

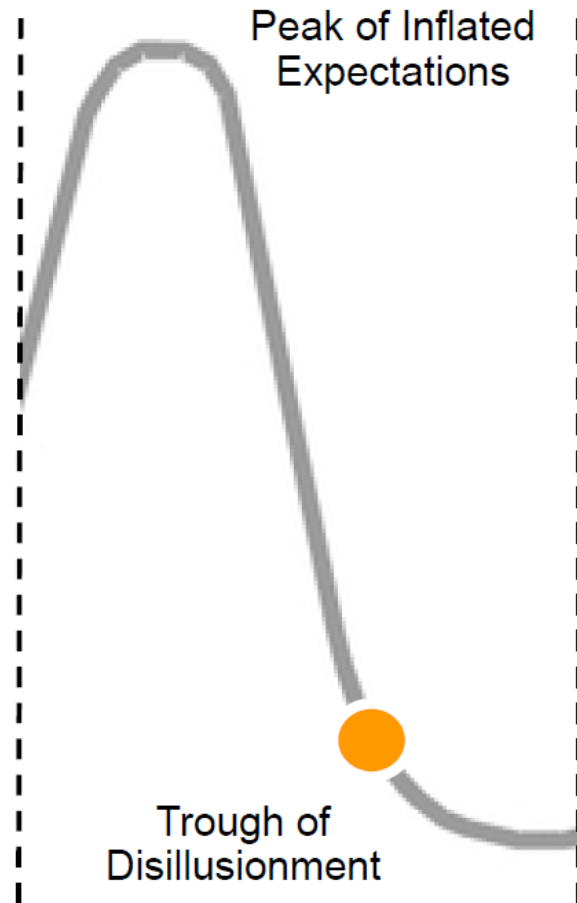
# *Smart Paperless Work in Digital Business*

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# 신화와 현실: Technology 만이 전부는 아니다.



## Myth:

- Paperless Office by 1990
- One Super Repository for Everything
- Usability

## Reality:

- Audit and Compliance
- Different Approaches, Different Systems, Different Users
- Process Efficiency
- ECM Takes Etiquette and Driving Lessons: Goes Social and Mobile
- New Frontiers on UX

