Driving IM Strategic Value in the Enterprise

SLA PHT Division Spring Meeting
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VP & Practice Leader
About Outsell
Why We’re Here Today

- Determine and communicate IM propositions
- Increase alignment to critical business functions
- Improve awareness and marketing
- Strengthen relationships with global customers
- Drive value
A Story
Getting Started
relationship
/reˈlāSHənˌSHip/

noun
noun: relationship; plural noun: relationships

1. The way in which two or more concepts, objects, or people are connected, or the state of being connected; the way in which two or more people or organizations regard and behave toward each other

2. An emotional association between two people
   synonyms: connection, relation, association, link, alliance, bond, interrelation, interconnection
**value**

/valyoo/

**noun**

noun: **value**; plural noun: **values**

1. The regard that something is held, importance, worth or usefulness of something

2. A person’s principles or standards of behavior

3. Have a high opinion of

   synonyms: usefulness, advantage, benefit, gain, profit, good, merit, think highly of, hold in high esteem
Running a Business within a Business

5 steps to value for IM

- Build a target market map
- Complete a needs assessment
- Weed and feed a portfolio of products and services
- Brand and market internally; deliver ‘wow’
- Measure ROI and value
Understand Your Markets
Mapping Strategic Focus

Executives

Key Functional Groups and/or Divisions

Services and Library Offerings
## Target Market Mapping

<table>
<thead>
<tr>
<th>Role</th>
<th>HQ</th>
<th>Div A</th>
<th>Div B</th>
<th>Div C</th>
<th>or</th>
<th>US</th>
<th>Europe</th>
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<th>APACs</th>
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<tr>
<td>CEO, COO, MD, President</td>
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Needs Assessment

Information consumption and obstacles

- What types of information are users accessing?
- What platforms are they using?
- What obstacles are they experiencing?
- How much time are they spending?
- How much time do they save using the library?
### Needs Assessment: Engineers and Scientists

#### Top obstacles to getting information for work

<table>
<thead>
<tr>
<th>Obstacle</th>
<th>Engineers</th>
<th>Scientists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not enough time</td>
<td>37%</td>
<td>43%</td>
</tr>
<tr>
<td>Hard to know what is available</td>
<td>42%</td>
<td>24%</td>
</tr>
<tr>
<td>Too difficult to get the desired results/Insufficient search capability</td>
<td>25%</td>
<td>10%</td>
</tr>
<tr>
<td>Full text is not available</td>
<td>13%</td>
<td>29%</td>
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</tbody>
</table>

Base: Engineers (n=100); Scientists (n=100)
Source: Outsell End-User Study 2013
Needs Assessment

Enterprise portals

- How often are they using them?
- What tasks are they performing on them?
- What platforms are they using?
- How much time are they spending?
Needs Assessment

Business applications

- What applications or programs are they using?
- Are they integrating external content?
- Are they satisfied with their content mix?
- What content are they missing?
Needs Assessment

Information budgets and decision-making

- How much are we spending on information?
- How do we measure ROI on what we spend?
- Who makes the decisions on what we spend?
- Are users spending money on their own?
Needs Assessment

Executive perspective

- How do executives use information?
- What types do they rely on?
- What obstacles do they face?
- Are users spending money on their own?
### Needs Assessment

#### Executive perspective

#### Obstacles to Obtaining Information for Work

<table>
<thead>
<tr>
<th>Obstacle</th>
<th>Total</th>
<th>Executives</th>
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</thead>
<tbody>
<tr>
<td>Lack of time</td>
<td>43%</td>
<td>51%</td>
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<tr>
<td>Hard to determine credibility</td>
<td>29%</td>
<td>34%</td>
</tr>
<tr>
<td>Lack of support staff</td>
<td>24%</td>
<td>29%</td>
</tr>
<tr>
<td>Not current enough</td>
<td>25%</td>
<td>26%</td>
</tr>
<tr>
<td>Hard to know what is available</td>
<td>22%</td>
<td>25%</td>
</tr>
<tr>
<td>Not comprehensive enough</td>
<td>18%</td>
<td>22%</td>
</tr>
<tr>
<td>Insufficient search capability</td>
<td>15%</td>
<td>21%</td>
</tr>
<tr>
<td>Lack of budget</td>
<td>11%</td>
<td>20%</td>
</tr>
<tr>
<td>Having insufficient training</td>
<td>12%</td>
<td></td>
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</tbody>
</table>

Source: Outsell’s End-User Study 2013. Base: (Total n=1922) (Executives n=101)
Needs Assessment

Methodologies

- Quantified data via surveys
- Qualified data via interviews
- Benchmarking
- Measuring time saved
- Measuring money saved
Don’t Forget to Ask

- Awareness
- Importance ratings for sources and library offerings
- Frequency and impact of use
- Reuse and recommend rates
- Experience with staff and materials
- Unmet needs
Continuous Evaluation of Product Portfolio

Information product lifecycle

- How Is My Business doing?
  - Offering Concept & Definition
    - Identify & segment target market
    - Size market
    - Identify end user needs
    - Assess competition
    - Test concept
    - Define top level architecture
  - Identify, select content & technology architecture
  - Negotiate, buy or build
  - Evaluate products
  - Define user interactions
  - Create look & feel
  - Develop test & launch
  - Review with users

- What should we offer?
  - Performance Measurement
    - Analyze web statistics
    - Assess profitability
    - Measure ROI & customer loyalty
    - Benchmark performance
    - Revise or discontinue offering
  - Deployment & Tactical Marketing
    - Produce product
    - Finalize pricing
    - Develop collateral & PR
    - Sell through channels
    - Assess win/loss

- What new trends, technologies or events are emerging?
  - Your Information Service Offerings

- What can we learn from people, products or processes?
Execute: Brand, Market, and Deliver Wow
Brand Your Experience

- Excellent
- Average
- Poor
Market in Purposeful Rhythms
Measure ROI and Value
Metrics That Matter
Best practices for measuring performance

- Strategic Metrics – Outcomes
- Workflow Metrics – Usage
- Inform and Planning
Value is in the Eye of the Beholder
Speak stakeholders’ language(s)
Infographics

Information is powerful, but it can be bland and unimaginative

Infographics bring clarity to complex ideas.

- Infographics channel information
- Make things instantly understandable
- They are powerful and beautiful
Sample Infographic

Company analysis
Sample Infographic

Market analysis
Sample Infographic

Analysis of topics

THE NEW MOBILE WORKFORCE: IS IT KEEPING UP?

- Out of 100 surveyed, 96% of IT managers said and users in their organizations are using 2 or more computing devices in the workplace.
- Out of those surveyed, 75% of IT managers report actually managing 2 or more devices per end user.
- Out of those surveyed, 44% said at least part of their workforce works remotely.
- Out of those surveyed, 77% said end users use their personal mobile devices in the workplace.
- Out of those surveyed, 54% reported that they do not currently have a security strategy for mobile devices in place.

Advancing the Business of Information

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Have Fun and Enjoy the Results!
A Story
Shift Happens!
Q&A and Discussion
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