# POSMAD Phases and Activities

The acronym POSMAD is used to help remember the six phases—Plan, Obtain, Store and Share, Maintain, Apply, Dispose—in the Information Life Cycle. This table describes the activities and provides examples of them within each of the life cycle's phases as they apply to information.

## ● POSMAD Information Life Cycle Phases and Activities

| INFORMATION LIFE CYCLE* PHASE (POSMAD) | DEFINITION | EXAMPLE ACTIVITIES FOR INFORMATION |
|---|---|---|
| Plan | Prepare for the resource. | Identify objectives, plan information architecture, develop standards and definitions. When modeling, designing, and developing applications, databases, processes, organizations, etc., many activities could be considered part of the Plan phase for information. |
| Obtain | Acquire the resource. | Create records, purchase data, load external files, etc. |
| Store and Share | Hold information about the resource electronically or in hardcopy, and make it available for use through a distribution method. | Store data electronically in databases or some type of file, or store as hardcopy such as a paper application form. Share information about the resource through networks, an enterprise service bus, or email. |
| Maintain | Ensure that the resource continues to work properly. | Update, change, manipulate, parse, standardize, validate, or verify data; enhance or augment data; cleanse, scrub, or transform data; de-duplicate, link, or match records; merge or consolidate records, etc. |
| Apply | Use the resource to accomplish your goals. | Retrieve data; use information. This includes all information usage: completing a transaction, writing a report, making a management decision from information in those reports, running automated processes, etc. |
| Dispose | Discard the resource when it is no longer of use. | Archive information; delete data or records. |

*Note: The Information Life Cycle may also be referred to as the Information Resource Life Cycle, the Data Life Cycle, the Information Value Chain, or the Information Chain.