



Driving IM Strategic Value in the Enterprise

SLA PHT Division Spring Meeting

20 April 2015

Las Vegas, NV



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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



re-la-tion-ship

/ri'läSHən, SHip/

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

val·ue

/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



Target Market Mapping

Role	Division or Region								
	HQ	Div A	Div B	Div C	or	US	Europe	Latin Am	APACs
CEO, COO, MD, President									
Strategy and Intelligence									
Marketing									
R&D									
Engineering									
Mfging and Procurement									
IT									
Sales									
Partners									

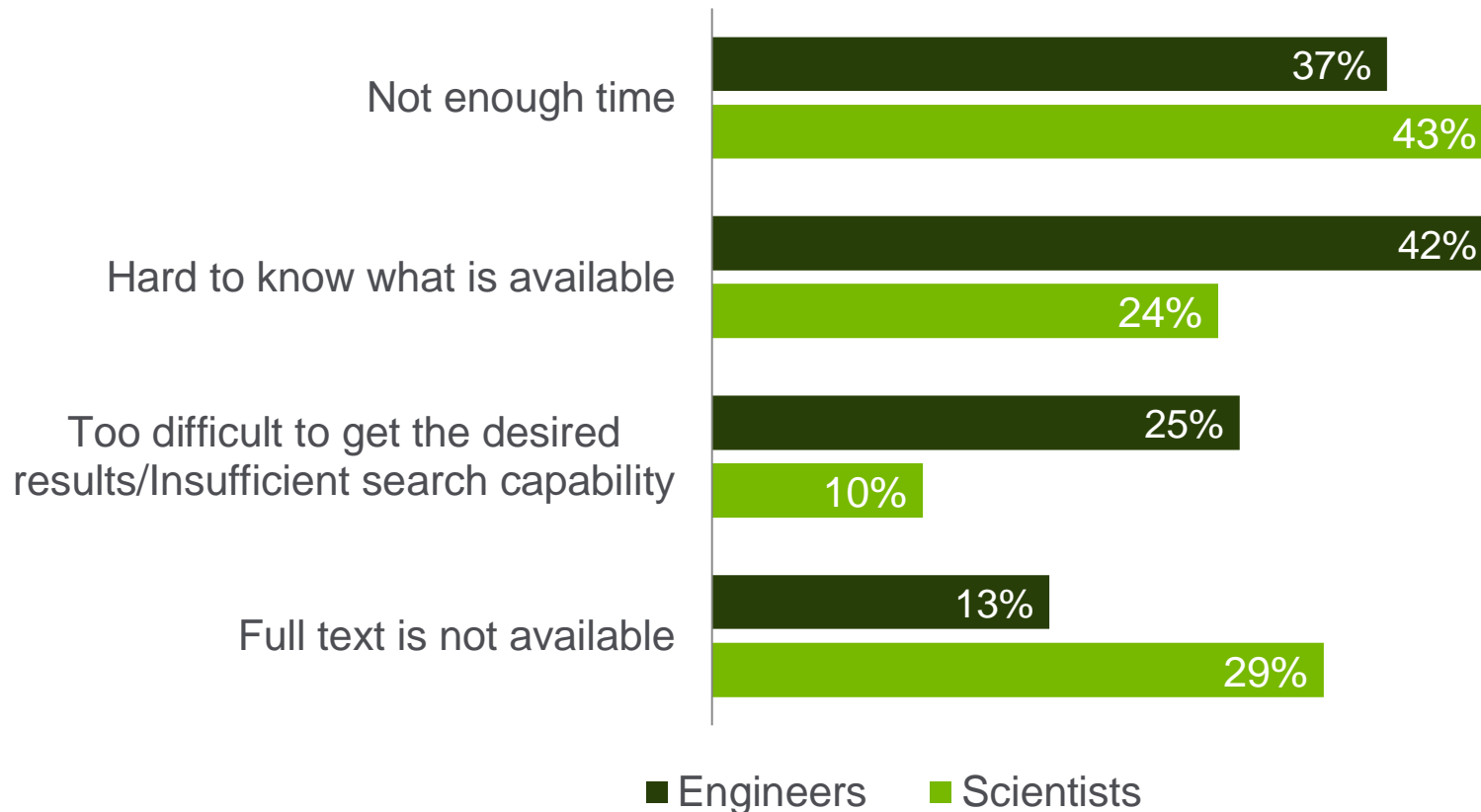
Needs Assessment

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



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

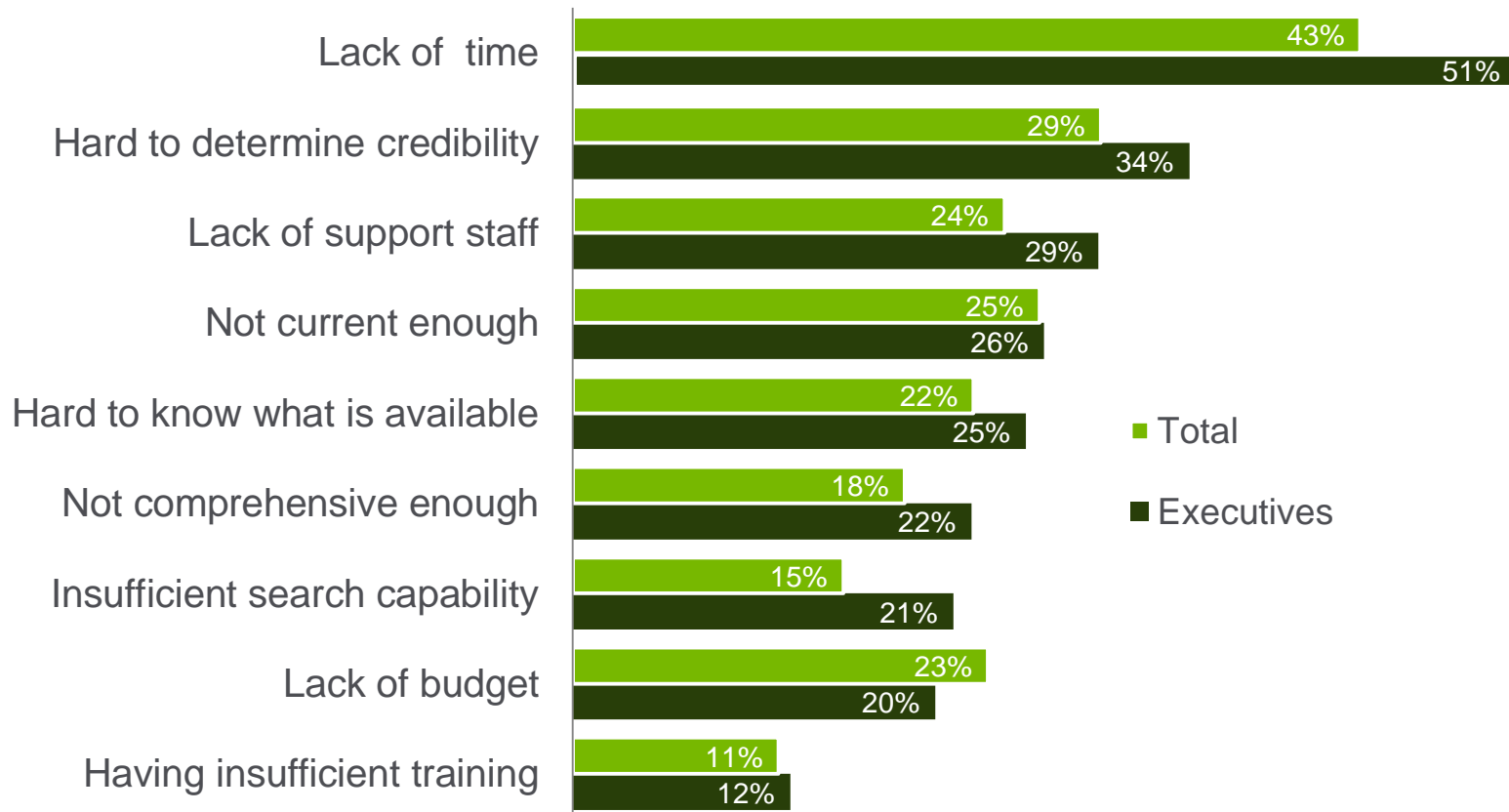
Executive perspective

- 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



