



Presentation

# Solving Information Hyperinflation

How AI is driving new approaches  
to information governance

*Special Peer Event, May 2024*

# Open Q&A & Panel

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With generative AI, we have reached the point where humans can no longer manage information without AI

# Overwhelmed

*“The message could not be more clear: organisations are grappling with the overwhelming growth of data and sources of information while striving to ensure privacy and security compliance.”*

- Dr Joseph Sweeney, IBRS

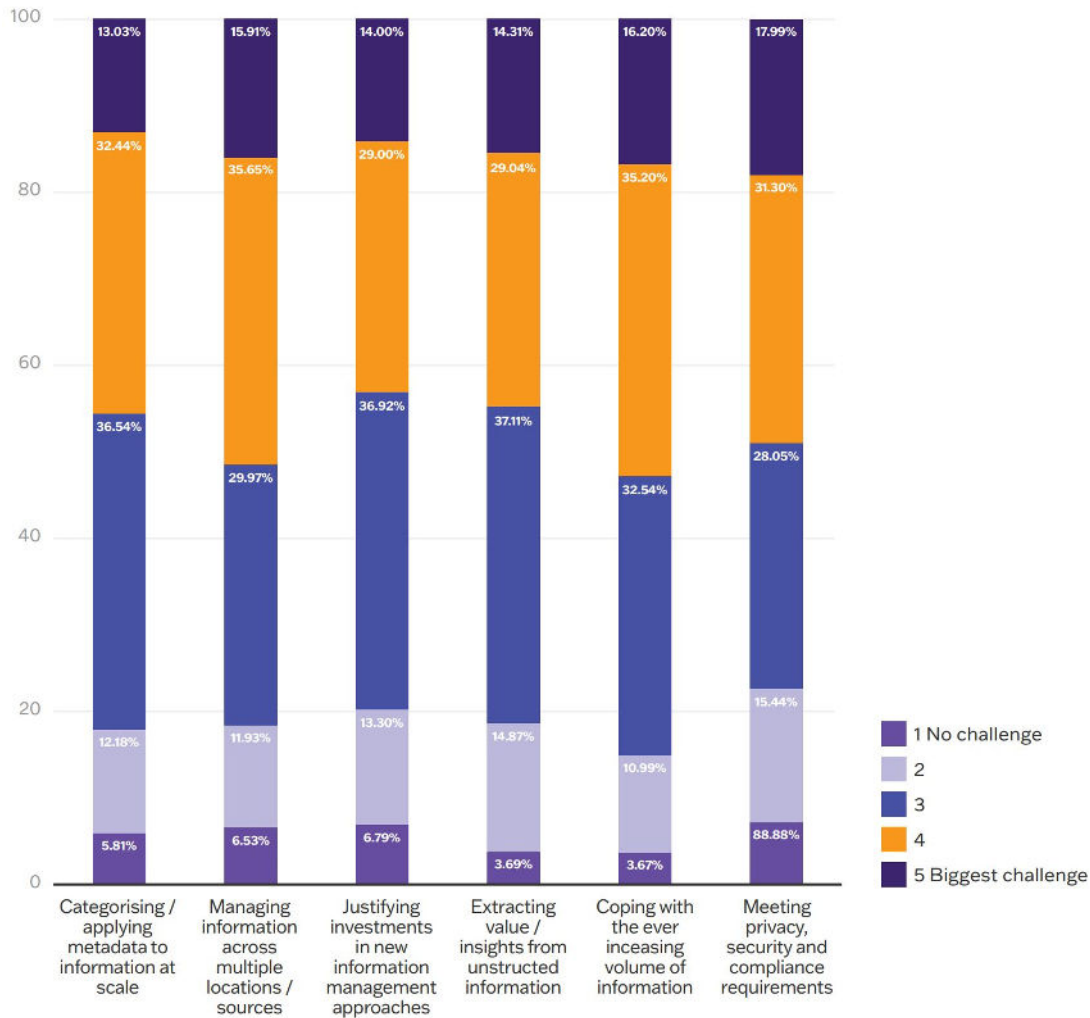
Source: Content Cognition to the Rescue – An IBRS special industry study, 2024.

