Why ARMA Switzerland?

The landscape of professional associations in Switzerland is focused on and dominated by the public sector and strongly linked to archiving. (Swiss association of archivists (SAA), eCH etc.)

ARMA Switzerland shall therefore mainly be a forum for members from the private sector, multinational companies and international organizations where english is the primary business language.

However the intended scope of membership does not exclude any interested bodies or individuals from other organizations or sectors. Nor does it compete with the activities of the SAA Working Group "Records Management & Digital Archiving". ARMA Switzerland will be rather in a complementary relationship to this group.

Mission:

The mission of ARMA Switzerland is to network and educate records & information managements professionals within the country in a global perspective.

Goals:

- Creating networking opportunities and communities that:
    - o allow members to connect with each other in an open and non-competitive setting in order to exchange practical experience
    - o provide a means for the involved industries to communicate the value of information as a corporate asset and the impact of good information management on organizational effectiveness

- Provide events/activities and a communication platform that:
    - o support and help members/users, project managers and business executives to become more savvy information managers and strategists with a holistic view on enterprise information management (EIM)
    - o highlight the important relationship between information stewardship and business value
    - o highlight the importance of bridging the gaps between a content oriented information management and IT (technology and information architecture)
    - o highlights the mechanism between the levels of strategic and operational information management (from policies to implementation)

- Advance the profession by applying and establishing information governance standards and best practices based on risk & compliance (from ARMA and other organizations)

The values and professional standards of ARMA Switzerland are based on the international ARMA governance standards:

ARMA Vision & Mission:
http://www.arma.org/myarma/governance/strategicPlanChild.cfm?key=vision

ARMA Code of Professional Responsibility: http://www.arma.org/about/overview/ethics.cfm

Enterprise Information Management (EIM) topics include:

This list provides an overview of disciplines related to records management indicating that a successful EIM is only possible in an orchestrated and interdisciplinary way , especially a good collaboration between IT and content oriented units.

Activity	Kinds of information	Basic Goal
Information governance	Policies, standards and guidelines	Mechanism to enforce enterprise information mgmt through policies
Records Management	Business records	Making sure that business records are properly retained for legal, compliance and business purposes, and properly disposed of when no longer needed.
Document Management	« Documents » - wide range of digital information	Ensuring that there are controls in place for the creation and storage of business documents so that they are easily accessible to knowledge workers and others.
Knowledge Management	Operational information of all kinds (explicit and tacit)	Ensuring that the knowledge of some individuals and groups in an organization is harnessed for use by others in the organization.
ECM / Solutions Mgmt	Umbrella term for technologies tools, and methods used to capture, manage, store, preserve and deliver content across an enterprise	Often used as broad term to include activities such as document management, knowledge management and published content (incl. Web content)
Information security / IT security	All valuable (vital) information with a focus on sensitive, confidential and proprietary info.	Ensuring that valuable information is protected and accessible only to those authorized to see it and ensuring its trustworthiness

Information risk management	All information assets (processes, data, applications, infrastructure)	Ensuring that all information risks are adequately controlled and monitored
Data privacy management	Sensitive information as determined by policy or law, including information about clients, customers and patients.	Ensuring that the collection of and access to sensitive information is properly controlled.
Disaster recovery & business continuity management	Information needed to continue business operations	Ensuring that vital information required to operate the business can be recovered in a timely fashion after a disaster.
Customer relationship management (CRM)	Information about an oragnizations interactions with customers/clients and prospects	Ensuring that the customersexperience with a company is satisfactory and consistent ; identifying customer patterns that can lead to more revenue.
Web Governance	Internet and Intranet sites of an enterprise (domains)	Ensuring compliance of Web presence within and outside of the company
Storage management / digital preservation (archiving)	All stored business information (incl physical repositories)	Ensuring that storage resources such as disks drives and backup media are used cost-effectively (ILM as tiered storage).
Data mining / warehousing	Structured information such as databases	Providing tools and techniques for collecting and analyzing stored data.
Library services	Published information (books, journals etc.)	Ensure the availability of scientific and research information and News for internal R&D and other units
Competitive intelligence	All relevant internal and external information	Enabling the company to monitor its competitors and support the strategic business development

(Source : Randy Kahn, Information Nation, 2009, 2nd ed. ; extended by JH)