



Welcome!

AIIM Florida Chapter works hard to provide Intelligent Information Professionals up-to-date information on the latest information management technologies and providers, through continuous research, consulting, collaboration, regular educational events and communications. The AIIM Florida Chapter, formerly known as the AIIM Gulf Coast Chapter, is one of the key AIIM Chapters worldwide.

Please read on for some exciting upcoming events, including an AIIM International webinar featuring Tori Miller Liu and our own Craig Laue in December. We feature another great article from Latin America, some upcoming partner events and recent webinar recaps from Pixydocs, AIIM True North, and more. Also, we'll be holding AIIM Florida Chapter Board elections soon - want to join us?

A Letter From Our President



Hello to our Members and Friends of the AIIM Florida Chapter,

AIIM Florida continues to move forward and we have a whole host of plans for programs and events in 2025 that will involve you who are reading this as supporters and followers of the Chapter. All through the year 2025, it will be a big year for AIIM Florida with August being the 35th year of the Chapter.

While we are certainly excited about this huge milestone, AIIM Florida has become increasingly conscious of our expanding role in the growth of process automation and intelligent information management needs across the entire Southeast of the United States and not just in Florida.

For this reason, no matter where you are located, I ask you to take into serious consideration being part of the Board of Directors for AIIM Florida. While we are very

proud of where we have arrived in the history of the Chapter, our reach has grown along with the technological aspects of AI and well into the wide range of capabilities that are now in the hands of far more users that are seeking what ALLM was founded upon to provide.

As you have read in this President's Letter multiple times in the past, the Chapter is steadfast in its objective of assisting in the awareness and influence of these technologies and know-how for their application through education via the support of our Sponsors.

We truly wish for you to join our team as a Director to help us make key decisions for that Charter to continue through great programs and opportunities.

An example of the aforementioned is ALLM Florida's involvement with the TWIN Working Group as a sponsor of TWG's Developer Days next week on November 13th and 14th locally in Safety Harbor, FL. That's just one of the key events in which ALLM Florida is involved in towards the close of the year.

I will personally have the great privilege of teaming up with Tori Miller Liu, on the webinar announced in this Newsletter and on social media. We will have an in-depth exchange regarding 2024's biggest impacts through automation and the potentially rampant growth with AI. It goes without saying, we plan to leave everyone attending with a very concise preview of what 2025 and beyond will look like as new solutions and capabilities become available to the document process automation marketplace. You won't want to miss this.

As always, we look forward to you being a part of these and all other aim Florida activities.

Sincerely,

Craig

ALLM Florida Chapter Board of Directors:

Craig Laue – President
B. John Masters – Vice President
Erin Dempsey – Director of Communications and Marketing
Alvaro Arias – Director at Large – LATAM Focus
Bob Larrivee – Director - Past President - Advisor to the Board
Patrick White – Director at Large
Peter Klentos – Director at Large

ALLM Florida Chapter is a Proud Sponsor

TWIN Direct Developers Day

Join Us November 14 in Safety Harbor, FL

Transformation Services

opentext | Developer

Document Scanning


TWAIN DIRECT
Developers Day

Content Authenticity


**Coalition for
Content Provenance
and Authenticity**

Document Verification



Document Forensics



On November 14th, the picturesque Safety Harbor Resort & Spa will become the epicenter of digital transformation as it hosts the highly anticipated TWAIN Direct Developers Day. This event is not just another conference—it's a convergence of cutting-edge technology, innovation, and thought leadership, all under one roof.

This event is well-suited for Business Development Professionals and Technology Developers – there is something for all within your company! **Half of the event will feature Business Track roundtable discussions** that provide actionable information to take back to your business, while **the other half will be a hackathon for Cloud Capture Application development** with some impressive features and options in high demand for this market, to include authenticity and security standards, along with OpenText Thrust Services.

If you are an organization looking to evolve your distributed capture strategy, a technology provider, or an ISV, then TWAIN Direct Developers Day is a must-attend event. Developer Day participants can leave with a solution that goes beyond Capture to provide improved compliance and bring unstructured data into large datasets that can be incorporated into any application or AI use case.