# Paperless Office의 7가지 단점

**1: Dependence on technology**

**2: Health problems**

**3: Disposing of electronics**

**4: Security**

**5: Professionalism**

**6: Making notes**

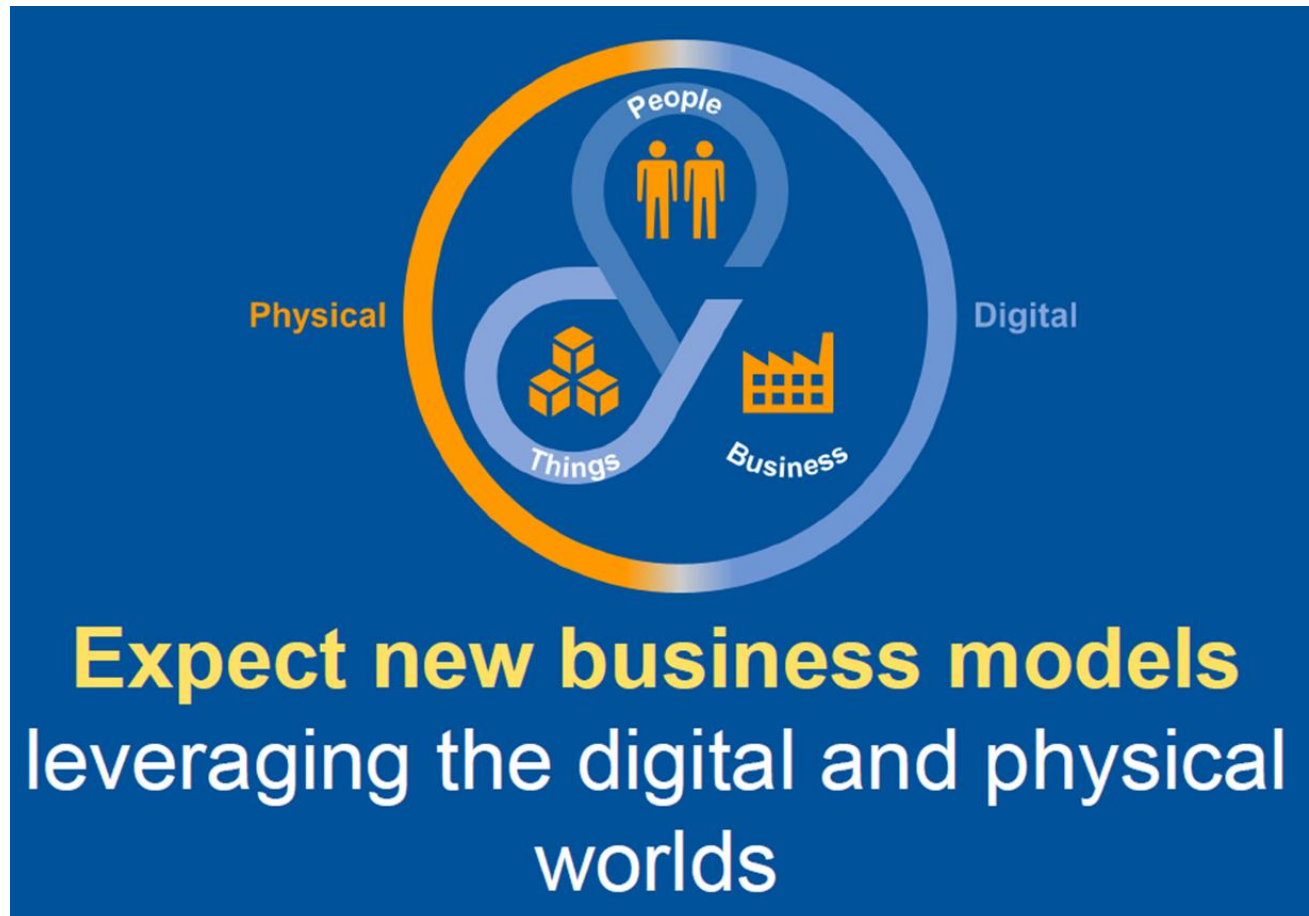
**7: Networking**

# Success를 위한 Precondition: Speak the same digitalized language !
















# Digital Business?

## new Business in new Digital Era



# Digital Business로 가는 길

	Pre Web	Pre Nexus			Post Nexus	
	Analogue	Web	E-Business	D-Marketing	D-Business	Autonomous
Focus	Build relationships that drive business or lower cost	Extend relationships into new markets/geographies	Transform sales channel into a global medium to drive efficiencies	Exploit "Nexus" to drive greater efficiency	Extend potential customers from people to things	Smart, semi-autonomous things become the primary "customer"
Outcomes	Optimize relationships	Extend relationships	Optimize channels	Optimize interactions	Build new business models	Maximize retention of and relationships with things
Entities	 People	 People  Business	 People  Business	 People  Business	 People  Business  Things	 People  Business  Things
Disruptions	Emerging technologies	Internet and digital technologies	Automation of business operations	Deeper customer relationships, analytics	Creation of new value and new nonhuman customers	Smart machines and things as customers
Technologies	CRM	CRM Web	EDI Mobile	BI Big data Social	Sensors 3D printing Smart machines	Robotics Smarter machines Automation



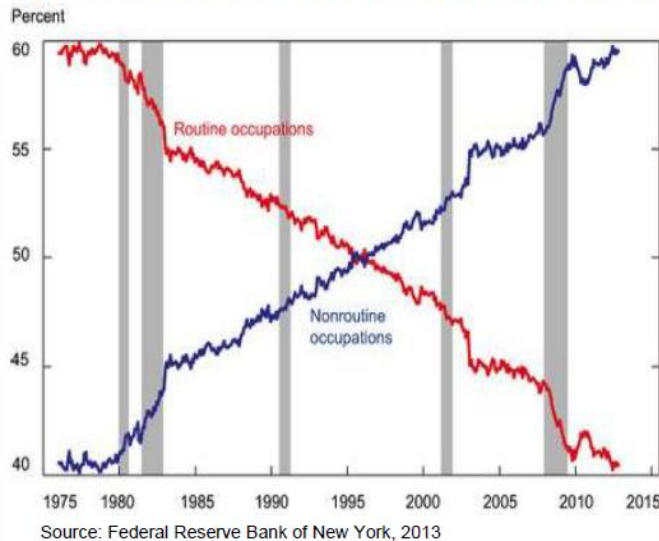
Unstructured된 정보에서 어떻게 Value찾는가?





# Work 본질의 변화:조직관점

## The Rise of Nonroutine Work



### New Skillset Requirements:

- Specialists replaced by versatilitists
- Emphasis on digital literacy, analysis, collaboration and interactive skills

### Globalization:

- Coordinate work across time zones
- Manage regional differences



### Workshifting:

- Able to work any time, anywhere
- But expected to be available any time, anywhere



### Flattening Organizational Structures:

- More responsibility with less authority



### Ad Hoc and Virtual Teaming:

- Projects and partners change often
- Multiple projects at once

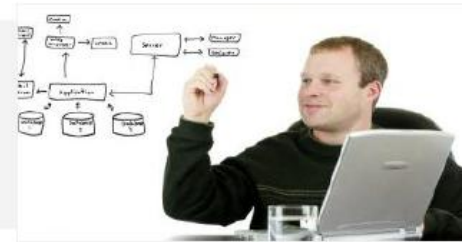




# Workforce 본질의 변화:개인관점

## More technologically engaged.

- Part of their life not just their work.
- Eager to embrace new tools.
- Always on the move.



## Different viewpoints on work.

- Generational split — millennials in the workforce.
- View collaboration differently.
- Want IT to get out of their way.



## Varying relationships to the organization.

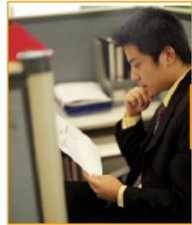
- Traditional workforce is shrinking.
- Temporary/Contingent, contractors, partners.
- Shorter ramp-up times, frequent changes.



