

Nega-Trends: © Pointless Predictions...

...that Distract Us from
Essential Information Management Truths

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Nega-Trends[©]

- Examining Predictions
- Predictions Affect on Our Profession

Examining Predictions

- “Endism”
- The End of the Book
- The End of (fill in the blank)
- The Paperless Office
- Separating the Truth from the Hype

The End of the Book

- Obsolete Information Carrier
- Static Structure
- Frozen Words
- E-books
- Social Life of Books

The End of the Pencil

- “Typewriter supersedes Pencil”
-- *New York Times* 1938

The End of (fill in the blank)

- Office
- The PC
- Typewriter

The “Paperless Office”



The Paperless Office: Origin of the Phrase

- Born 1975

Business Week June 1975

Origins of Paper

- Papyrus: developed 5,500 years ago
- Paper: 2,000 year-old communicative technology

The Staying Power of Paper

- Qualities of Paper:
 - Flexible
 - Readable
 - Portable
 - Cheap

Office Paper Consumption

■ Statistics

- 1975: < 100 pounds / person / year
- 2000: > 200 pounds / person / year

“Less Paper” Office?

- \$100 million in sales requires 8.8 million pieces of paper
- 1996: office copiers printed 1.6 trillion pages
- 2001: copiers printed 2.3 trillion pages
- CPPA predicts: 50% increase in paper between 2000-2010
- HP: 860 billion pages printed by laser printers per year

Paper as a Storage Medium

■ Trends

■ AIIM Study: Paper-based records

- 1980: 98%
- 1990: 95%
- 2000: 90%

■ XPLOR Study:

- 2004: 30%

Achieving the Paperless Office

- Electronic Paper
- Electronic Ink

Separate the Truth from the Hype

- Origins of predictions and their effects
- Predictions v. reality
- Why flawed predictions persist

The Origin of a Prediction

- Who is the author?
- Where is it published?
- What is the basis for it?
- Who is paying to promote it?

Predictions and Reality

- Prediction: Paperless Office
- Prediction: Y2K bug
- Prediction: End of the office

Why Do the Myths Persist?

- Authority
- Fear
- ROI
- A Grain of Truth?

How Predictions Affect Our Profession

- Differ from Experience
- Distractions
- Pressure to Use the Latest Technology
- Records Managers' Qualifications
- The Value of Basic RM Principles

Predictions v. Experience

- Paperless Office: Increase in sales of storage equipment and services
- Death of the Book: Oprah's Book Club
- Death of the Office/Firm: Increase in building
- Death of the PC

Predictions as Distractions

- Technology = Panacea
- Existing investment

Cutting Edge Technology

- Management Pressure
- Peer Pressure
- Sales Pressure
- Unrealistic Expectations

Records Managers' Qualifications

- Context
- Content
- Structure
- Generalists

Value of Basic Principles

- Understanding business records
- Understanding organizational functions
- Developing business rules:
 - Policy
 - Procedures
 - Schedule

Summary

- Predictions should be analyzed
- Predictors may have motive other than “education”
- Useful communicative technologies survive because they work

The Final Word?

What has been is what will be,
and what has been done is what will be done;
and there is nothing new under the sun

■ Ecclesiastes 1:9

Questions ?

Presentation available at www.ictus.com