[Learn more](#)

Nominations are now open for AIIM Florida Chapter Board of Directors 2025-2026

Deadline for submission is November 18

Board eligibility is open to all in the document process automation industry in the United States (location in the US Southeast is preferred) having daily involvement in the industry with a clear understanding of the AIIM International organization and its purpose. aiim.org

Positions open for nomination include President, Vice President, Director of Communications and Marketing, Director of Finance, Director at Large and Director at large, LATAM focus. These positions are volunteer-based with an expectation of active involvement and proactivity in monthly board meetings and ongoing action items. Help AIIM Florida continue its mission of providing education and events for the Intelligent Information industry by becoming an enthusiastic member of our Board!

For more information, please reach out to info@aiimfl.org



WEBINAR December 17 at 2:00 pm EST

AI & Automation Trends: 2024 Insights & 2025 Outlook

Join AIIM President & CEO [Tori Miller Liu](#) and AIIM FL Chapter leader [Craig Lave](#) for a dynamic discussion exploring the year's most impactful developments in AI and automation. Through real-world examples and interactive dialogue, we'll examine key industry statistics, implementation challenges, and emerging trends that will shape information management in 2025. December 17, 2024 at 2:00 PM ET



Register now to participate in this candid conversation about:

- AI readiness and adoption rates

- Automation implementation realities
- Market trends and predictions
- Skills and budget insights

Bring your questions and experiences to this interactive session!

[REGISTER](#)

Reflections on Document Management from Latin America:

The Silent Risk of Drives and Shared Folders: Could your Company's Memory be in Danger?



By [Alvaro Arias Cruz](#), former director of the National Archives of Colombia; former director of the Archives of Bogotá and expert in digital transformation and document & Records management. October 2024.

In the digital age, and especially during and after the COVID-19 pandemic, electronic files, which are part of the institutional memory of companies and institutions, have been growing significantly and exponentially. In Latin America, we were not prepared to forcibly switch from paper files to electronic files, despite the fact that we had been working on it for decades (the paperless office). Invoices, contracts, emails, plans, designs... all the vital information for the operation and decision-making of a company resides in the digital world. And although tools such as drives and shared folders facilitate access and collaboration, their indiscriminate use and without proper management can put the memory of companies at serious risk.

A mirage of security

The way in which private companies and public institutions have taken on the challenge of DIGITAL DOCUMENT PRODUCTION has been quick and easy, with the use of DRIVES and DIRECTORIES OR PUBLIC SHARED FOLDERS as technological tools that are now available through the cloud or through corporate licenses for information technologies that are in the installed capacity of the technological infrastructure of companies. Each one has positive aspects to highlight, as well as negative aspects that need to be considered and rethought. Here we will discuss some of them.

The reality of using drives and shared folders:

- Disorganization: It is common to find drives and shared folders with a chaotic structure, duplicate files, inconsistent names, and lack of metadata. This makes it difficult to search for and retrieve information.
- Lack of access control: Many times excessive access permissions are granted, which can jeopardize the confidentiality of information.
- Non-compliance with policies: On occasions, the use of drives and shared folders is not aligned with company policies on security, document management, and data protection.
- Lack of awareness: Users are not always aware of best practices for using these tools, which can lead to errors, loss of information, and security issues.
- Shadow IT: The proliferation of unauthorized cloud storage tools (shadow IT) can create security risks and make information management difficult.

Some data:

A 2022 Statista study showed that 67% of companies in Latin America used some type of cloud computing services. While this does not specifically refer to drives, it gives us an idea of the penetration of the cloud in the region.

Reports from Google and Microsoft indicate steady growth in the number of Google Workspace and Microsoft 365 users in Latin America, suggesting an increase in the use of their respective drives (Google Drive and OneDrive).

Growth of Cloud Computing: The use of cloud services, including storage, has experienced significant growth in Latin America in recent years. Studies by consulting firms such as IDC indicate that investment in cloud computing in the region continues to increase.

Adoption of collaboration platforms: Platforms such as Google Workspace and Microsoft 365, which include drives and collaboration tools, are increasingly popular in Latin American companies.

Accelerated digitization: The pandemic accelerated the digitization of many companies in Latin America, which drove the adoption of digital tools such as shared drives and directories.