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

Needs Assessment

Methodologies

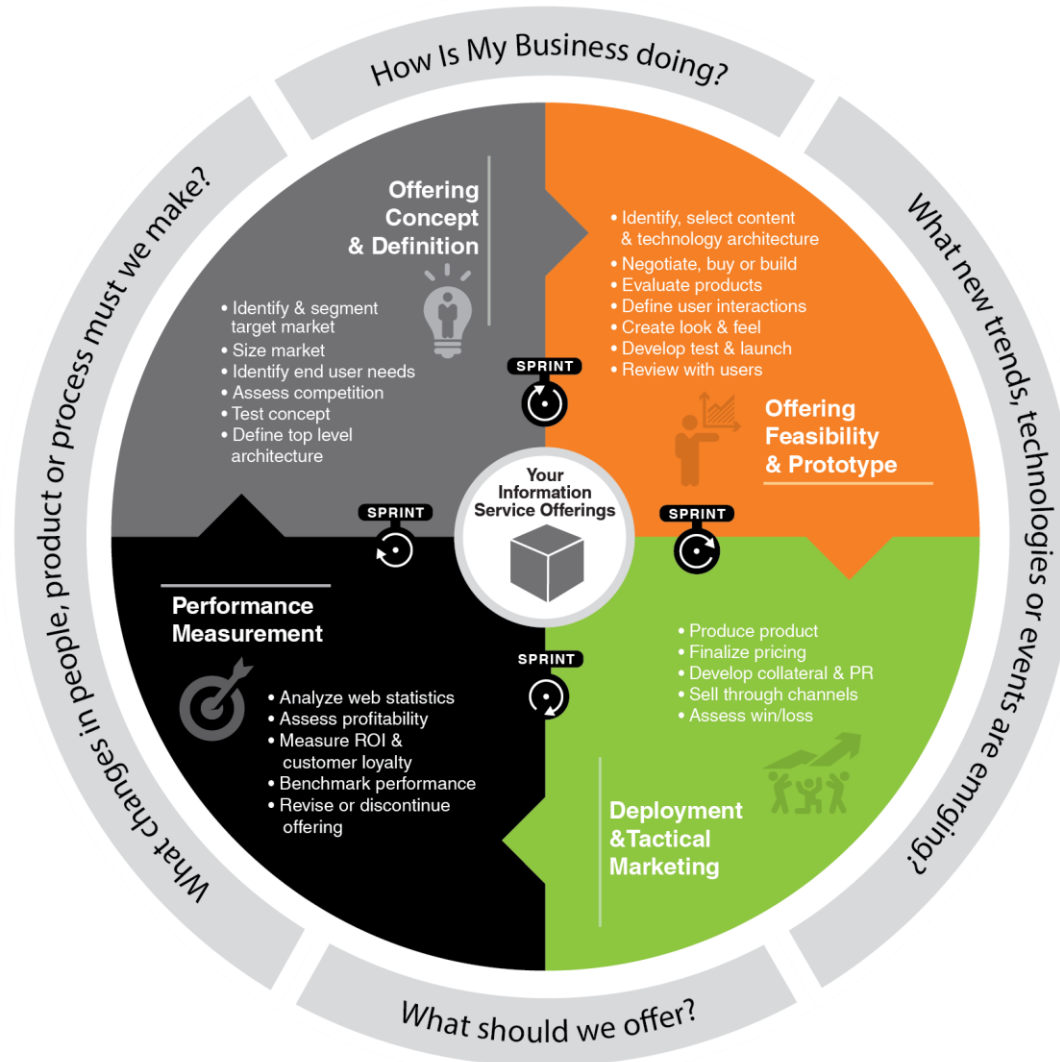
- Quantified data via surveys
- Qualified data via interviews
- Benchmarking
- Measuring time saved
- Measuring money saved

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





Execute: Brand, Market, and Deliver Wow

Have the Right Team



Brand Your Experience



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)



