

Archives 101

WHAT IS AN ARCHIVE?

An archive is a collective inventory of an organization's experiences that chronicles its continuing evolution. An archive is not records management. Rather, it complements other information management systems such as digital asset management, CRMs and libraries. Many types of materials and documentation can be housed in an organization's archive, including photos and videos, letters, marketing/communications materials, legal statements, memorabilia and company products.



WHY SHOULD YOUR BUSINESS CARE?

Forward-looking organizations with strong cultures and leadership recognize that heritage is a strategic asset and a formal process is needed to manage it. Many if not most of the companies and brands on the perennial "best of" lists invest in corporate archives programs.

To learn more, please refer to our white paper, [Heritage Management and the Art of Leadership](#).

WHAT IS THE VALUE PROPOSITION?

An archive can have more of an impact on your company's bottom line than you may think. Here are just a few ways that competitive enterprises derive value from investing in their archives:

- 1 Expense reduction
- 2 Revenue enhancement
- 3 Litigation support
- 4 Product development
- 5 Stakeholder benefit
- 6 Increase the value of work product with detail and authenticity
- 7 Protect assets you could put to use at any time
- 8 Maximize efficiencies by enabling direct access to assets

Please refer to our [Value of an Archive tear sheet](#) to learn more.

WHO ARE YOUR KEY ARCHIVAL PLAYERS?

- 1 Revenue generators — client/prospect management
- 2 Development/fund raisers
- 3 Design/ product development/IP
- 4 Brand, Marketing & Advertising
- 5 PR/Media & Social Media/Communications
- 6 HR/Recruiting/Training/Employee & Retiree Engagement
- 7 Risk Management/Liability Mitigation



WHEN SHOULD YOUR COMPANY INVEST IN AN ARCHIVE?

There's no better time than the present. The future awaits, and your organization's history and experience needs to be carried forward. Waiting for a budget or for space to be available only means an accumulation of more content (and more cost) to grapple with.

That said, opportunities like corporate headquarters moves and milestone anniversaries often provide the impetus for getting started. The need to preserve and/or use archival assets as part of those initiatives creates awareness and budget sources.

WHERE CAN ARCHIVES BE STORED?

Our clients use us as an archival outsource partner and store their collections at our state-of-the-art archival facility in Chantilly, Virginia. They then become accessible to clients via a user-friendly digital interface. An archive ensures that assets are not only safe and sound, but can be quickly and cost-effectively accessed for use.

Limited space, high real-estate costs and the impracticality of building appropriate storage space are common reasons why organizations conclude it is more efficient to store archival materials with The History Factory. As an alternative, clients utilize us to build an archive at their own facilities.

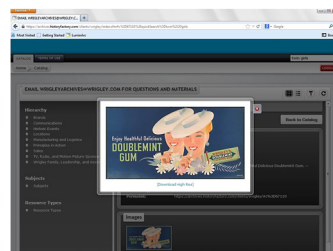
HOW IS AN ARCHIVE BUILT?

Archives are created over time and sustained for the long term. Our process generally begins with an assessment that is focused on not only the materials but also your business environment. Different clients have different needs, so it's critical to develop a solution that is pragmatic, valuable and sustainable.



FROM DISCOVERY TO USE

The journey from discovering a historical artifact, to preserving and cataloging it, to Wrigley providing it for use in a story on CBS Sunday Morning.



To learn more, please see our Archives Assessment Overview and From Storeroom to Knowledge Center.

WHY THE HISTORY FACTORY?

The History Factory is focused on helping enterprises capture, preserve and use their heritage. Our capabilities, resources and methodologies are all based upon creating business value and serving the needs of competitive, growing organizations. We offer the experience, best practices, facility, personnel, technology, tools, methodologies and a broad range of archival and historical research and creative competencies at a fraction of the investment that would be required to manage in-house.

To learn more, please visit us at www.historyfactory.com