



Using Information as an Asset

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Short Description of the Presentation:

After oxygen, water and food, information is the most important asset we can possess. The IT revolution was not about how fast, small or flexible the technology was, it was about how much information it could provide. Today we will cover how using information as an asset can increase a company's bottom line profit through creating an accessible company knowledge base.

- Creating knowledge through information
- The CSR bottleneck
- Treating information as an asset
- Knowledge and information
 1. Information of the past
 2. Employees and equipment reach their full potential through their "access" to information
- How access to data, and relevant information, can benefit every employee in your business
- Inherent variables in any company
 1. Employee turnover
 2. Information erosion
 3. Information evolution
- Examples of using information as an asset
- Intangible benefits of having an information knowledge hub
- Direct benefits to the owner of having an information knowledge base available