Secure – information has an ability to be restricted to different kind of viewers. For exmaple, an Accenture employee should be able to access Accenture’s calendar, while any other person should not be able to view it otherwise the information is not secure.

Simple – information format that is easily understandable. A piece of information has as little as possible references to another piece of information to understand it’s meaning. A piece of information should be able understand without putting extra effort or work to figure out it’s meaning. For example, a recipe for a fish soup written on a piece of paper that includes approximate ingredient amounts is simple, while a recipe for the same soup that includes ingredient amounts in micrograms is too complex and is not considered simple.

Accessible – information is accessed in a convenient way and presented to users in their requested platform. User should not be forced to use a specific tool to access the information. For example, a user should not have to install a specific internet browser to view an online shop website – it should be able to access in any known internet browser.

Complete – Information is considered complete when all the valuable pieces are included. No ambiguity is seen in information. For example, a price list of an online shop items is complete when all the items can be found in the list. When one or more items are missing then it is not complete.

Timely – Information is considered timely when it is presented at the moment when it has the most sense. For example, a boxer’s (sportsman’s) weight hours before the boxing match is considered timely information for referee to check, while the same person’s weight a month before boxing match for a referee does not matter and is not considered timely.

Reliable – Information is considered reliable when users can automatically believe it. The method of how the information is gathered or source of the information indicates the reliability. For example, a law which is copied from a constitution will be considered reliable, while a politician claiming a law exists during a discussion can not be trusted and will not be considered reliable.

Verifiable – Information is verifiable when a user can examine it thoroughly. This is achieved by referencing multiple sources for the same piece of information. For example, a report about vaccine effiency is considered verifiable when multiple pharmacy company experiments which conform each other are referenced, while a single experiment will not be considered verifiable.