles.
4. Next steps – planning the IM blueprint.

## Workshop Objectives

This workshop gives the participants full understanding of how modern Information Management (which drives Telecom competition) can be established - going through all the important building blocks. The workshop uncovers critical information management issues in the company and discusses how to address them. It brings together all involved parties -- data providers, information users, and technology support -- to create a common approach.



## **Prerequisites**

None (assuming that participants understand their own information needs and the current company situation).

## **Training Structure**

One-day session. Initial Information Management Framework presentation and instructor-guided whiteboard discussion of each element of the framework.

## **Methodology**

Whiteboarding session built around Information Management Framework.