The total amount of data created, captured, copied, and consumed globally

- 2020: 64.2 zettabytes
- 2025: 180 zettabytes
- 2040: 572 zettabytes

Source: [Digital activity in the Australian economy, 2021-22](#)

Rate the five biggest information management challenges your organisation faces



# The Impact of AI

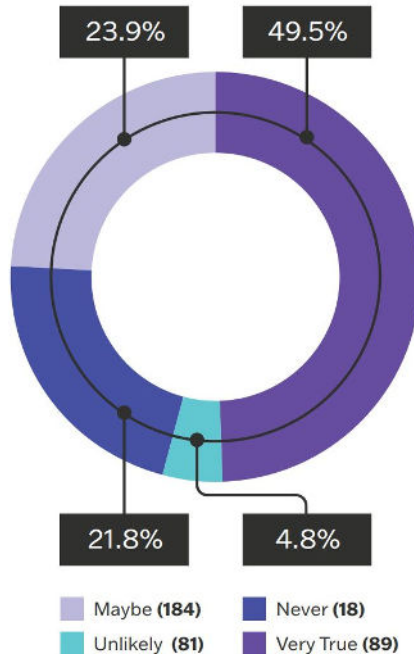
Faster data analysis & information retrieval.

Systematic processing of large volumes of information

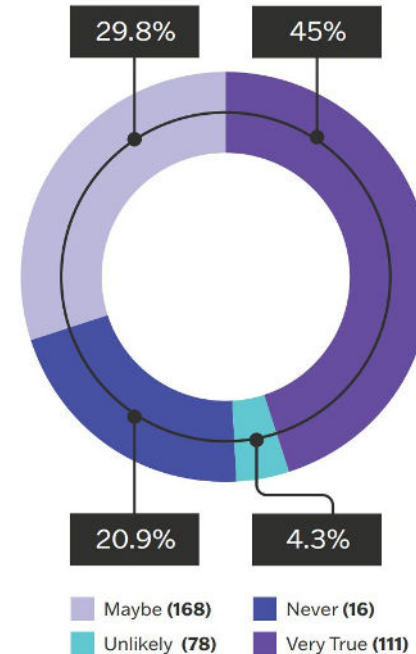
Automation of routine tasks & processes

Perform difficult & complex tasks

### AI will replace information management professionals

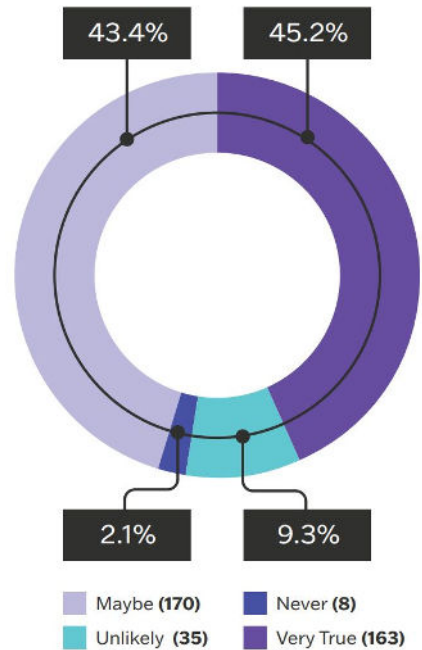


### AI will replace general workers

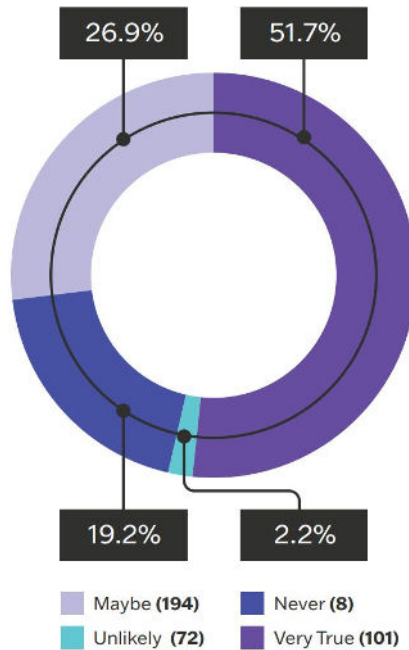


# The Impact of AI

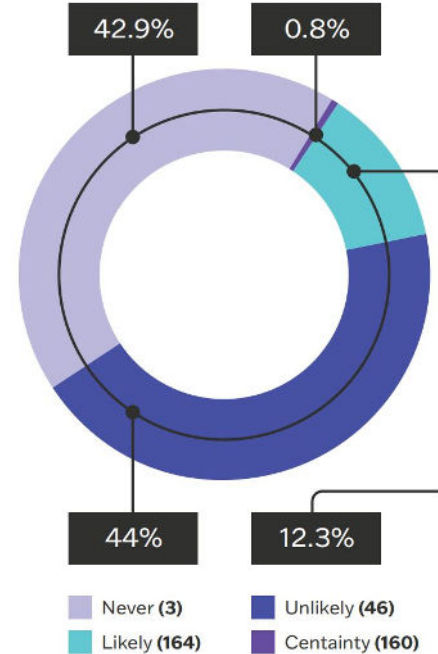
**Effective use of AI by the business required information governance uplift**



**AI will leak personally identifiable information**



**AI will enhance