The apparent simplicity and accessibility of drives (Google Drive, OneDrive, Dropbox) and shared folders (on local servers) can create a false sense of security. "It's easy to fall into the trap of thinking that just saving files in the cloud or on a shared server solves everything," warns Ann Pederson, a document management expert (Pederson, 2010). However, the reality is that without a solid institutional or corporate document management strategy, these files can become a ticking time bomb for the organization. It is not only about storing them, but also about managing them, maintaining them and using them to make decisions, as well as preserving them so that in the future the history of companies can be built and recognized.

General Risks. Some of the biggest risks are:

Security risks:

- **Unauthorized access:** If access permissions are not configured correctly, unauthorized people could access confidential information. This can occur due to human error, compromised accounts, or malware attacks.
- **Data leakage:** Information stored on shared drives and directories can be vulnerable to leaks or theft, whether through external attacks, disgruntled employees, or human error.
- **Malware and ransomware:** Shared files can be infected with malware or ransomware, which can spread quickly across the network and affect multiple users.
- **Provider vulnerabilities:** If a cloud storage service is used, the security of the information also depends on the security of the provider. It is important to choose a provider with robust security measures and a good security track record.

Operational risks:

- **Provider Dependence:** With cloud drives, the company relies on the provider for access to its data. If the provider experiences technical issues, the company can be affected.
- **Data Loss:** Although cloud storage providers usually have security measures in place, there is always the risk of data loss due to human error, technical failures, or natural disasters.
- **Synchronization Issues:** Synchronization problems can lead to version conflicts, data loss, or confusion among users.
- **Costs:** The use of cloud storage services can generate significant costs, especially if a lot of storage space is needed.

Compliance Risks:

- **Legal Compliance:** Companies must ensure that the use of shared drives and directories complies with laws and regulations on data protection and privacy.
- **Data Retention:** Companies must comply with data retention regulations, which may require the implementation of retention tables in the company's file system and document management system. It is important that companies are aware of these risks and take steps to mitigate them.

The Hidden Dangers

- **Disaster Around the Corner:** What would happen if a server failure or a cyberattack erased all your company's files? Without a robust backup system, critical information could be lost forever. According to a Kaspersky Lab study, 43% of companies were victims of ransomware attacks in 2020 (Kaspersky, 2020), demonstrating the vulnerability of digital data. And we're not just talking about attacks, what happens if an employee with access to a critical folder accidentally deletes important files? Without proper version control, the information is lost. By the way, in Latin America, the culture of version control is still lagging behind. In many document management systems (DMS), despite having this functionality, version control is not used in electronic documents.
- **The Digital Labyrinth:** How much time do your employees waste searching for documents in a sea of disorganized folders and files with indecipherable names? The lack of a clear structure, metadata (such as those recommended by Dublin Core: title, author, date, keywords to cite a very simple standard) and version control makes searching for information a frustrating and unproductive task. Peter van Garderen, an

expert in information management, states that "a logical and coherent structure is fundamental for efficiency in the digital age" (Van Garderen, 2007). Imagine a scenario where you need to find all contracts signed with a specific client in the last 5 years. Without good organization and metadata, this task can take hours or even days. There are quite a few companies that apply this practice of using shared drives and directories that do not have a properly organized folder scheme that facilitates the search for documents. A good Document Classification Table, or as it is known in the world "Filing Classification System" is the appropriate archival instrument to solve this situation.

- **The Shadows of Unauthorized Access:** Who has access to your confidential files? Are you sure that sensitive information is protected from prying eyes? Improper permission settings on shared drives and directories can expose critical data to unauthorized people, compromising the security and confidentiality of the company. An unauthorized employee with access to financial information could unintentionally affect sensitive data and cause irreparable damage. Remember the words of Kevin Mitnick, a computer security expert: "security is not a product, it is a process" (Mitnick & Simon, 2002).
- **The Ghost of Obsolescence:** Will you be able to access your files in 5, 10 or 20 years? The rapid technological evolution carries the risk of obsolescence of file formats and software, making it difficult to access information in the long term. David Rosenthal, a pioneer in digital preservation research, warns of the need for migration and emulation strategies to ensure future accessibility (Rosenthal, 2010). A file saved in a proprietary format that is no longer supported by any software can become an inaccessible memory, which translates into a loss of intellectual capital and the memory of the organization.
- **Regulatory Non-Compliance:** Does your company comply with laws and regulations on data protection and electronic document management? Non-compliance can lead to penalties and damage the organization's reputation. Each country has clear rules and guidelines on the protection of personal data.