# 서로 상충의 요구를 최적화 하는 성공적 Workspace 구축 필요



Open Office



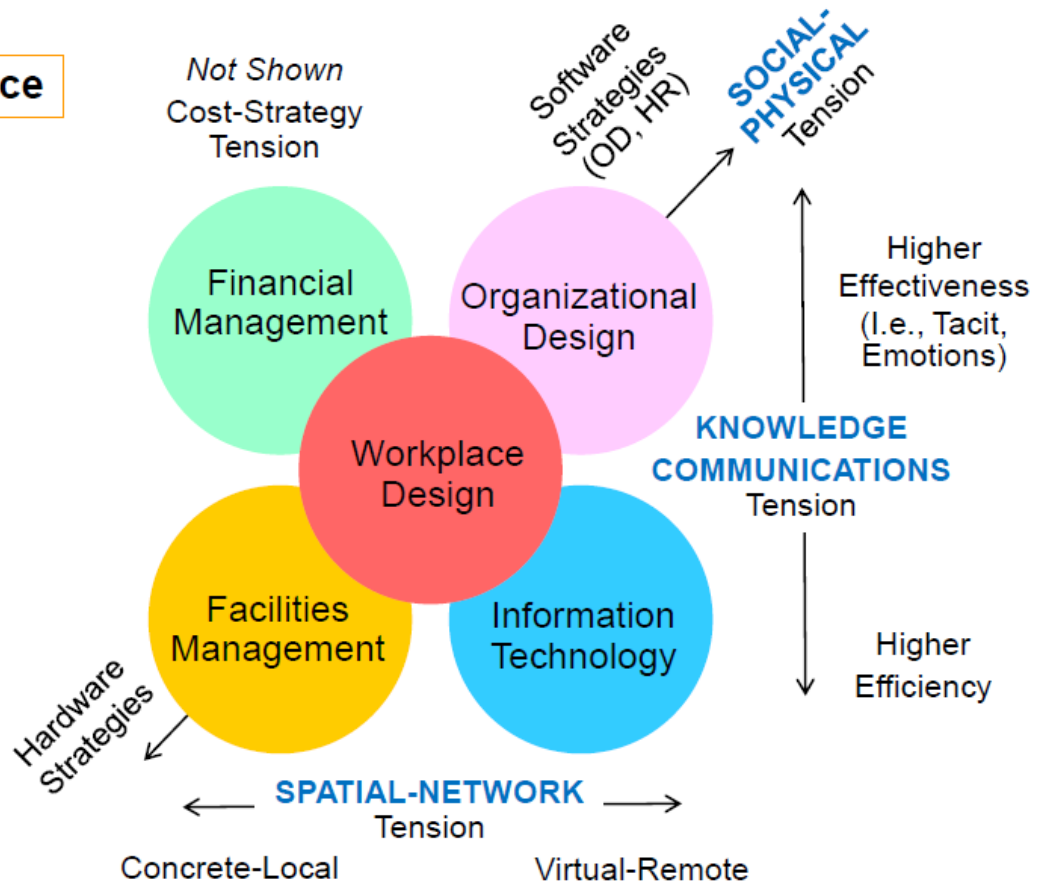
Cubicle



Hot-Desking

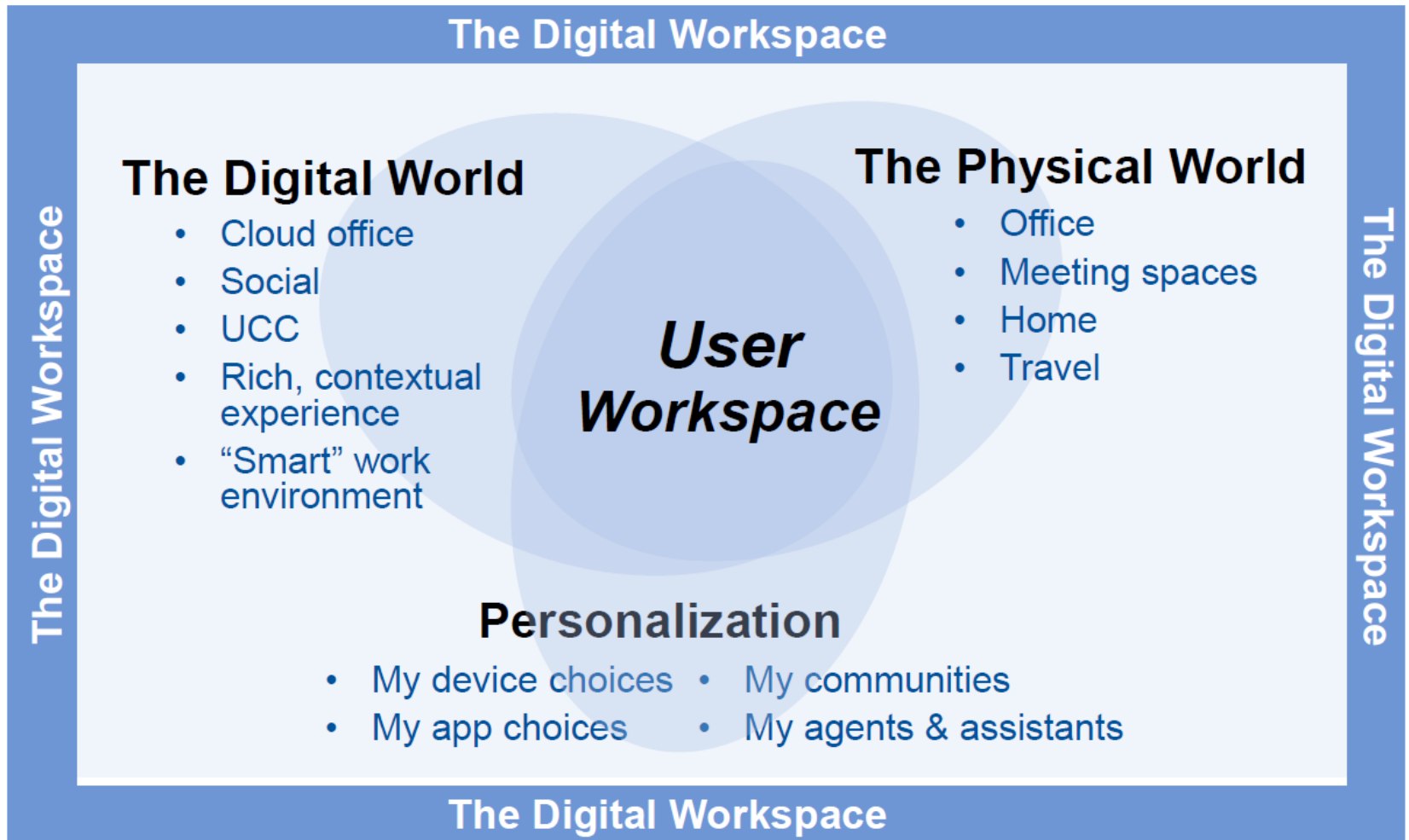


Hoteling

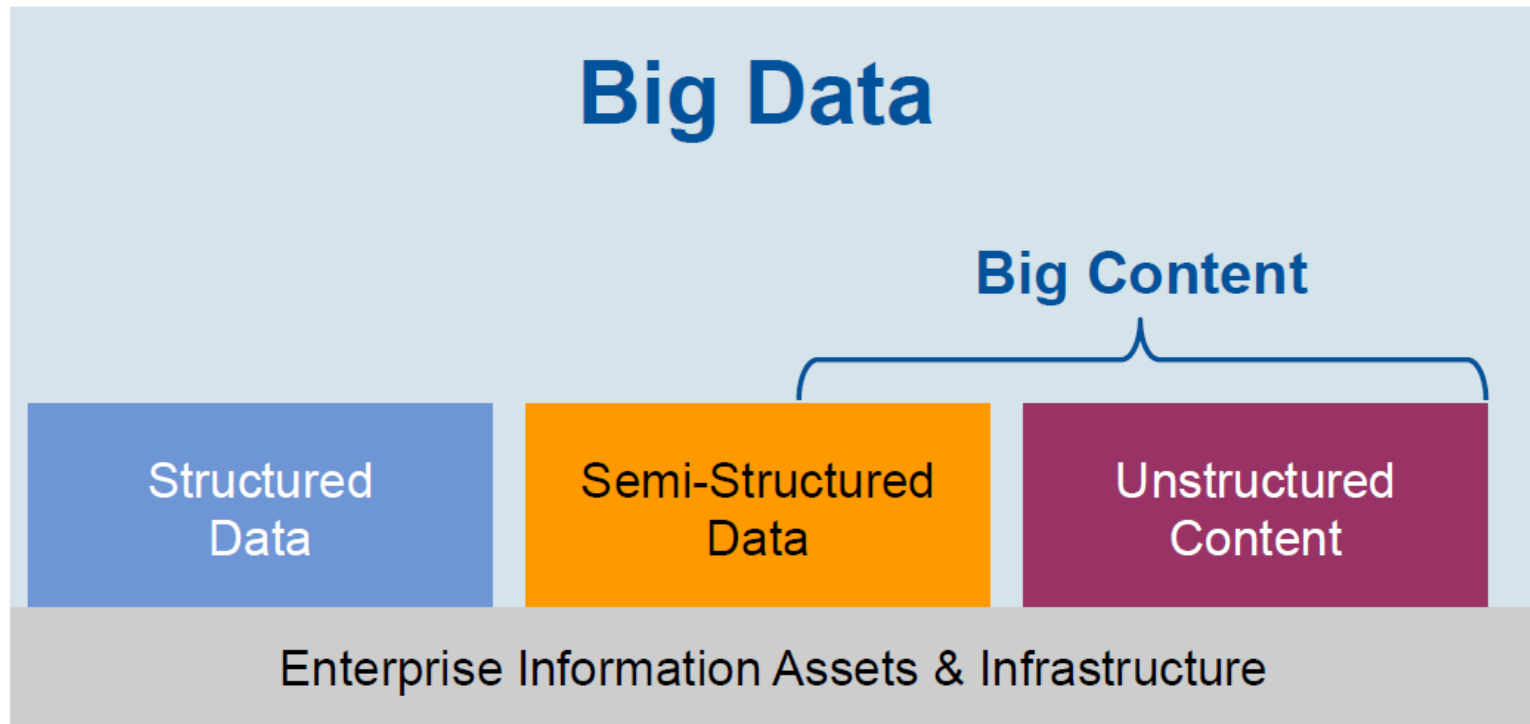


"Workplace Design: A New Managerial Imperative" by Jeffrey K. Chan, Sara L. Beckman, Peter G. Lawrence  
(Source: California Management Review, 1 February 2007), Harvard Business Review

