

# IMPROVING EFFICIENCY

How organizations optimize their content management and delivery to drive the value of subscription sources

Businesses today are information hungry, requiring massive amounts of data and content streaming from a wide variety of subscription sources. When important decisions have to be made, these information sources become crucial to data-driven leadership. A recent report by Forrester suggests a strong trend in this direction.



However, organizations face significant challenges to make this goal a reality.

## Knowing what you have and what you need

The first hurdle many organizations face when becoming data-driven is understanding what content they have, and what content they need. Often both of these challenges arise from a similar set of circumstances. Common causes include:

- **Employee Turnover**  
Subscriptions may no longer be needed after the individuals who set them up leave an organization.
- **Disparate Budgets**  
Budgets for content may be spread across several business groups, making it difficult to track investments in subscriptions.
- **Complexity**  
Consolidation may require coordinating communication between multiple organizations, including both providers and subscribers to content.

The consequences of these challenges can result in a loss of efficiency, both in terms of time and investment. For example, a \$30K subscription at a major pharmaceutical company was recently auto-renewed because the only employee using the subscription had resigned abruptly.

Because of such negative consequences, organizations often seek ways to mitigate such risks. Methods to accomplish this include:

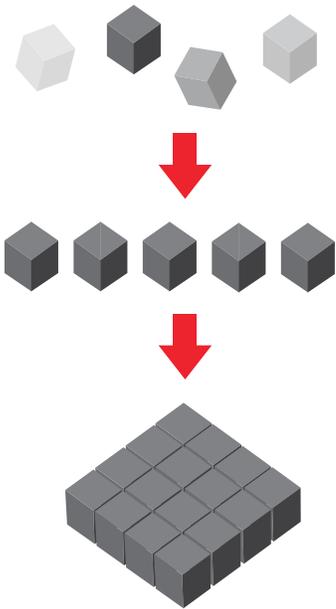
- **Consolidating information** orders and licensed content across multiple business groups
- **Deploying software solutions** that organize subscription contracts and facilitate their renewals
- **Consulting with third-party services** who are experienced at engaging with publishers

Once your budgets, investments and organization / mitigation strategies are known and understood in context, wasteful spending can be identified and eliminated. The benefits promise to continue long after the initial savings from such a review; valuable insights can be gained as to where and how budget should be allocated in the future.

## Ensuring business-critical information is accessible

Organizations rely on a large number of content sources, from subscription content to free news and social media. To optimize the value from these sources and ensure that business critical information isn't missed, organizations look to technologies to make their information "smarter."

### The Smarter Data Process:



1

#### Integration

Diverse information is acquired from publishers' catalogs of sources

2

#### Transformation

The information is normalized into one format to allow easy federated searching

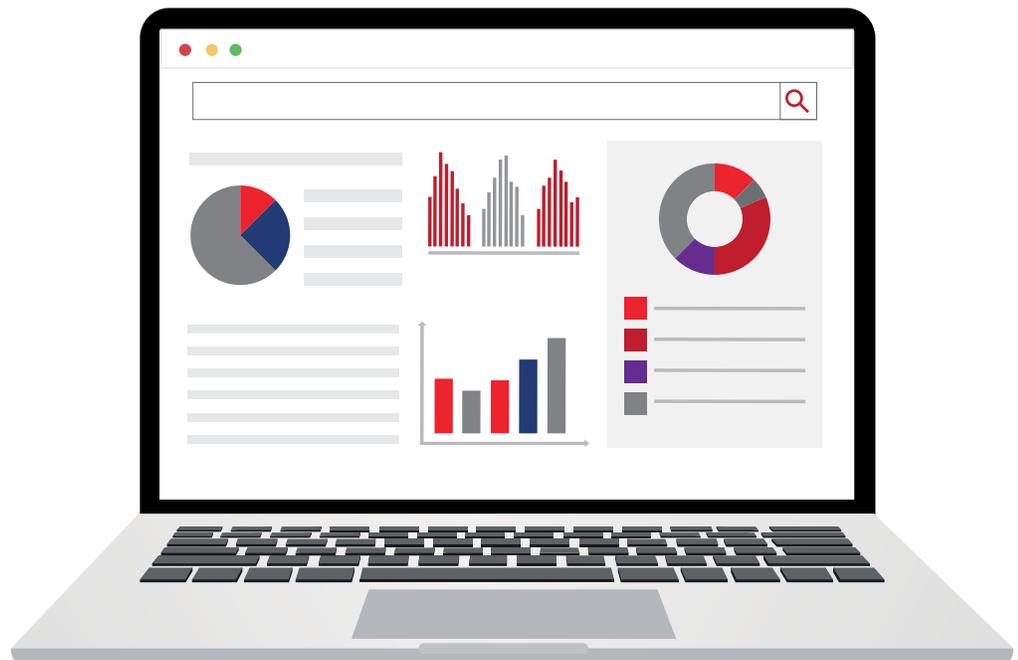
3

#### Enrichment

The Information is enriched with semantic data using robust ontologies

Solutions can then be purpose-built to push or pull this smarter data throughout an organization. Content can be delivered in real-time or searched via a widget or portal, saving valuable time in the process.

For example, a government organization reduced their time searching and reporting on a wide range of obscure sources by 8x once those sources had been integrated.



## In action: Improving the efficiency of managing information

A financial services organization had small, single-seat user licenses from multiple content providers, and had that content spread out and separated into silos in different parts of their global organization. InfoDesk and cSubs joined forces to provide an end-to-end solution designed to increase the efficiency of the client's information management.

Once in place at the company, Clarity, a service from cSubs, took the management of licensed content to the next level. All through one web-based front end, cSubs Clarity allowed the client to optimize their administration of licenses, contracts, eContent, market data, memberships, journals, rights permissions and user access. Inefficient, expensive single-seat licenses were combined across regions into cost-effective multi-user licenses, providing access to more users around the world, and lowering the client's actual spend.

Once the licensed content had been optimized, and an on-going license management system was established, InfoDesk normalized the XML for this content along with other available premium and free sources. After the metadata was unified as well, InfoDesk was able to provide the client with access to smarter data through a search widget integrated into their portal. This enabled users to conveniently perform advanced searches across all content available from one single place.

## The results

Pre-existing data silos were removed, improving return on the client's investment into the subscription sources. Employees are now able to quickly search across all information and confidently base decisions on accurate and complete information.



The client saved a combined 15% by optimizing subscriptions and consolidating licenses across the business



Their scattered content was drawn out of individual business units and became accessible across the organization



Their C-Suite was able to access previously unsearchable sources, enabling executives to gain a complete view of the market landscape



Key stakeholders could make strategic decisions more effectively, based on the latest and most relevant information

## Technology provides the answer

From subscription management to content delivery, and at each step along the way, the value of technology for streamlining information management is significant. Though typically measured in time or money, improved efficiency when handling content cannot simply be reduced to numbers. The true worth of good choices cannot be known until after they have been made. As information becomes more accessible, the content that guides data-driven leaders arrives more quickly, speeding up the process of making better informed decisions.

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InfoDesk and cSubs have been optimizing how enterprises and large organizations use subscription content for decades.

If you'd like to learn more about the services and solutions to optimize your organizations content, please get in touch with InfoDesk at US +1 (914) 332-5940, or email [sales@infodesk.com](mailto:sales@infodesk.com)

For info about how to reduce costs, consolidate and manage your data contracts, subscriptions and memberships, contact cSubs at US +1 (201) 307-9900 x102, or email [info@csubs.com](mailto:info@csubs.com)

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