The Solution

Strategic Document Management Document management, adapted to the digital age, offers the tools to protect institutional memory. Below, we analyze a series of good practices that are usually defined between the Document Management area and the IT Office or Chief Information Officer:

a) **Articulate Document Management within the Company's Enterprise Architecture:** This is the quickest decision a manager or executive can make when faced with the challenge of developing strategic document management in their company. Today, document management in the Latin American region does not appear or is almost always tangential in Strategic Information Technology plans. This absence makes document management unfeasible and, therefore, does not have the support of senior management, nor the resources required to function in a synchronized manner with other information systems within the enterprise architecture.

b) **Implement a document management system (DMS):** A DMS, such as those recommended by AIIM (Association for Information and Image Management), allows you to organize, control, and preserve files, both physical and electronic, throughout their life cycle, from creation to final disposal. They offer advanced functionalities such as version control, workflows, indexing, and advanced search, which facilitate the management of large volumes of information.

c) **Define policies and procedures:** Establish clear rules for the creation, storage, version management, access control, preservation, and final disposal of documents, in line with ISO 15489-1:2016. These policies must be known to all employees and must be updated periodically to adapt to new technologies and regulations.

d) **Structure information:** Create a logical and consistent folder structure that facilitates navigation and information retrieval, as recommended by authors such as Richard Barry in his book "Managing Electronic Records" (Barry, 2007). This implies defining a classification system that allows documents to be organized efficiently, as well as a clear and consistent nomenclature for folders and subfolders, as well as.

e) **Use metadata:** Enrich files with metadata that facilitates their classification, search, and retrieval. Choosing and implementing a standardized metadata scheme, such as Dublin Core, ISAD, or any other standard allows interoperability and consistency in information management.

f) **Control access:** Implement an access control system that guarantees information security, granting specific permissions to each user or group of users. This is what is known in Colombia as the Access Control Table and implies defining roles and responsibilities in accessing information, and periodically reviewing permissions to ensure they remain appropriate. The COBIT framework for IT governance offers guidelines for information security management.

g) **Perform backups:** Protect information against accidental loss or disaster through a backup system. Backups should be performed periodically and stored in a secure location, preferably off-site. Different types of backups should be considered, such as full, incremental, and differential backups, to optimize the process. ISO/IEC 27001:2013 provides guidelines for implementing information security management systems, including performing backups. It is recommended that this topic be included in the Integrated Archive Conservation System.

h) **Preserve information in the long term:** Ensure the authenticity, integrity, and accessibility of documents over time through digital preservation strategies. This implies migrating file formats to more current versions, emulating old software, and storing on secure and durable media. It is very important to evaluate the need to implement reliable and secure repositories.

i) **Inventory of Electronic Files:** Maintaining an updated inventory of information in shared drives and directories is essential for efficient information management, long-term preservation of digital memory, and compliance with internal and external regulations. Maintaining an inventory of information in shared drives and directories

requires continuous effort, but the advantages in terms of organization, efficiency, and timely consultation, access, and availability make it all worthwhile. In the digital environment, technology alone helps to automatically inventory documents, as well as folder inventory. While it is not strictly necessary to make an inventory of all folders within the structure, it is highly recommended. The structure and fields of the inventory may vary according to the needs of each company. The important thing is that the inventory is clear, complete, and updated so that it is a useful tool for document management and information governance.

j) **Train users:** Provide continuous training to users on best practices for electronic document management, information security, and the use of collaboration tools. Training should be tailored to the needs of each role and should include practical examples and simulations to reinforce learning. John Carlin, an expert in knowledge management, highlights the importance of training so that users understand and apply best practices (Carlin, 2009). It is very important to overcome training based solely on rules and laws; short and concrete awareness and training processes should be developed with an annual agenda where a periodicity and regularity are established that keep users informed and the lack of culture regarding company files is improved and changed.