# Digital User Workspace란?

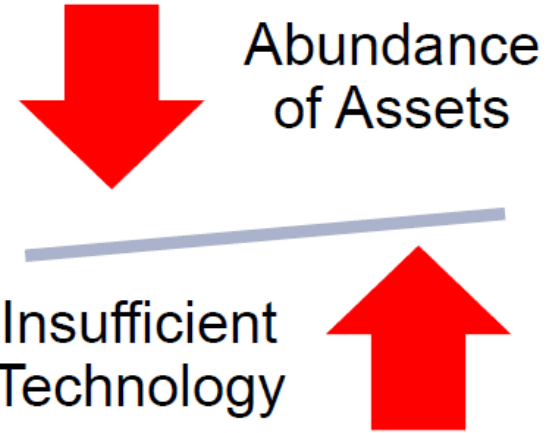


1. 기업 정보 중에  
Unstructured된 Big Content 에 더 초점이  
강조되어야 한다.



# Big Content를 통한 Big Solution을 구해야

Smartphones  
Ebooks  
Magazines  
Audio  
Blogs  
**Content**  
Newspapers  
Video Curation  
Tablets  
marketing



# Metadata를 설계해야

## Administrative

- Author
- Version
- Incident Date
- Record Date
- Expiry Date
- Application
- Application
- Application



Format

Schema

Resolution

Encryption

Application

**Structural**

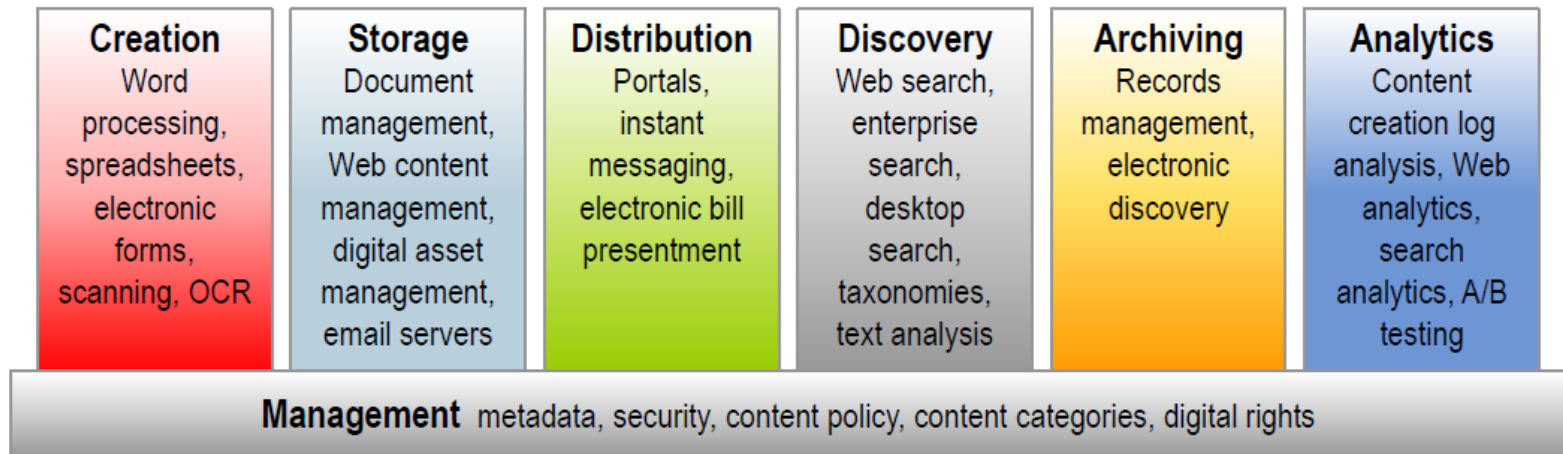
## Descriptive

- Keyword
- Title
- Brand
- Region
- Product Line
- Application
- Application
- Application



