



Special Libraries  
Association

ROCKY MOUNTAIN  
CHAPTER  
FALL MEETING  
SEPTEMBER 8, 2003



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# BUSINESS INFORMATION? INTELLIGENCE?

BOBBY SCHROTT. INFORMATION PROFESSIONAL CONSULTANT, LEXISNEXIS

INFORMATION  
OR  
INTELLIGENCE

*“One of the few certainties in business, or economics, or life in general is that thought is in short supply and high demand (at least among those who have thought about it).”*



“Thought Followership,” *The Economist*, May 20, 2000, U.S. edition.

# AGENDA

CONTENT

COMPETENCIES

CONTEXT

INFORMATION  
OR  
INTELLIGENCE



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# **C**ONTENT



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*“Content Is King”*

*“It’s Intent Not Content”*

*“Content Is A Commodity”*



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# KEY CONTENT SETS

1

**NEWS  
BUSINESS INTELLIGENCE**

6

**INTELLECTUAL  
PROPERTY**

Copyrights, Patents, Trademarks

2

**PUBLIC OPINION**

Public opinion polls, Market Research

5

**SCIENTIFIC &  
TECHNICAL**

Medicine and Affiliated Arts, Applied Sciences

4

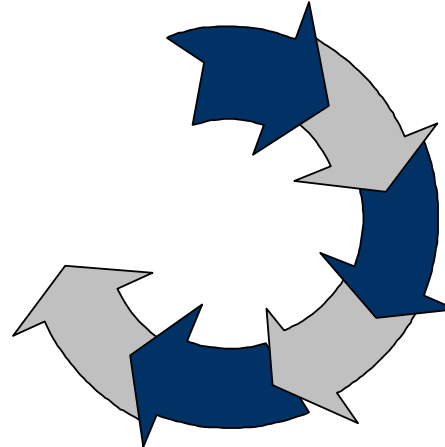
**PUBLIC RECORDS**

Business Incorporations, Civil & Criminal Courts, Liquor Licenses,  
UCC's, Bankruptcies, Identification Verification Tools

3

**FEDERAL & STATE  
LEGAL, LEGISLATIVE &  
REGULATORY**

Federal Register, Congressional  
Record, State and Federal Bill Tracking  
and Regulations



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*The value drivers of the business intelligence market are migrating away from the passive delivery of news and business information.*

*The ascendant model is the provision of context-dependent content through innovative business intelligence applications.*

*HOW DO WE ACHIEVE THIS?*



**INFORMATION  
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INTELLIGENCE**



**CONTEXT**



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**DO OUR SERVICES  
ALIGN & UTILIZE  
RESOURCES TO  
DELIVER AND  
SUSTAIN REAL VALUE  
TO THE  
ORGANIZATION?**



**INFORMATION  
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*“If a tree falls in the forest,  
does it make a sound?”*

*Or more apropos perhaps,*

*“If a search is run, does it  
make a difference?”*



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In the case of information services,  
one might ask, *“If you have “it” but no  
one else knows it, does it exist?”*

Until “it” is leveraged in the right  
context, any organizational value is  
strictly latent and if services/offerings  
are leveraged incorrectly, no value  
will accrue from our work.

**INFORMATION  
OR  
INTELLIGENCE**

## THE CONTEXT IPs FIND OURSELVES IN:

- Fewer Information Professionals Report to Executive Management;
- Budgets Are Down, but So Are User Numbers;
- Information Centers Are Struggling to Find Sustainable Service Portfolios;
- The Pace of "Going Digital" Is Slowing.



# What is the I in IP?

## INFORMATION OR INTELLIGENCE?

### IS IT TIME FOR A CHANGE?

### DO WE NEED TO HAVE INTELLIGENCE BEFORE WE DEPLOY INFORMATION?

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# INTELLIGENCE, THEN INFORMATION