search**



# Microsoft as a Disruptor

Traditional and well-entrenched EDRMS solutions (Content Manager, Objective, etc.) retain their enduring popularity for two reasons:

1. The effort needed to migrate information assets from these systems.
2. Governance features that have been honed over decades for compliance-focused organisations.

The Microsoft 365 ecosystem, is now the de-facto ad-hoc set of information stores for organisations. The collaborative services and spread of information is now disrupting traditional information governance approaches. It is limited by:

1. SharePoint needs add-ons to meet government-level compliance needs.
2. Microsoft continually evolves its governance features, with potential for increasing licensing costs.
3. Microsoft governance features largely limited to Microsoft ecosystem,

Microsoft's Purview services are not a panacea.



Presentation

# AI to the rescue?



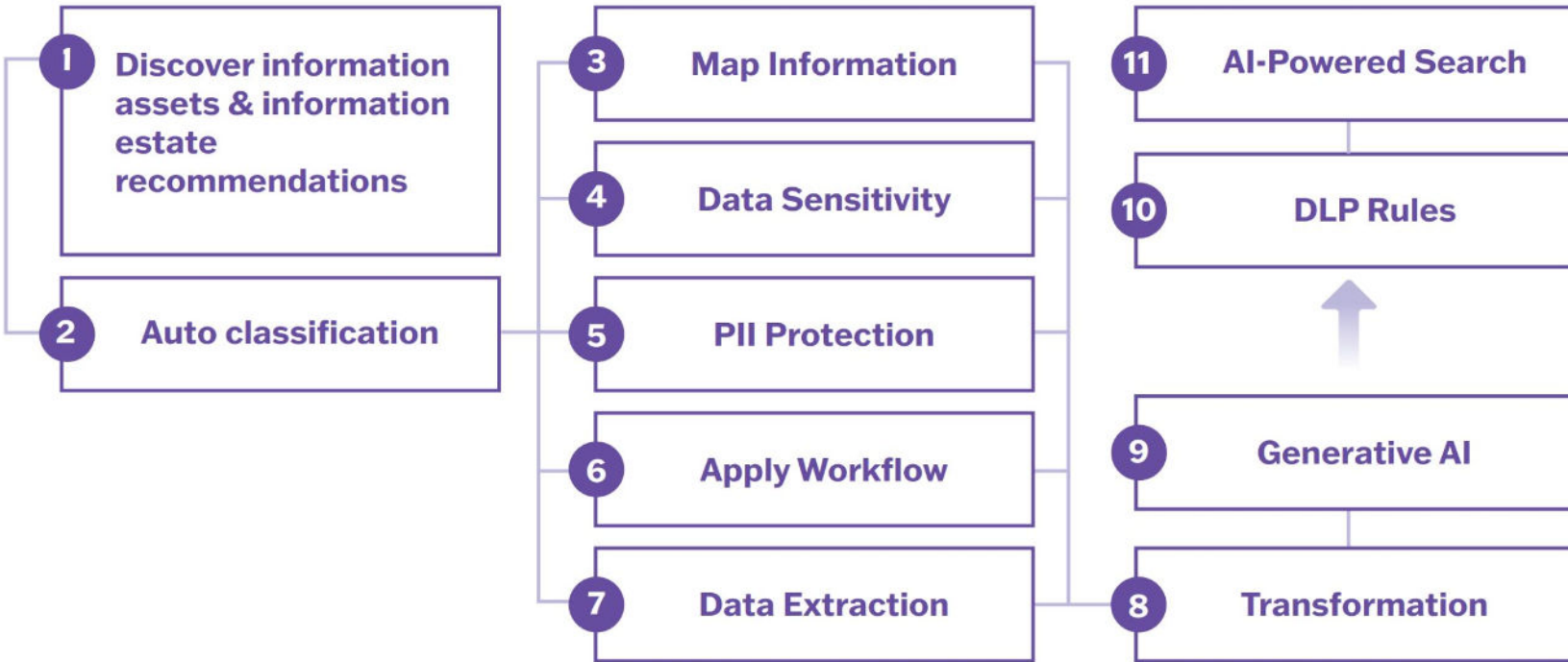
# Why Content Cognition?