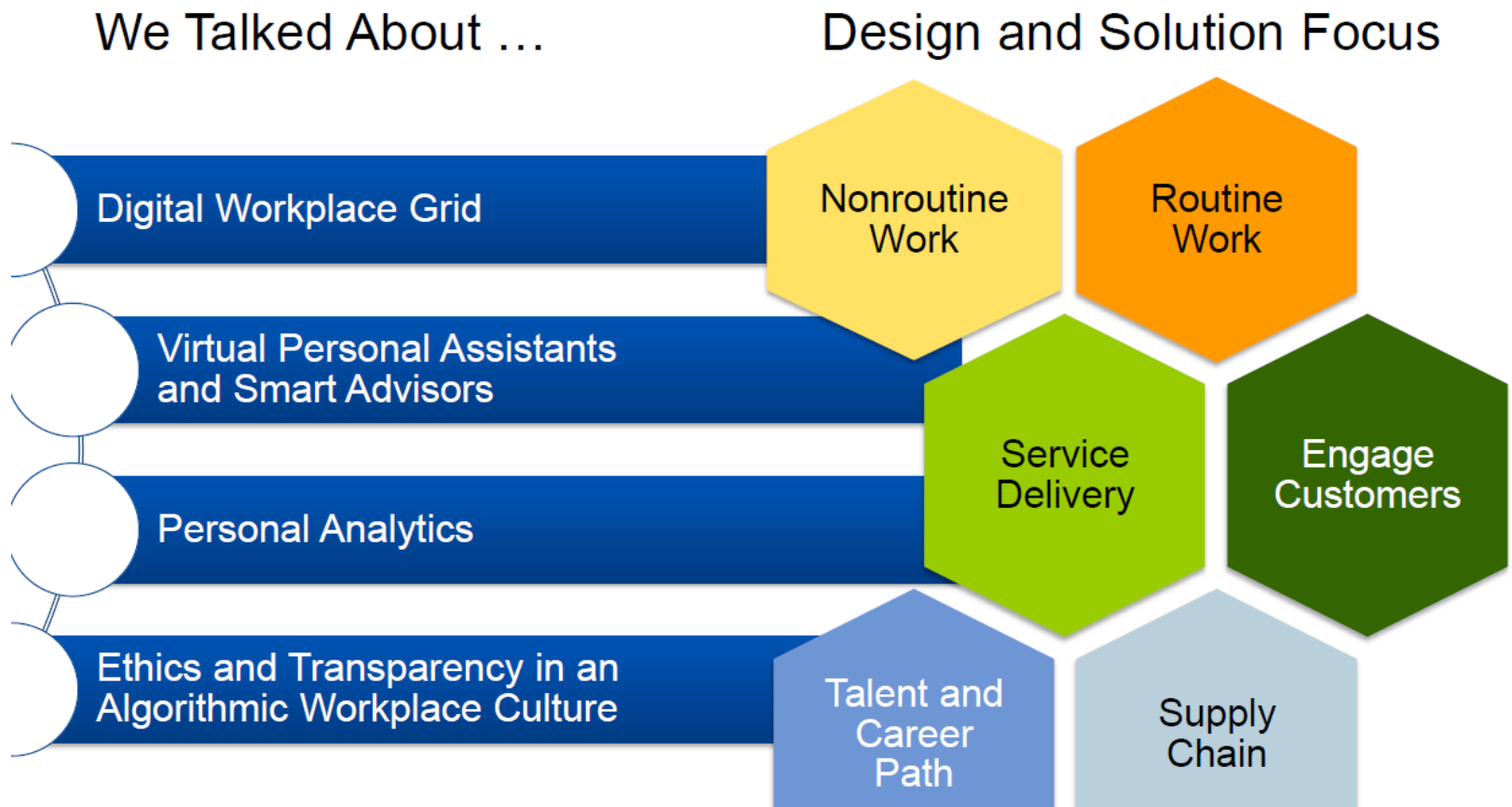
# 기업의 체계적 Content관리가 필요

- Lack of governance
- Isolated repositories and process
- Merger and acquisition activities
- Lack of awareness and attention to the content life cycle





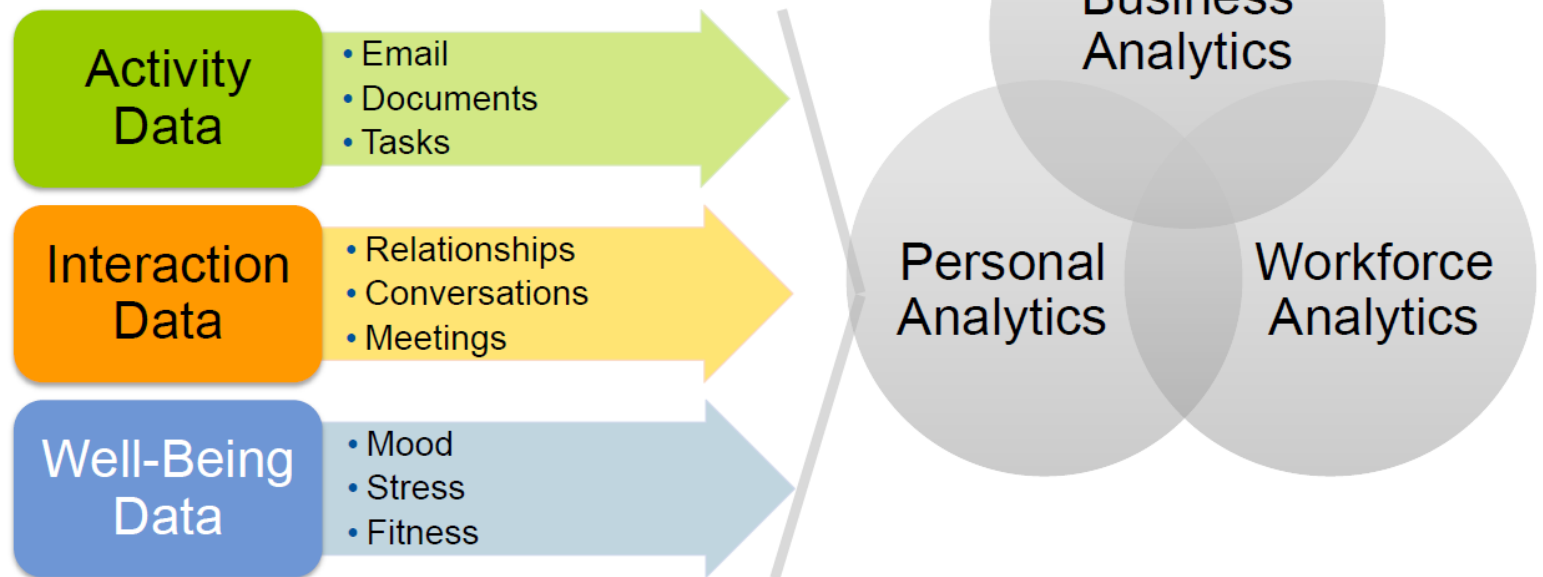
## 2. Specified Targets에 따라 Smart Work관점에서 접근해야 한다