There are many particularities that could be said about this topic, there are challenges and bad practices that can compromise the security, efficiency, and organization of information, which deserves a more in-depth review. What is very clear is that document management is not a luxury, nor is it a series of complex rules and instructions. Document Management should be simple and straightforward, so that it is applicable in everyday life. This change of focus will help improve the archival culture to achieve better results in information governance. Document management is part of the digital transformation and becomes a necessity for any organization that values its intellectual capital, its institutional memory, and its future. Do not wait until it is too late, until a disaster, disorganization, or regulatory non-compliance puts the company's vital information at risk.

Bibliographic References

- Barry, R. (2007). *Managing Electronic Records*. Facet Publishing.
 - Carlin, J. (2009). *Knowledge Management: Theory and Practice*. Routledge.
 - ISO 15489-1:2016. *Information and documentation -- Records management -- Part 1: Concepts and principles*.
 - ISO/IEC 27001:2013. *Information technology -- Security techniques -- Information security management systems -- Requirements*.
 - Kaspersky. (2020). *IT Security Economics 2020*.
 - Mitnick, K. D., & Simon, W. L. (2002). *The Art of Deception: Controlling the Human Element of Security*. Wiley.
 - Pederson, A. (2010). *The Information Management Handbook*. Facet Publishing.
 - Rosenthal, D. S. (2010). *A Primer on Digital Preservation*. National Archives and Records Administration.
 - Van Garderen, P. (2007). *Information Governance: Concept, Strategies and Best Practices*. Van Haren Publishing.
-

ARMA SOUTHEAST SUNSHINE CONFERENCE

**AIIM Florida Chapter is Excited to Support the ARMA
Southeast Sunshine Conference!**

March 3-6, 2025, Embassy Suites Orlando

Join professionals who manage & govern information assets for a two day conference full of excellent networking opportunities and educational sessions led by industry experts that will assist you in managing your program. You'll also have the ability to hear from and visit an excellent line-up of business partners. Also, for those still working on their continuing education maintenance hours, the Sunshine Conference is pre-approved for Certification Maintenance credits for CRM, IGP, CIP, and FCRM certifications.

Enjoy the Meet and Greet Happy Hour, giveaways, and network with the top leaders in the Industry. And if that wasn't enough, you get to enjoy the most perfect weather in sunny Orlando.

[More Information](#)



**Save the date! March 31 to April 2:
AI+IM Global Summit
Atlanta, GA**

We're excited to announce a new chapter in our annual gathering, with the AIIM Conference evolving into the AI+IM Global Summit. This transformation reflects our commitment to staying at the forefront of innovation, combining the latest in artificial intelligence with the ever-evolving field of Information Management. Plan to join us March 31 to April 2 in Atlanta as we explore the intersection of AI and information management.

[Learn more about the AI+IM Global Summit.](#)

Will You Help AIIM Florida?

The AIIM Florida Chapter would like to take this moment to thank you for attending our virtual and on-site events, following us on social media and subscribing to our newsletter. Your support of our efforts is truly appreciated. We plan to continue to work hard for you, to deliver educational programs and knowledge around Intelligent Information Management including AI, Content Management, Information Governance and more.

The AIIM Florida Chapter is solely self-funded. We are a not-for-profit driven by a board of volunteers dedicated to the betterment of the industry. Although we have no paid staff, we do have administrative costs around our ongoing programs and related costs in our dedication to keep all informed through our website and other communication vehicles.

Will you help us continue our mission?

You do not have to be in Florida, an AIIM International or AIIM Florida member to support our mission, leverage our resources or attend our events. All are welcome and encouraged to participate!

Today we humbly ask that you consider a donation or sponsorship to assist us in our efforts. Your kind support is sincerely appreciated.

[**DONATE**](#)

Did you miss these great webinars?

IDP's Shortcomings and How the Market is Evolving to Solve Them

presented by Tyson Youngberg, Co-Founder, Pixydocs



In this webinar, Tyson explores the current limitations of Intelligent Document Processing technologies and examines how the market is adapting to overcome these challenges. He covers common issues faced by organizations using IDP, such as accuracy, integration & scalability, and highlight innovative solutions that are driving the next wave of advancements.



IT managers, data analysts, and tech enthusiasts across many different markets to include accounting, healthcare and more - discover the future of IDP and how these evolving technologies can benefit your organization.