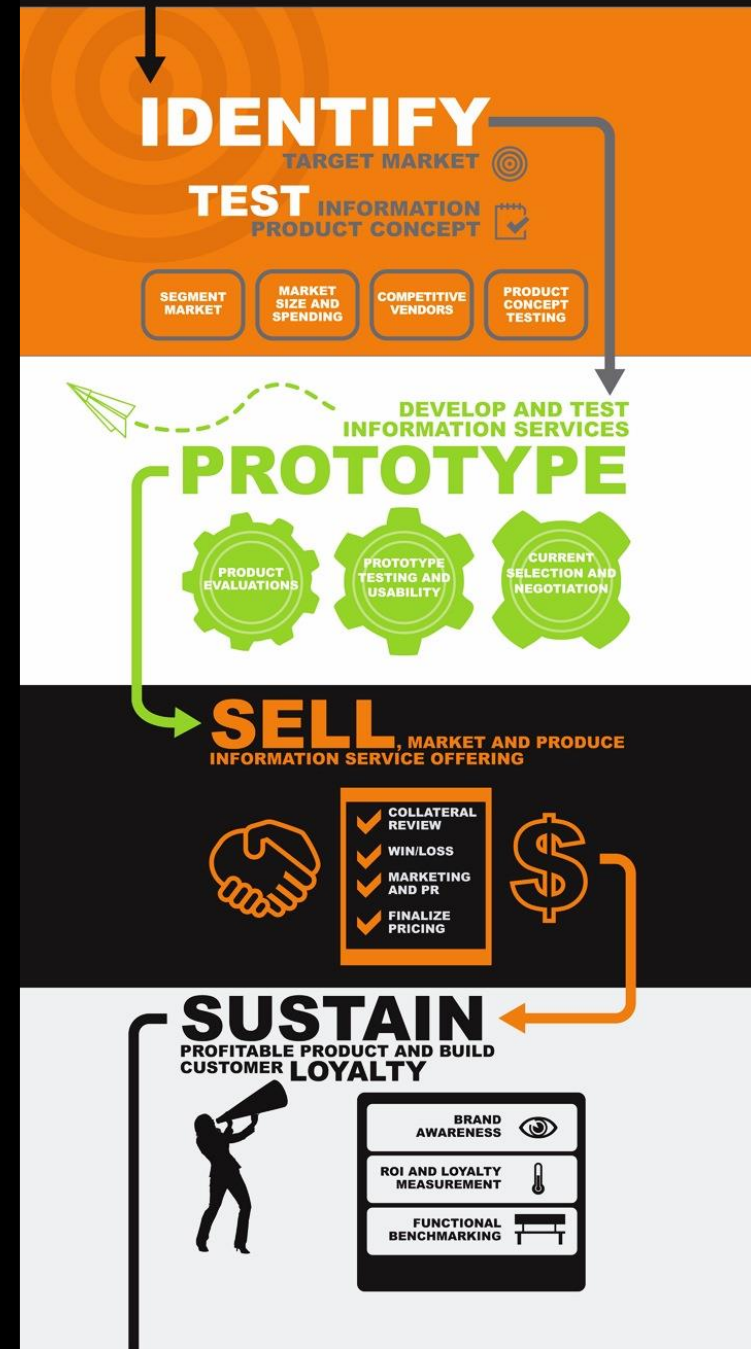
Infographics

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

DECISION SUPPORT FOR THE LIFE CYCLE OF KEY INFORMATION OFFERINGS



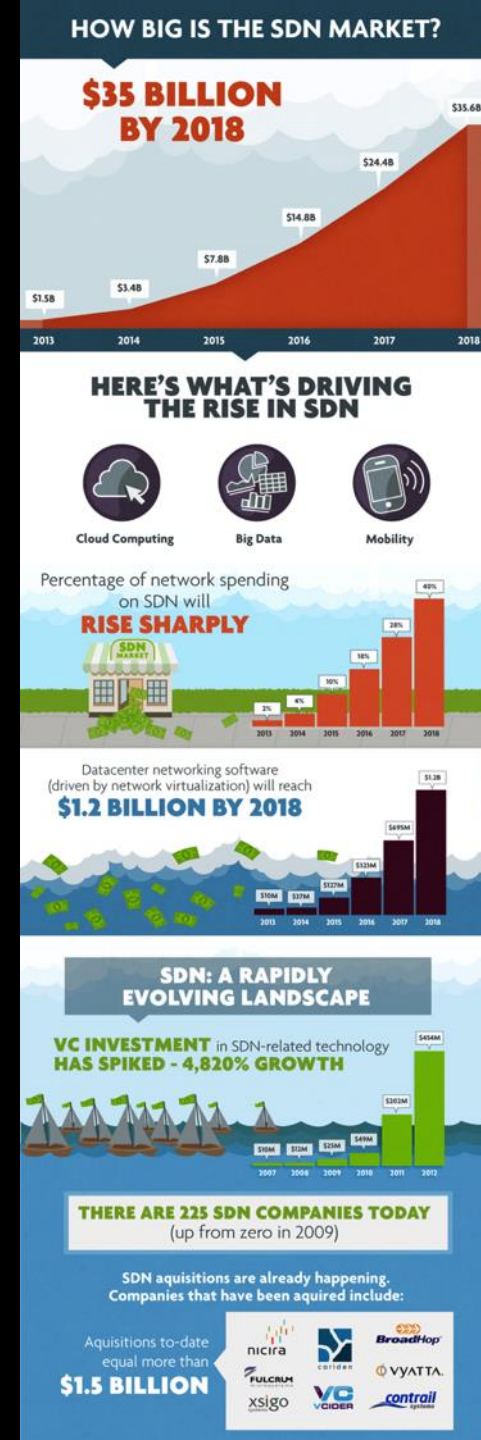
Sample Infographic

Company analysis



Sample Infographic