# Data Analytics를 하여 개인들 자신의 효과를 입증시켜야 한다

## The Quantified Employee:

- Combines Individual Work and Lifestyle Insights
- Promotes Personal Accountability and Well-Being
- Leads to Improve Workforce Effectiveness



# 업무를 양 구분하여 정의하여야

## Bimodal Mode 1

- Reliability
- Price for performance
- Enterprise suppliers; long term deals
- Conventional projects
- IT-centric
- Long cycle times



## Bimodal Mode 2

- Agility
- Revenue, brand, customer focus
- Small, new vendors; short term deals
- New, uncertain projects
- Business-centric
- Short cycle times

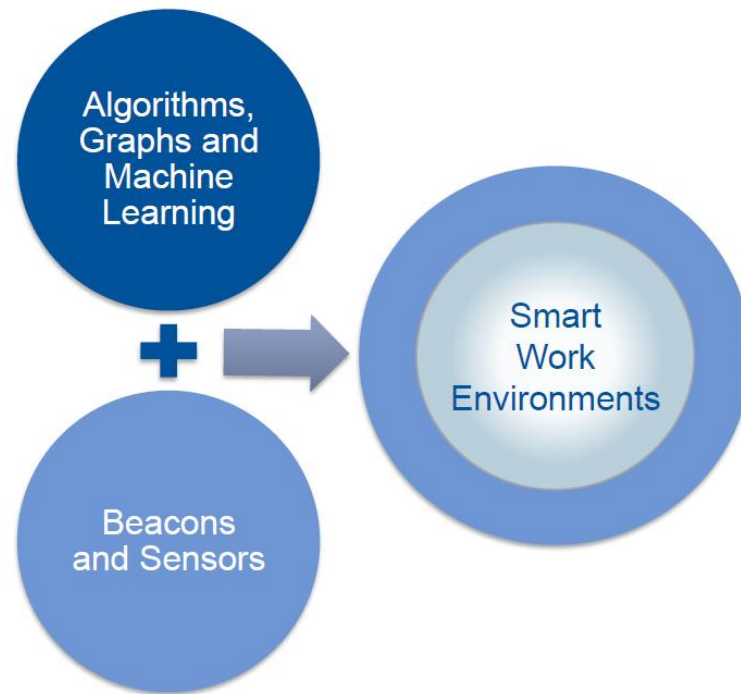
**Bimodal IT makes IT agile**

**Digital Workplace makes employees agile**

# 3. 고객의 눈으로 업무를 정의해야

Forbes Magazine, 10 July 2014

"After the Freak-Out Over  
Facebook's Emotion  
Manipulation Study,  
What Happens Now?"

