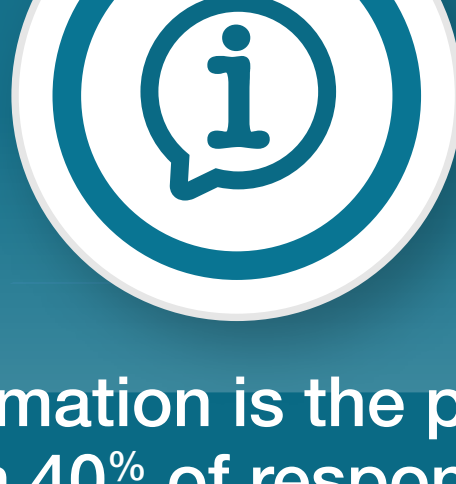


AIIM 2023 State of the Intelligent Information Management Industry: Pivotal Moment in Information Management



Today we are experiencing a pivotal moment within the information management space. Post-pandemic, organizations are at a philosophical crossroads: Where should we focus resources to get the best out of technology, processes, and people?

AIIM's 2023 State of the Intelligent Information Management Industry report unearthed these 10 key findings.



Information is the primary term 40% of respondents use to describe what they manage.

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But, outside of the AIIM community, **data** is the primary term of reference, with **28%** using **information**.

2



Customer service, digital transformation, and collaboration are all higher priorities than "costs and productivity."



Compliance is the top information management-related goal at organizational, departmental, and individual levels.

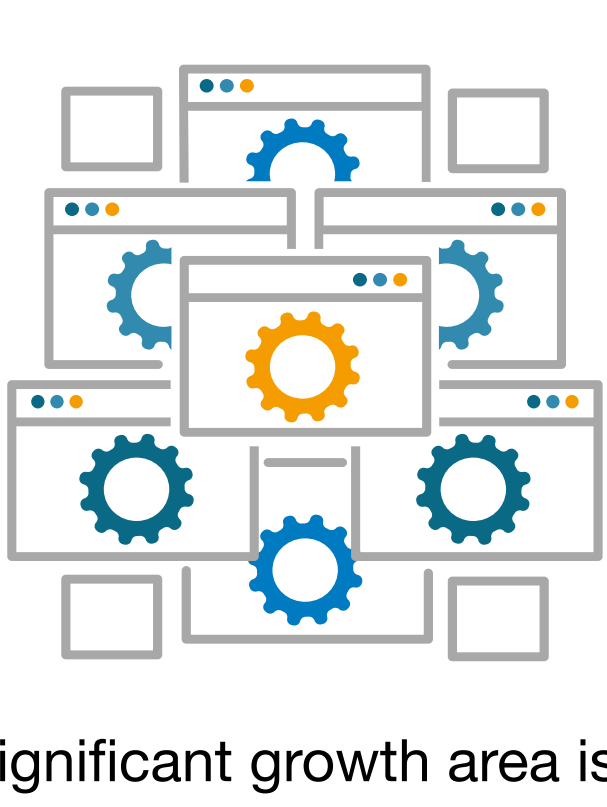


Almost two-thirds (65%) of organizations have achieved significant digital transformation, up from 46% in 2018.



However, the challenges blocking further digital transformation remain consistent — **lack of money, focus, and rigid culture**.

4



The most significant growth area is for those with **7-10 systems** — accounting for just **3.6%** of organizations in 2013 but **14%** in 2023.



The average number of content systems in organizations has risen from 3.14 to 4.95 over the last ten years.



Organizations excel at delivering IT security, information security, and data privacy.



Yet, IM capabilities, such as managing information through its lifecycle and applying governance and compliance, fall below expected levels.

6



Only **26%** of document, content, and records systems integrate with other core applications.



Most content systems (74%) are not connected to other lines of business (LOB) systems.



Information management (20%) and information governance (16%) are the top skills organizations, departments, and individuals from all demographics require.



Other critical needs include leadership, project management, and the ability to learn new skills.

8



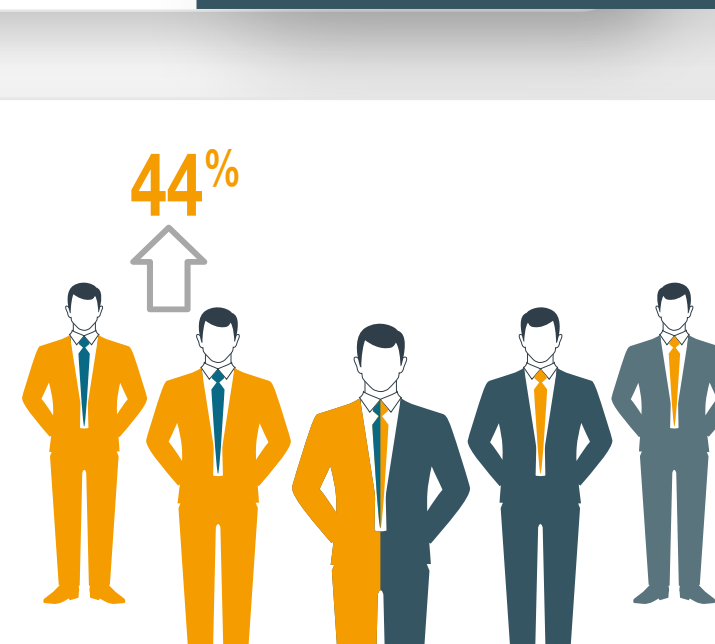
Only **7%** of respondents across all demographics and audiences suggest that they do not have the skills needed to do their job.



Over four-fifths (81%) of those age 45 and above believe they already have the prerequisite skills to achieve their goals.



The information management community is an "experienced" demographic.



Almost half (**44%**) of respondents from the AIIM audience are age 45 or above, with only **14%** under 30.

10



However, only **53%** of the AIIM audience felt this, compared to **67%** of the non-AIIM audience.



Information management is seen as an attractive career choice by **60%** of respondents.

[Download the full report](#)

for the context and analytical breakdown of each finding, along with three recommendations.

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