

DMS Expo: Participates in AIIM World Paper Free Day and Features AIIM Presentation on Extreme Information

AIIM Director Andrew Graham to speak at DMS Expo on the impact of social, mobile, cloud and big data as steps toward moving content away from paper to PCs to mobile devices

Stuttgart, Germany. 23 October 2012 — AIIM, the global community of information professionals, today announced World Paper Free Day will be observed at the Digital Management Solutions (DMS) Expo on October 25 during the International Business Track Program. Speakers at the session include AIIM Director Andrew Graham who will talk about “A Sea of Change in Enterprise IT: The Era of Extreme Information.”

Removing paper from business processes and moving content to PCs and tablets has the added advantage of helping companies adopt mobile-enable processes and eliminate elapsed time, lost forms, poor data and re-keying. In his presentation, Graham will cite current data from market analysis to identify the challenges users are facing today and how organizations are moving to a more productive and dynamic workflow.

“We are moving from the Systems of Record era in which our focus was on high-value information assets to the Systems of Engagement era in which volume and complexity and velocity are increasingly dramatically,” said Graham. “The last decade was about connecting devices, and this decade is about connecting people with mobile, social and local technologies.”

AIIM research looks at how less paper in the workplace delivers significant benefits. Key findings show eliminating paper from processes can improve the responsiveness of customer service by 300 percent. Trends such as the adoption of mobile content applications and cloud computing are also helping to accelerate the move to paper-free processes. To effectively mobile-enable processes and reduce reliance on paper, data should be captured as close to the point of origination as possible, AIIM advises, which makes information easily available to whoever needs it, wherever they are, in the shortest time possible.

In honor of *AIIM World Paper Free Day* there won't be paper of any sort at the DMS Expo 2012. An effort has been taken to remove printers from the exhibit hall, fax machines from the show floor and copy machines from the booths. Also flyers on display and brochures from exhibitors will be replaced with digital communication as a reminder that electronic collaboration is a better alternative to paper and allows for mobile-enabled processes.

Graham is set to speak at the special international presentation session starting at 10 a.m. CET on Thursday, 25 October, at the DMS EXPO 2012. For additional guidance on how World Paper Free Day can lead to increased operating efficiencies, mobile-enabled processes and improved profitability visit www.aiim.org/paper-free-day for a copy of the *Paper-Free Process Revolution Handbook*.

About AIIM

[AIIM](#) has been an advocate and supporter of information professionals for nearly 70 years. The association's mission is to ensure that information professionals understand the current and future challenges of managing information assets in an era of social, mobile, cloud and big data. Founded in 1943, AIIM builds on a strong heritage of research and member service. Today, AIIM is a global, non-profit organization that provides independent research, education and certification programs to information professionals. AIIM represents the entire information management community, with programs and content for practitioners, technology suppliers, integrators and consultants.

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