**Content cognition is the ability of AI to automatically inspect documents at scale and extract specific data: contract value, the existence of privacy or sensitive information, business context, etc.**

- AI has been used for information classification (autoclassification) for some years now.
- However, Information categorisation is just one part of the information management puzzle.
- Autoclassification is insufficient for applying flexible and practical permissions over collaborative information assets, ***nor does it assist information management teams in refining their governance processes.***

# Content Cognition in Action

## Evolving Capabilities in Next-Generation Information Management



AI will not just be used for autoclassification of information

# Benefits of Content Cognition

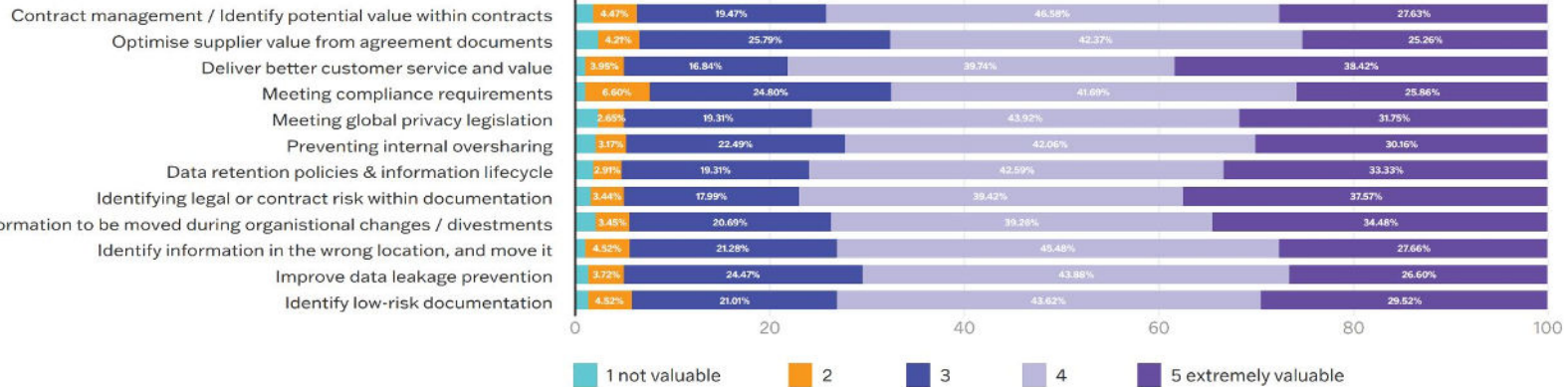
# 1 Deliver better service outcomes

#2 Meet compliance obligations

# 3 Meet privacy legislation

#4 Identify contract & legal risk

#5 Contract value management



Source: Content Cognition to the Rescue – An IBRS special industry study, 2024.



