

HP Information Management Digital Hub



Hi, I'm Jonathan Martin, and I'd like to thank you for seeking us out on the HP Information Management Digital Hub, a new online community for information professionals.

Have you ever been walking down a street, or been stuck at an airport with too much time on your hands, and just reflected for a moment on what's going on around you? The myriad of screens we surround ourselves with giving us updates on this or that, the constant flow of advertising selling everything from soup to space vacations, the music player that we carry in our pocket with more than 40,000 songs on it, and our old friend the mobile phone that never stops buzzing with the next 10 messages from the office? In the last 10 years we've become enamoured, some might say addicted to information, and today we stand on the threshold of one of the most significant changes in human society for the last 300 years.... we're in the midst of a transition from the industrial age to the information age and its changing everything.

Today, I'm going to talk to you about the information explosion...the challenges, the opportunities, and the possibilities of solving these challenges through this new web community.

In 2007, the digital universe was measured by IDC at 288 Exabyte's of information. That's 288 – 000- 000 -000-000-000 bytes of information. To put that huge number into context, that's 47,000,000x more people than live on planet earth today, 40x times the number of words ever spoken on planet earth, and there are more bytes of information than there are stars in the universe.

Experts predict that information will continue double every 18 months for the foreseeable future, meaning this already enormous number could top 50,000 exabytes by 2018. This explosive growth is primarily being fuelled by unstructured information – that's the office documents we use everyday, the SharePoint portals which are spreading virally across the enterprise, rich media such as video and audio. and the proliferation of user –generated web content.

While the numbers behind the explosion are staggering, the reasons are easy to grasp. The information age has brought monumental changes to the way we live and the way we work.

As consumers, we're very familiar with the impact of the information explosion. Entire music collections – often tens of thousands of tracks – are now held on a simple MP3 players that fits in our pocket. Digital cameras allow us to take thousands of photos in ultra-high resolution, and online blogs, newsfeeds and social networks are augmenting and sometimes replacing face-to-face friendships.

These products and new web services have become almost ubiquitous...they are cheap to buy, easy to use, and hugely convenient.. But every track we listen to, every image we shoot has to be stored, managed and (ideally) backed-up somewhere. The information explosion is driving PC storage capacity to new highs measured not in megabytes and gigabytes, but terabytes for the first time ever.

But the information explosion is not just affecting us at home. Employees at work are increasingly acting like consumers do at home driving business computing in a similar direction. The information explosion has changed the way that we do business, changing how we build businesses and the way we communicate in business. Today, over 85% of our business conversations no longer going over the phone or face to face, but being conducted through email. It may be a cliché, but IT really has become the business and information intensive business applications such as E-Mail, ERP, and CRM are generating new content at a perilous rate.

No-one disputes that these applications, and others like them, have helped enterprises drive new strategies, access new markets, open new channels, lower costs and increase business efficiency. But today businesses are drowning in information, creating it faster than ever before, and yet at the same time finding it harder to locate the right information or being less able to derive insight from the information they own.

The root of the problem is that today most organizations run an information democracy, where we create all information as equal. Because of the poor tools available to us until only recently, we have limited ways of ascribing value to information, meaning we cannot differentiate how it is used, how it is stored, and for how long it should be kept or it should be destroyed.

The result is that for either legal, regulatory or just pure simplicity reasons we end up storing everything forever. Unfortunately this approach has some very bad side effects; enterprise databases becoming so large they are grinding to a halt; storage networks so complex that administering them is a challenge in itself; information being stored in so many places that nobody seems to know where it is, which is the most relevant or up to date.

With IT budgets tending to zero, information growing at 65% each year, and the operational cost of managing information growing at between 30 and 40 percent, something needs to change before everyone in your organization does nothing more than spending every day just managing information.

At HP software, we are innovating new approaches to how organizations can manage their information, helping them continue to drive operational efficiency delivering the right level of information access, to the right person at the right cost. Helping them manage the risk of owning business information in an increasing litigious and regulated business climate, and enabling them to streamline the process of how paper and digital information is created, categorized and published.

The information explosion presents daunting new challenges for everyone in the enterprise, and this is why we have launched the HP Information Management Digital Hub, to bring

together like-minded individuals who are challenged by the information explosion to share new, practical and pragmatic ideas on how to address your information management needs. We want to facilitate thought leadership around the management of enterprise information, share BLUE-PRINTS and best practices and, most importantly, we want you to become active participant in this community.

The big idea is that we can take a fresh look at the information explosion and the ways of fixing it, to bring you closer to other information experts, and build a strong dialog between hub members.

Right now you'll find pretty much everything we have on information management; analyst white papers, ROI studies, case studies, best practices, technical white papers, HP solution brochures, software downloads...it's all here.

We will also be hosting dedicated events on the Hub such as webcasts, fact finding sessions with HP and industry experts, as well as giving you the opportunity to meet and interact with your peers who are successfully tackling their information management challenges. HP specialists will share their thoughts on what's happening in the industry using blogs, and you will have the opportunity to participate in discussion forums to learn and share best practice for specific solutions.

It's about gaining fast and efficient access to knowledge that's relevant to your business and IT needs, and we want you to take full advantage of it. The content will be refreshed regularly and I'd encourage you to explore the Hub and register for updates.

We hope that we can accelerate the opportunity for you to solve this problem on behalf of your enterprise by gaining a better understanding of the wider issues and the detailed information on how to fix them.

I thank you for your time, and truly hope that you enjoy this first visit to the HP Information Management Digital Hub and that you come back many times. I hope to see you again soon.

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