

Managing information throughout the ages, whether expressed in the form of figures cut into clay tablets, rows of machines on a factory floor, or a roomful of cubicles in which service providers handle electronic documents, entails a web of eight interrelated processes (see Exhibit 1.1). Consider the eight processes in the context of a multimedia production company:

- 1. *Creation/acquisition.*** The multimedia—some combination of images, video, and sound—is either authored from scratch or acquired by some means. For example, the multimedia company many create a series of images depicting a new manufacturing process for a client.
- 2. *Modification.*** The multimedia is modified to suit the immediate needs of the client. For example, the raw multimedia may be reformatted for use in a glossy brochure.
- 3. *Use.*** The information is employed for some useful purpose, which may include being sold and distributed. For example, the brochure is printed for distribution by the client.
- 4. *Archiving.*** The information is stored in a form and format that will survive the elements and time, from the perspectives of both physical and cultural change. The multimedia included in the brochure may be burned onto a CD-ROM and stored in a fire-proof safe off site, for example.
- 5. *Transfer.*** The information is transferred from one place to another. The electronic files of the brochure may be distributed via the Internet to clients in corporate offices around the globe.
- 6. *Translation/repurposing.*** The information is translated into a form more useful for a second group of users or for a new purpose. The images used in the brochure are translated into web-