*The Future of Information Management*

# Open Q&A

Submit an inquiry or schedule  
a whiteboard session

# We Are at an Inflection Point in AI

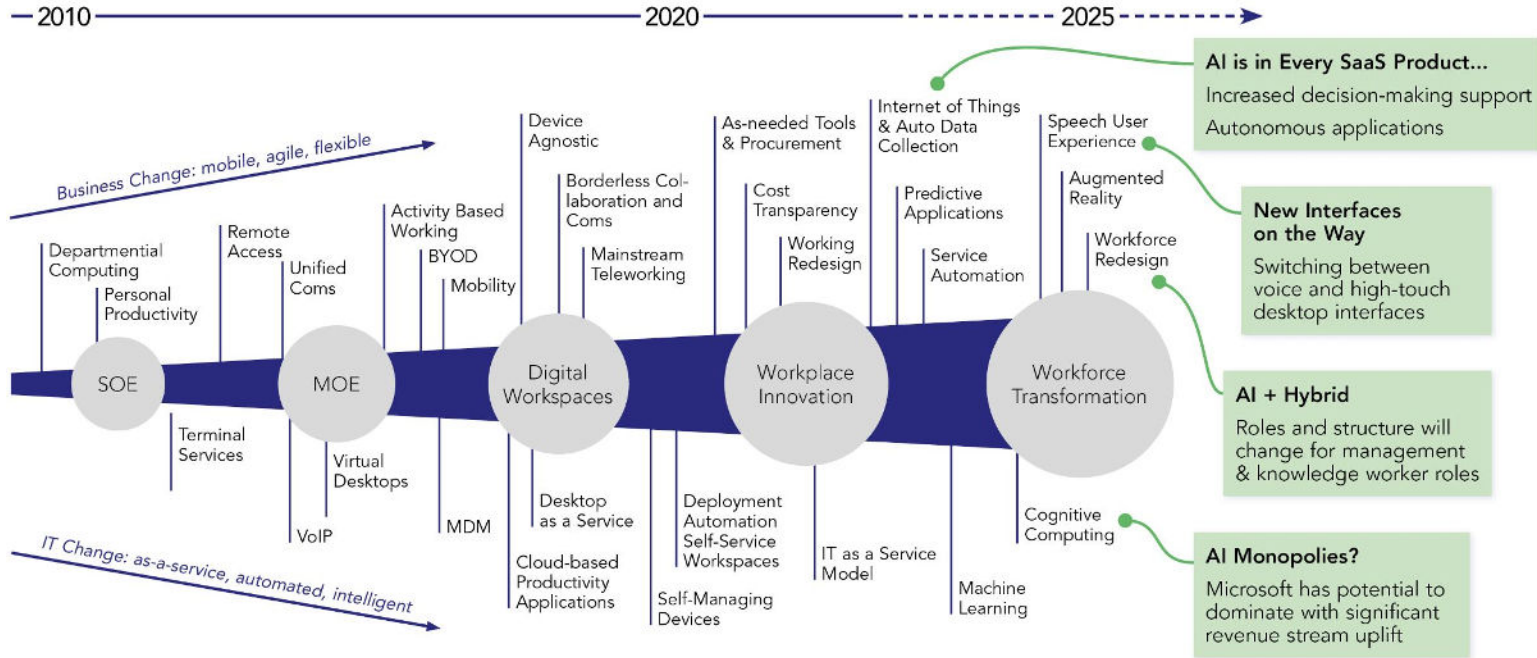


Figure 1: The journey towards the Workforce Transformation

Source: 'Market forces driving digital transformation and the trend towards digital workplaces', IBRS, 2016



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