



Your business information, an intelligent network and best practice

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An intelligent computer network is about best practice in business management, business organization and all because of the organization of business information. There have been breakthroughs for those businesses who have created for themselves an intelligent network and who will use it to manage the business.

This is not about software, systems, equipment upgrades and hiring contractors. It is about the power of business information order and control as a manage tool. And it is free to choose and free to use.

We were trouble-shooters in information management when we started to think about the difference that order and control of business information might make to every business we worked with. We noticed that when there was order and control there was a new focus for the business in bringing together policy, resources, training and knowledge. There was a place to store all manner of relevant information that included links to what was outside the business. We started to use order and control, at first on one computer and then on the network and started to assist other businesses to do the same.

There were many people who tried to tell us that there was no need for this and that everything about business information management was handled. Others claimed that it was all about developments in the technology itself and about how virtual control would be improved with developments in artificial intelligence some time soon.

But virtual control is in the realm of games in a virtual world and a business that relies on that sort of order and control is ignoring its policy, training, resources and knowledge along with its safety and security. Nothing in the virtual management of information can show:

- what is there
- what is there that should not be there
- what is missing, and
- what is needed for the business to be productive and successful.



Virtual business information management relies on virtual context and that's where the issue begins and ends. In the rush to provide the one-size-fits all solution and the plug-in-and-play entry point in computer and network structures the search engine and the promotion of metadata (labelling) had to be the only game in town. Somewhere along the way they forgot that order and control is what makes the world go round.

The myth of virtual as best was strengthened by the notion that the computer and what it contains is merely a means to an end. That is evidenced by the failure of the paperless or electronic office because when the computer is just a tool people don't trust the technology and make paper to be sure.

Sometimes we would ask an owner of a small, medium or large company or the senior manager of a government department what was their most important asset and business information would never appear anywhere on the list. Talk about all of their information as 'business intelligence' and the penny would drop, sometimes rather loudly.

The intelligent network is about pure business intelligence. It is the brain and heart of the business. It is the framework that planning is built on. It makes the world go round. The concept of the intelligent network based on order and control began with the observation that chaotic networks and chaotic business information was killing businesses everywhere. Sometimes it was killing slowly and sometimes with great speed. We saw, at first hand, the utter despair when chaotic business information was used to destroy a reputation and in one case, the company itself. It is not hard to prove that chaos kills opportunity. It is not hard to prove that chaos kills productivity.

The intelligent network is a chaos-free environment because it is:

- a tool for supervision and control
- an embedded index to all business information
- a place to identify and disperse policy and compliance
- a place to include manuals, guides and templates
- a site for access to other work related resources
- a place to access training both specific and across the board
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- the focus for business information management processes by individuals and teams
- the focus for all security and archival operations.

These benefits are only ever available through business information order and control.

What do we do with all of this work and the experience of working with other businesses? We created the **Ten Steps to Best Business**. That methodology is free to choose and free to use.

<http://www.tensteps.com>