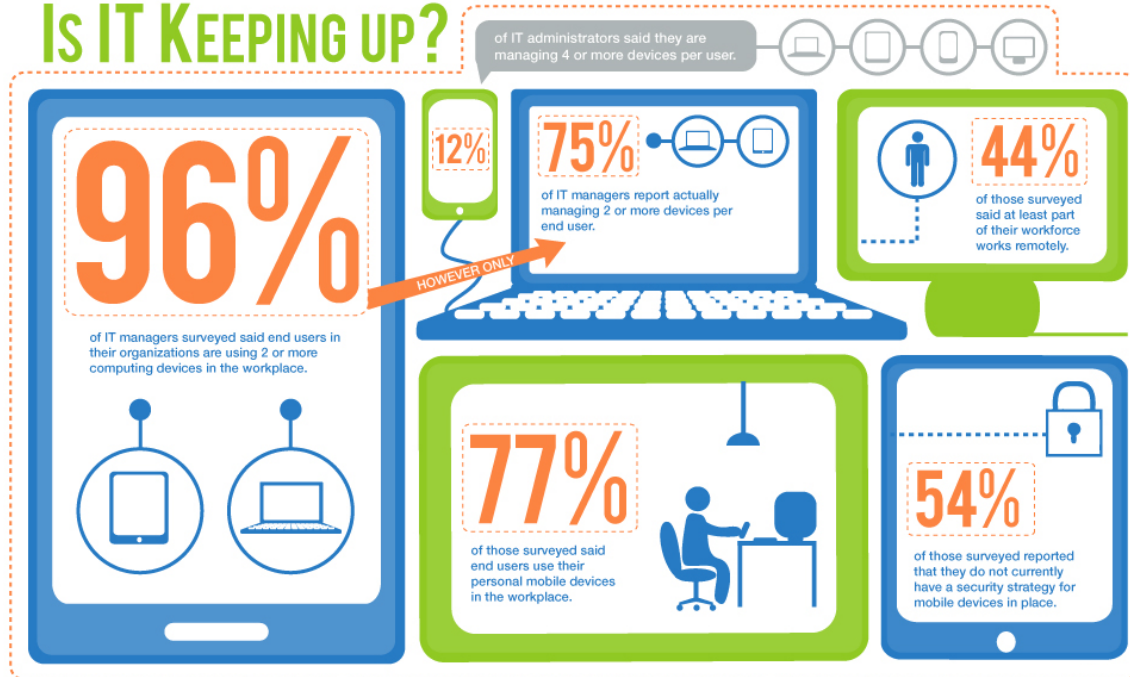
Market analysis



Sample Infographic

Analysis of topics

THE NEW MOBILE WORKFORCE: IS IT KEEPING UP?



Have Fun and Enjoy the Results!





A Story



Shift Happens!

Q&A and Discussion



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