

# How Do You Take Your Information?

**Time and information are the two hottest commodities in the Digital Decade.** How could 2 concepts so simple in nature actually be considered commodities?

In this fast paced world where **multi-tasking runs rampant** people are running out of “time.” There is so much to accomplish in 24 hours that we all seem to fall short on what we can actually complete. We are inundated with information. So, just like you’ve got a preferred way to take your coffee you have to make the decision, “**How Do You Take Your Information?**” Do you prefer information that is a week old or do you want information about some thing as **it’s happening?**



That is where **the value of easily harnessed, up to date, credible information** ties into the value of time. The pressure has increased for people to gain **real time access to the exact information** they need. They need to analyze it and move on to the next task.



## What Is Your Tolerance For Information Expiration?

Just as **time has an expiration date**, so does information. The tabloid magazines on the newsstands these days are waning in popularity because online blogs have reported the information contained in the magazines the

on to more up to date information. Even with something as trivial as celebrity gossip people see the **increased value in the most updated information** (even if it just means their coffee break conversation contributions are more interesting).

## Speed Increases Information Value

Using a handheld to collect information in the oil and gas industry is far from trivial. This **real time information actually affects the decisions you and your company make** on a daily basis. Compare how oil and gas companies used to collect and analyze information (paper-based data collection), and how they do it now (handheld data collection). **Capturing data via a handheld allows you to see the information within hours of it being collected, not 2 days later.** The expediency of real time information is truly valuable.



Using a handheld that **provides your calculations** immediately and gets **feedback from the office flowing**, allows you to make adjustments to production equipment much quicker. Plus with a handheld there is no double data entry so the information being analyzed is more accurate. **The combination of more timely and credible information results in enhanced optimization which positively affects your bottom line.**

### Jane's Tech Advice

Take a look at how the world is digesting information these days. **The timeliness of information affects its value.** You need to figure out if your company can wait to optimize or if optimizing in real time is going to result in a better bottom line. Now is the time to decide, **"How Do You Take Your Information?"**

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