



IP1      EDM RESEARCH (intro paragraph)

- What is EDM?
- Do companies use EDM?
- Why do they use EDM?
- What is the outcome of some EDM implementations?
- Are there common components to EDM?

ANALYSIS (intro paragraph)

- How does this relate to the company problem?
- How does this relate to the company IT?
- How does this relate to the company future?

IP2      RELATING EDM (intro paragraph)

- How will the data/IT be analyzed?
- What is the company data (table)?
- How do the EDM elements / components relate to the data?
- What are the problems with the data that EDM addresses?
- Relate the data problem (and parts) to your EDM framework

IP3      ANALYSIS (intro paragraph)

- Why should EDM work in this company?
- List each element from IP2 and describe outcomes with new EDM

IP4      EDM and GOVERNANCE (intro paragraph)

- What is governance?
- Can we measure governance?
- Does governance impact the company?
- Does governance impact the companies data?
- Relate each IP2 element to governance elements.

IP5      ANALYSIS (intro paragraph)

- Why should EDM help with governance in this company?
- List each element from IP4 and describe governance outcomes with new EDM