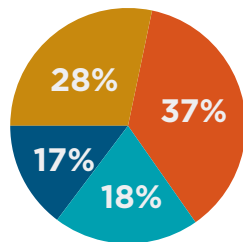


## VALUE OF AN ARCHIVE

A well-managed archive program gives organizations abilities they could never have otherwise. An archive ensures that assets are not only safe and sound, but can be quickly and cost-effectively accessed for use.

A common misconception of companies that maintain archives is that they must be old. But at The History Factory, our archival clients range in age from 20 to 200. They are competitive, forward-looking organizations with strong cultures and leadership who recognize that heritage is a strategic asset and a formal process is needed to manage it. We call this “Use-Driven Archives” and at The History Factory our clients’ archives create value every day.



### ARCHIVAL USERS

- Executive, HR, IR, Other
- Marketing & Sales
- Communications
- Legal



## USE-DRIVEN ARCHIVES:

- Increase the value of work product with detail and authenticity •
  - Protect assets you could put to use at any time •
  - Maximize efficiencies by enabling direct access to assets •
- Provide the structure for what to keep, what not to keep and how to collect •

## VALUE OF AN ARCHIVE

So what's in a corporate archive? It's not records management. You won't find tax records and personnel files. An archive contains all of the assets that an organization is not legally required to maintain, but provides insight into who the organization was at any given time.

At The History Factory, we call an archive "your inventory of experience." But the value of an archive is not only what's in it. Valuable assets are useless if they can't be accessed. The greatest value of an archive is that it is arranged in a flexible, hierarchical structure that promotes access for use and can accommodate growth as an organization evolves.

### CONTENT

Advertising & Branding Materials	News Clippings & News Releases	Press Release & Press Kits	Reports & Reference Files
Biographical Files	Newsletters & Directives	Product Manuals & Tech Literature	Research & Development Files
Catalogs & Price Lists	Organizational Charts	Products & Services	Speeches
Employee and Retiree Clubs & Activities	Philanthropy & Giving Files	Promotional Merchandise & Memorabilia	Strategic Plans
Facility Drawings, Blueprints & Plans	Photographs & Video	Published & Unpublished Histories	Trademarks & patents
Meeting Minutes	Policy & Procedures Manuals	Recruitment & Orientation Files	Training & Education Materials

### CONTEXT

Stories & Images	Successes, Failures & Lessons Learned
People & Products	Statistics & Key Data
Events & Milestones	

**TO LEARN WHAT MATERIALS SHOULD BELONG IN YOUR USE-DRIVEN ARCHIVES, ASK FOR THE HISTORY FACTORY'S INDUSTRY-SPECIFIC ARCHIVAL CHECKLISTS.**

The History Factory is a heritage management agency that helps today's leading global corporations, organizations and institutions discover, preserve and access their unique history to meet today's business challenges.

Since 1979, we've helped tomorrow's leaders use yesterday's accomplishments and lessons learned to gain competitive advantage—today.

[www.historyfactory.com](http://www.historyfactory.com)