
Your Information Architecture Is Failing You—Here's What to Do About It

By **Amitabh Srivastav, PMP, CIP, IGP, AIIM Fellow & AIIM Ambassador**
CDO & VP, Compliance & Risk Management, HELUX.ai

This is the second of a 3-part series examining redundant, obsolete, and trivial (ROT¹) information assets, the risks ROT presents to your organization, and how information governance (IG) is essential to reduce ROT and realize the benefits of AI.

In the first part of this series, I talked about cleaning up ROT. Now that you've cleaned up the ROT. You've started reducing your digital clutter. That's great! However, you haven't fixed the foundation; you have only organized the chaos.

“That foundation?” It's Your Information Architecture.

Information Architecture (IA) defines how content is structured, categorized, and connected across your digital environment — especially in tools like SharePoint Online and Microsoft 365 Co-pilot. When done right, IA becomes the “blueprint” for efficient search, secure access, and scalable governance. However, when done incorrectly — or neglected altogether — it can quietly sabotage your digital workplace and reduce your ROI, regardless of how advanced your tools are.

Let's see why poor IA is holding you back — and what to do about it.

The Hidden Impact of a Broken IA

Most organizations never intentionally set out to build a broken IA. However, over time, disorganized site structures, inconsistent metadata, manual tagging, a lack of alignment between teams, and corporate reorganizations lead to chaos. This results in:

- **Poor search and findability:** If your employees can't find the right document when they need it, productivity takes a direct hit
- **Compliance headaches:** Content without proper classification, security, retention rules, and / or disposition procedures makes eDiscovery and audits unnecessarily painful — and risky
- **Low user adoption:** Cluttered, unintuitive, and inconsistent navigation frustrates users when the “save, search, and share” documents. If it's easier to save a document to the desktop or email it, your IA is failing
- **AI underperformance:** SharePoint Premium (previous name), Microsoft Purview, and Microsoft 365 Copilot rely on well-organized data to deliver optimum value. A poor IA limits what these tools can do

¹ Redundant includes duplicate, obsolete includes out-dated, and transient includes temporary and trivial content.

The bottom line? A broken IA quietly erodes your ROI on Microsoft 365, slows down transformation efforts to leverage AI, and exposes your organization to unnecessary risk.

It's Time to Build Smarter

If you want to unlock the real potential of your Microsoft 365 investment — and be ready for the AI-powered future — you need to build better and smarter. As mentioned, IA is the “blueprint” that transforms how organizations create, update, and manage their information in SharePoint Online and Microsoft 365.

A well-designed IA can future-proof your Microsoft 365 investment by aligning it with business processes that are evolving, compliance risks that are increasing, and a governance landscape that is changing.

IA: The Enabler of AI Success

IA is the “blueprint” to design and build your digital workplace. IA connects everything — content, people, policies, and processes that can help lead to insights. And if you're planning to enable Microsoft 365 Copilot or deploy SharePoint Premium at scale, IA can help enable AI. Since IA connect everything, just like a nervous system, the IA has to be “intelligent” and intentional in its design:

- Want Microsoft 365 Copilot to create the right document? You need clean metadata and well-classified content
- Want SharePoint Premium to extract key data from contracts? You need structured libraries and consistent tagging
- Want Microsoft Purview to manage risk? You need a foundation of well-governed information across your environment

In fact, AI needs a strong IA to succeed. Without IA, your investments in automation, analytics, data mining, agents, and productivity will neither deliver full value nor realize the full benefits.

Ready to Rethink Your IA and improve ROI in Microsoft 365?

Whether you're preparing for AI, tackling compliance challenges, or simply tired of disorganized content, now is the time to invest in your IA. HELUX has a suite of tools that can help build an IA that is future-proof, improve the ROI for investment in Microsoft 365, and prepare the organization to start using Microsoft 365 Copilot. Otherwise, over time, your ROI will continue to decline, while your compliance risks will continue to increase.

Let's build **smarter** via better IA design — so that your organization can work **smarter**.

In the third and final blog of the series, I will explain why IG is the critical missing link by focusing on the journey to improve accurate, relevant, and trusted (ART²) content and thereby realizing the benefits of using Microsoft 365 Copilot.

² Relevant can include reliable content.

Amitabh Srivastav has deep knowledge of IG / IM and is a transformation strategist with over 25 years of PM experience. He has a strong portfolio of qualifications in strategy, digital transformation, AI risk management, and content services. As the CDO & VP, Compliance & Risk Management at HELUX.ai, he advises clients on emerging technology trends, navigating the evolving technology landscape, and implementing digital transformation strategies by leveraging Microsoft solutions. Over his long career, he has managed and implemented many ECM projects with an aggregated value of approx. \$100 million. Amitabh is a highly regarded speaker and thought leader within the industry, having presented at leading conferences such as ARMA International, ARMA Canada, PMI, and M365 SharePoint. He is a member of ARMA, PMI, AIIM, ISACA. Amitabh is also deeply involved in shaping the future of IG / IM through his work as a member of various AIIM and ARMA committees, a community member of AIIM True North, and a board member of ARMA International Education Foundation. He is also a member of the Standards Council of Canada as a delegated member on ISO/TC 171/SC 2/WG 11 committee that update ISO 10244, 12029, 18759, 18829, and 22957. Amitabh hosts webinar discussing digital transformation and AI at AIIM True North. As well, he has authored and contributed to several articles, textbooks, publications, and the CIP and IGP exams. Amitabh has advance degrees in Computer Science and Project Management, and a Bachelor of Computer Science (Honors) degree. His certifications include PMP, CIP, IGP. Amitabh is an AIIM Fellow and AIIM Ambassador. You can contact Amitabh at amitabh@heluxsystems.com or www.linkedin.com/in/amitabhsrivastav.

About HELUX

As enterprise content experts, we help our customers maximize the potential of their information, pairing Microsoft technologies with proprietary industry-leading intelligent migration and information architecture solutions. We help leaders and users to do more than aspire - we help them create and manage usable information in the real world of content management. We are passionate about providing organizations with user-focused processes, tools, training and experience that help them manage content more effectively. Our team of experts can deliver innovative and advanced knowledge and insight solutions with Microsoft 365, SharePoint and Teams. We are a Microsoft Gold Partner, a member of the Microsoft Intelligent Security Association (MISA) and a Charter Member in the Microsoft Content AI Partner Program (CAPP). The content modernization journey doesn't have to be a daunting one. We're here to help. Visit www.helux.ai or contact info@heluxsystems.com for more information.