**Long-term benefits of a corporate archive program**

**Retention and preservation of corporate memory and heritage** – the archive can provide evidence of what occurred within the company and among its employees. (*Annual reports, newsletters, photographs, correspondences, marketing literature, lobby exhibits/displays, corporate anniversary preparation, staff files, digital archives*)

**Providing business intelligence** – if supported by all aspects of the company, the archive can preserve intellectual information and knowledge for the future. (*Patents, audit reports, engineering and marketing projects, price schedules*)

**Information on legal issues** – it can help save money, assist in or prevent legal suits, and provide litigation support and help retain the corporation’s reputation. (*Patents, incorporation and acquisition records, building plans and blueprints, engineering designs, correspondences, annual reports, staff files*)

**Employee recognition and remembrance** – the archive can provide information on current and past employees as well as individual and group achievements. (*Photographs, awards, newsletters, lobby exhibits, staff files*)

**Employee recruitment** – archival materials can show potential employees the possibilities that exist, particularly towards company and individual successes. (*Lobby exhibits, awards, photographs, newsletters, marketing literature, organizational materials*)

**Product and service research** – the archive can assist those seeking to review past product developmental processes. (*Product samples, catalogs and brochures, trade show photographs, promotional items, engineering projects, correspondences*)

**Tracking philanthropic endeavors** – it can keep track of the corporation’s history of giving. (*Correspondences, commemorative plaques, photographs, newspaper clippings, posters*)

**Marketing research** – it can assist in recreating symbols and logos, as well as provide information on how products were marketed successfully in the past. (*Logos, marketing literature, price schedules, trade show photographs, posters*)

**Responding to questions and inquiries from the general public** – the archive can help answer questions from outside the company, particularly about the corporation’s history. (*Historical documents, photographs, catalogs, annual reports, newsletters*)

**Generation of internal interest** – it can help generate interest among current employees by presenting “did you know?” type information or photographs. (*Lobby displays and exhibits, digital archives, intranet site and blog*)

**Business continuity** – the archive can help with restoration of activities after a catastrophic event by providing access to vital records. (*Patents, incorporation documents, building plans, policies and procedures materials, project files*)

**Centralization and efficiency of information** – the archive can prevent unnecessary, and scattered storage of key, historical material, and provide a central location for locating needed information.