

# *information*span for IT insight services

*information*span knows enterprise IT from the inside, offering perspectives to help you develop from commodity supplier to strategic partner.

*We understand the different ways insight can be delivered – and how you can clarify your offering’s strengths, and its boundaries.*

*We can engage with your clients to profile their user community, so that you can offer the right services for diverse needs. And we can work with you and them at renewal time.*

*Crucially, information*span knows what a smart client can learn by applying the statistics you supply, and how you can become a leader in service partnership.

Tony Law has over thirty years’ experience in IT, and more than ten years’ knowledge of the delivery of insight services to a global enterprise IT function, creating a service portfolio, delivering value and measuring success.

Ask how your service could build partnership and make a step change in proving the delivery of value to your clients



*Dr Tony Law CEng MBCS CITP*

*Understanding your  
clients’ needs, and  
building partnership for  
mutual advantage*

Do you just  
*sell*  
to your  
clients?

- Your clients see you as a commodity information supplier
- Your renewal rate is low
- You have limited contact with those who actually use your information
- You have multiple contracts with different parts of the same client organisation

You want to move on.  
Simple actions can start the process. How do you progress?

- You have a single contract or call-off agreement, driven by price
- You know that your competitors are also in there, but you don't know why
- You have some contact with users but no continuity

... do you  
*"believe"*  
you give  
value ...

You have a good foundation, but you want to go further.  
How do you engage?

... or can you  
*demonstrate*  
that you meet  
their needs?

- You have a single contract, for two or more years at a mutually beneficial price
- You know your client's strategic imperatives and operational challenges
- Your client's needs help shape your own development strategy
- You are trusted to reach out to users, increase uptake, and offer services

Demonstrating value is tough.  
What does the client really expect?

## Contact *informationspan*

*On the web*

<http://www.informationspan.com/>

ITasITis *technology blog*

<http://itasitis.wordpress.com/>

*Also visit* [del.icio.us](http://del.icio.us) *and look for the* ITasITis *tag* (<http://del.icio.us/>)

*email:*

[inquire@informationspan.com](mailto:inquire@informationspan.com)

*telephone:* +44 (0)1273 470931

*Skype:* cgaa240