



These days, people are paying a lot of attention to transparency. In fact, it's one of the most popular buzzwords of our time.

WikiLeaks headlines have brought this issue to the forefront of discussion. Voters, politicians and organizations like the Sunlight Foundation want to bring more transparency to government, and it's a major issue for corporations, too.

Why all the discussion? Transparency goes hand in hand with accountability. It helps stakeholders understand how decisions are made. And that's important for building broad-based support. That's why so many organizations are working hard to become more transparent by providing online access to a growing body of real-time information.


The increasing interest in online transparency also facilitates the development of one of the most dynamic work processes of our time: crowdsourcing. Extending collaboration from internal organizational support to external support provides the ability to bring new ideas and perspectives to issues. Through transparency, crowdsourcing has become a growing model in developing solutions in business, government and science.

Protecting privacy in an increasingly transparent age.

Of course, there's a flip side to the transparency coin: privacy. And it's just as important. After all, every organization has vital information, confidential records and intellectual property that must be protected and preserved. Growing business in a tough economy means the competition is stiff and industrial espionage is on the rise. How can businesses protect their investments before competitors reverse engineer their ideas and commoditize the market?

How do you maintain privacy in an age when organizations like WikiLeaks are working with whistleblowers around the globe to reveal sensitive information about both the public and private sector?

These are very big issues for every organization to address. And they are intimately connected to the way we manage organizational content and data through documents and communications.




Susan Kelly
Vice President,
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So how do you determine how much transparency is appropriate and identify what information should remain private while capitalizing on the capabilities of crowdsourcing? And how do you protect it from prying eyes on the Internet while sharing it with colleagues who need the information to do their work?

Great questions make for great discussions.

I'd like to hear your thoughts on the subject. So contact me via [Ask the Expert](#) on my Xerox Thought Leadership site. And let's keep this important dialogue going. Also, you can visit open.xerox.com to experiment and comment on our developing technologies.

Sincerely,

A handwritten signature in black ink, appearing to read 'Susan Kelly', with a stylized, flowing script.

Susan Kelly

Vice President, Communication and Marketing Services

Xerox Services-North America

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