

# information span

## How to create and manage an effective Insight Services portfolio

The InformationSpan workbook

Version 1: October 2008

### About the workbook

In today's environment, IT budgets are constrained and effective use of resources is vital. IT insight services (advisory, analyst and research) support IT in selecting, procuring and delivering the right services whether these are hardware provision, connectivity solutions, software or outsourced services.

The right insight, used to the full extent, has a significant impact on effectiveness and cost across the board. At the same time, budgets for insight services themselves are under pressure. It's therefore vital to ensure that spending is fully effective, that the services provided meet real needs, and that they are exploited to the full. The impact of effective insight service management is not only on the budget for these services themselves, but on the whole of the IT budget.

The impact can be very high indeed – but only if the right services are effectively deployed. Many enterprises have fragmented services, may not know the total spend, and – even with a degree of coordination – may not be getting the fullest value from their investment.

InformationSpan understands these issues. This workbook, based on a full day workshop, offers access to the InformationSpan methodologies and tools to assist enterprises develop their expertise in insight service use.

### Workbook structure

*Understanding the industry* – a suite of models to understand how the insight services industry operates, how different providers create and deliver content, and the ways in which they interact with and involve the user community

*The portfolio: users* – the DRAKE methodology for understanding users' information needs and access requirements, and the strategy from which an effective portfolio can be created

*The portfolio: services and procurement* – how to identify providers who can contribute to the portfolio, effective procurement, and good practice for contract creation

*Managing and measuring* – how to develop a strong and positive relationship with providers, ensuring that best value is delivered from the investment and that this can be demonstrated

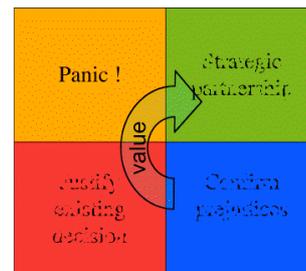
*Developing an expert user community* – how to support service users to make increasingly effective use of services, and to extend this expertise to identifying and using elements from non-contracted services

### Methodology excerpt

#### The PANIC! cycle

The PANIC! cycle illustrates ways in which users employ insight services, and identifies the factors which contribute to the development of effective use.

It is used to explore the perceived value of insight services to an organisation ("Where are we now?") and to identify opportunities to stimulate progress ("Where should we be? How do we start?").



### To obtain this report

The complete workbook (all sections) is available from InformationSpan for £3,000.00 plus UK taxes, covering electronic delivery and permission to print or otherwise internally distribute up to ten copies. Pricing for individual sections, for hard copy, or for wider distribution on request. Contact [tony@informationspan.com](mailto:tony@informationspan.com).

InformationSpan can deliver the workshop on site for any practicable number of participants. Contact us to discuss this.

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#### About InformationSpan

Based in the south of England, InformationSpan specialises in reviewing the insight services sector from the point of view of an IT user organisation rather than taking the vendor's Analyst Relations view. We focus on those aspects which make a service useful and usable from the enterprise perspective, and on assisting users to select and manage the right services to deliver value through better IT decision making.

InformationSpan understands the structure of the service marketplace, and has a database of over 400 provider firms from which this research is drawn. See more about us at <http://www.informationspan.com/>. To engage with us, contact [tony@informationspan.com](mailto:tony@informationspan.com) or telephone +44 (0)1273 479031.

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