

Enterprise IT solutions and services are delivered by teams. Each is required to focus on their own area.

This means that individuals within these teams cannot avoid being:



- *specialised* – focussed on their own area of technical expertise
- *localised* – working within a particular company, industry, geography, and regulatory regime
- *fossilised* – necessarily out-of-date, because the demands of an operational role militate against keeping knowledge current

How do you avoid these pitfalls, expertly using insight services and other external information?

Reducing spending on external information can be counter-productive



- Strategies are not informed by developing insights and best practice from elsewhere
- Random use of “free” information from vendors or unproven sources leads to confusion
- Staff have no proven resources to rapidly get up to speed on new issues
- Your best strategy may be at odds with practice elsewhere – but it’s essential to know why!

Even with a good insight services portfolio, poor use of resources fails to deliver value and can lead to bad decisions

Alongside operational expertise, staff need to see the bigger picture – and perhaps to develop towards other or more senior roles.



- Your insight services providers need to be skilled to deliver useful and stretching insights
- Staff need training to create their personal mix of paid-for and best-in-class free sources
- Research needs to be effectively referenced in project proposals, strategies and reports

How do you develop individuals’ expertise in using and referencing external sources

*Large or small team – is this you?*

*information*span knows enterprise IT from the inside, and knows how external information can contribute to service effectiveness and to appropriate alignment with best practices.

Alongside deep knowledge of the insight services marketplace, we understand how staff can be encouraged to identify and use varied external information sources.

We know the different values and pitfalls of different sources – insight services, vendors, trade press, independents and others. We know how, and why, sources need to be cited in work which has drawn on them.

Crucially, *information*span knows the questions that have to be asked and answered in the enterprise if strategy is to translate into effective delivery. And we know how to go behind the initial report to the original source.

**TO BEGIN AN ENGAGEMENT –  
CONTACT US TODAY**

## How to contact *information*span

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*Developing users' skills  
in acquiring and using  
insight from external  
information sources*