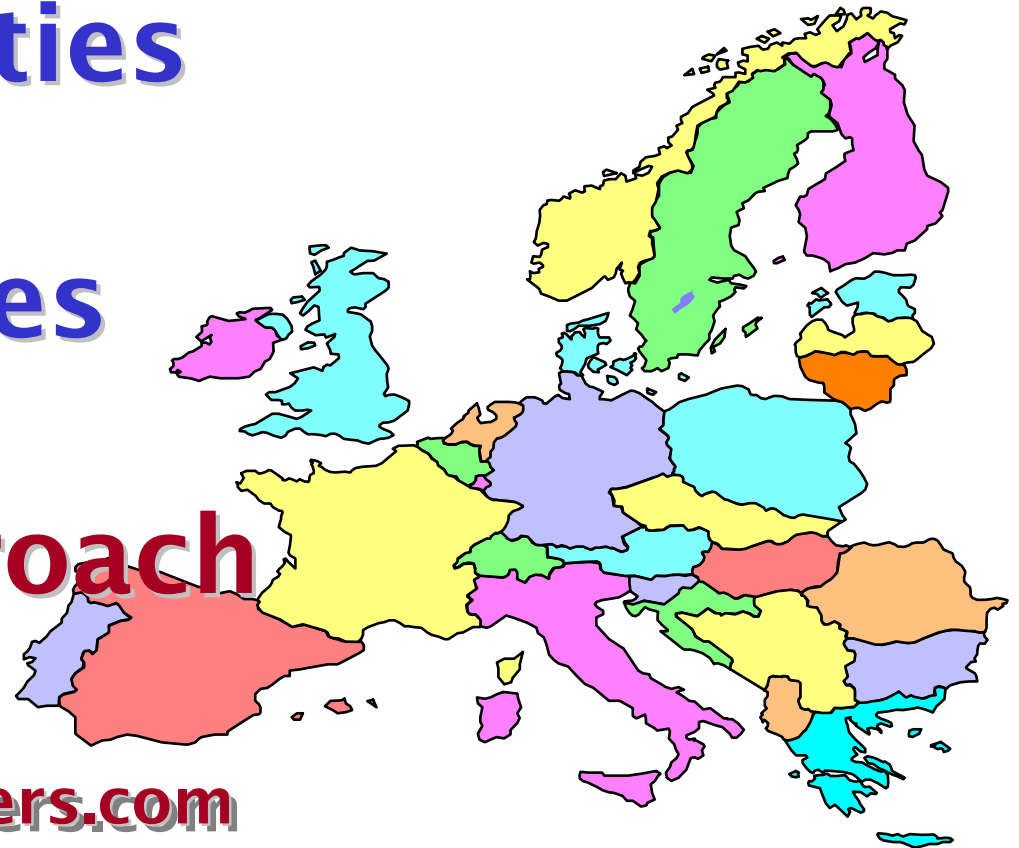


# Marketing and Dissemination DLM Forum and MoReq

## Opportunities and Challenges

## A New Approach



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# Marketing and Dissemination of DLM Forum and MoReq

▼ **What do we want?**

▼ **Vision**

▼ **Foundation**

▼ **Implementation**

▼ **What Next**

## What DO we Want?

▼ **A common approach to aid to swift and appropriate purchasing of Records and document systems and services**

▲ **Lower cost**

▲ **Faster implementation**

▲ **Ability to embrace and extend as requirements change**

▲ **Help Vendors etc**

## What DO we Want?

- ▼ **A common approach to aid to swift and appropriate purchasing of Records and document systems and services**
- ▼ **For Archivists**

## What DO we Want?

- ▼ **A common approach to aid to swift and appropriate purchasing of Records and document systems and services**
- ▼ **For Archivists**
- ▼ **For others**

## What DO we Want?

- ▼ **A common approach to aid to swift and appropriate purchasing of Records and document systems and services**
- ▼ **For Archivists**
- ▼ **For others**
- ▼ **Are we all equal?**

# What do we want?

▼ **A specification?**

▼ **A Framework?**

▼ **A Standard?**

# What do we want?

▼ A specification?

▼ A Framework?

▼ A Standard?

▼ A Lemon?

▲ One year from Oblivion by Irrelevance

▲ Archivists Alone is not a Success

• Expect to Archivists

# Foundation

*“If you have built castles in the air, your work need not be lost; that is where they should be.*

*Now put the foundations under them.”*

–

**Thoreau**



## Overstatement Kills Value



# Foundations

## ▼Value-

- ▲Not Fudged, we are competing for attention and Budget
- ▲With Microsoft, for example

## ▼Governance

- ▲Ownership
- ▲Finance
- ▲Operational Capabilities

## ▼Resources

## ▼Process for Meeting and Updating Requirements

# Implementation

## ▼ Define Offer

- ▲ Technically
- ▲ Business/Financial Metrics
- ▲ Operationally

## ▼ Target Users

- ▲ Archivists are the Visionaries....
- ▲ We need to Pragmatists

## ▼ Visibility

- ▲ We need to review our Governance eg Voting

## ▼ Transparency

- ▲ Accounts, Peer review,

# What Next

## ▼ We want to involve

- ▲ Archivists

- ▲ Government Users

- ▲ Regulators

- ▲ Commercial Users

- ▲ Vendors

- ▲ Advisors, Influencers and Consultants

## ▼ Contribute to Discussion, Actions, Outcomes

## ▼ Contact

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