

# More grip on your information lifecycle



## 1. PLAN

Translate the business goals and the needs of your audience to an information strategy. Design an information architecture and define the information governance.

## 2. DEVELOP

Create, capture, and collect the information. Edit the information with your audience in mind. Add metadata for a meaningful context where needed.

## 3. CONTROL

Store the information in a secure environment. Review the information for quality and accuracy and release it for publication.

## 4. DISTRIBUTE

Assemble and personalise the information for your specific audiences. Transform it to the most optimal format for each channel.

## 5. EVALUATE

Analyze the use and value of the information. Recommend information strategy adjustments when needed.

## 6. PRESERVE

Protect valuable information by archiving it. Destroy information that no longer has any business value.



TIMAF is an independent consultancy in information and process management that supports organisations step by step towards a successful digital transformation. With an optimal information strategy, a robust information architecture and transparent information governance we help build a strategic digital foundation that gives organisations true agility and a competitive advantage. Our clients are among the top 500 organisations in Europe.