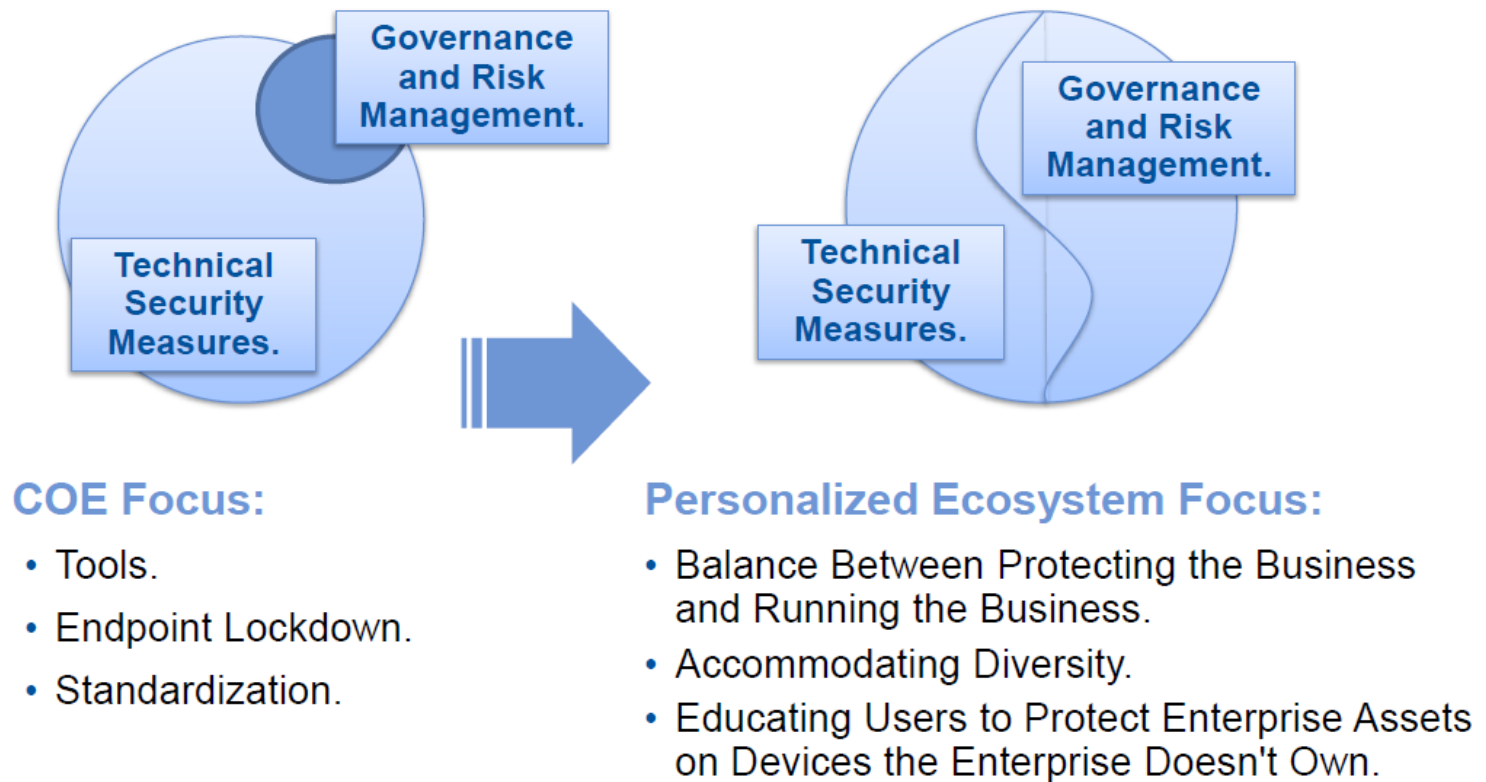


# 4. Shadow IT에 대한 일관성 있는 접근 필요

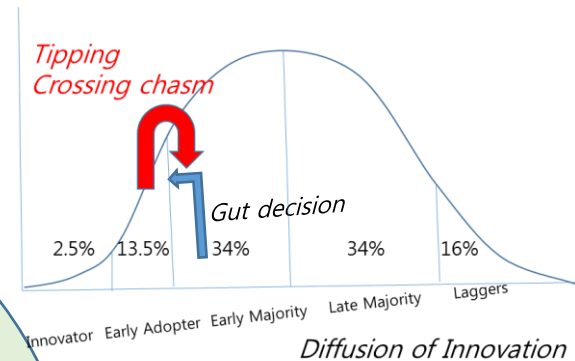
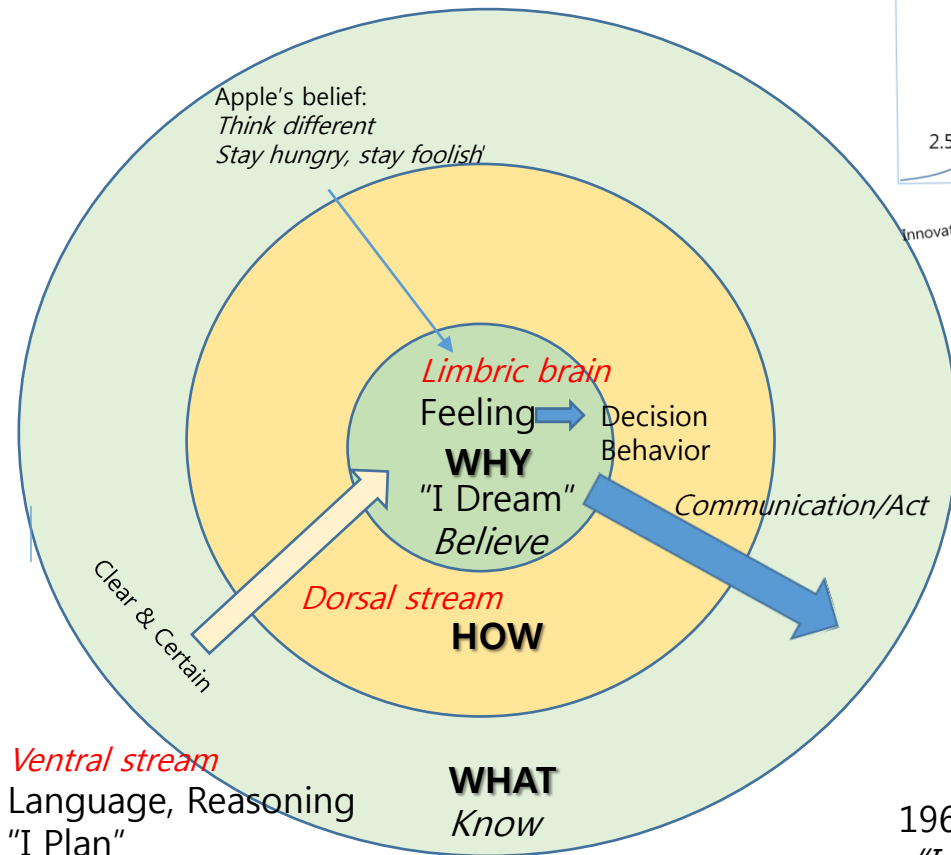
*Creates trust and partnership opportunities with business units, creates operational fitness*

1. Inventory existing deployments
2. Be aware of pending shadow IT investments, identify cause
3. Look for opportunities to help with integration and support
4. Start to view the role of IT as an integrator and advisor

# 5. Security 와 Risk Assessment의 적절 수준을 정해야



# 왜 Paperless인가?



1963 Dr. Martin Luther King  
"I believe, I believe, I believe..."