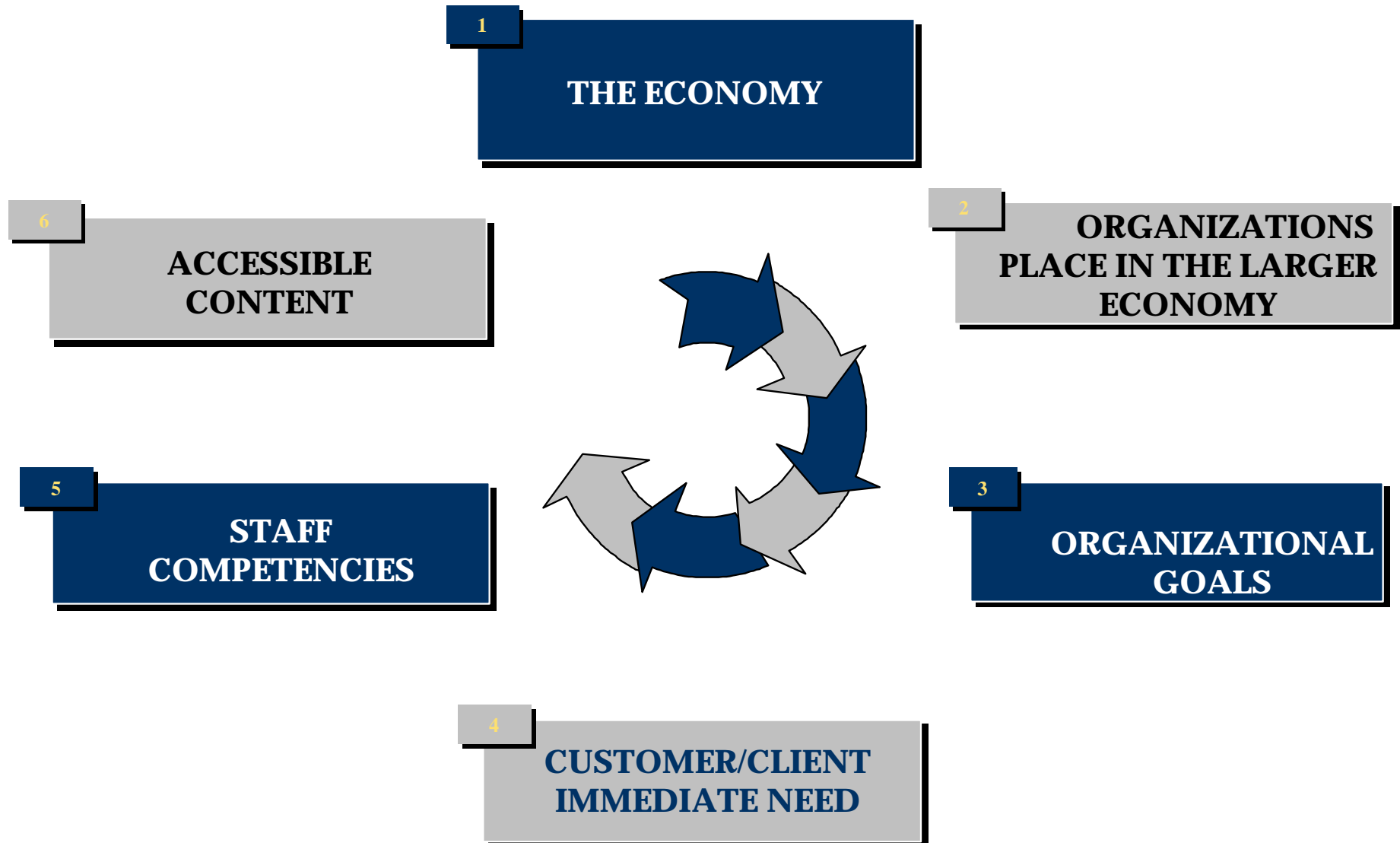
## THE PITCHBOOK PROBLEM

**INFORMATION  
OR  
INTELLIGENCE**

CFO	Banker
Prefer Email or other warm-up before a call	Want to just pick up the telephone
High value on seminars, conferences	Regard seminars are high effort, low ROI
Bank advertising can be useful	Advertising is of little value
<b>Ignore pitch books</b>	<b>Invest time in long, elaborate PBs</b>
Need to “sell-wide, sell deep”	Very decentralized approach
Multiple unrelated contacts from one bank are annoying	Tend not to track or coordinate contacts
Bulge bracket banks are all basically the same	Bulge bracket banks are differentiated by capabilities, quality and culture

# KEY CONTEXT DEPENDENCIES

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# COMPETENCIES



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While the core of the profession remains the same the methods and tools for information delivery and the scope of the enterprise continue to grow and change dramatically...maintaining their client and content-centered approach, practitioners increasingly require advanced knowledge ...



**INFORMATION  
OR  
INTELLIGENCE**

...emerging opportunities will propel the prepared professional into as yet unseen realms of advanced information retrieval, interpretation, synthesis, product development and virtual services on a global scale.



**INFORMATION  
OR  
INTELLIGENCE**

Jack Welch once told *The New York Times*, "It's like a dinner party...You bring as many intellects together as you can and then take the best ideas out of each. The leader who gets the most ideas from the most sources will have the most success."



Liberties; The \$7 Million Man, By MAUREEN DOWD; The New York Times, July 16, 2000

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INTELLIGENCE**

But the best ideas and resources mean nothing without people who can turn them into reality to create and sustain organizational value into the future.

So What Are We Bringing to the Table?



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An SLA study found that 85% of companies in the top 100 on the Fortune 500 list, employed information professionals, compared to less than 50% of the companies ranked in the bottom 100.



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INTELLIGENCE**

**SLA Competencies for IPs of the 21<sup>st</sup> Century**

- Celebrates achievements for self and others
- **Communicates effectively**
- Sees the big picture
- **Creates partnerships and alliances**
- Demonstrates personal career planning
- **Employs a team approach; recognizes the balance of collaborating, leading and following**
- Remains flexible and positive in a time of continuing change
- **Builds an environment of mutual respect and trust; respects and values diversity**
- Recognizes the value of professional networking and personal career planning
- **Thinks creatively and innovatively; seeks new or 'reinventing' opportunities**
- Takes calculated risks; shows courage and tenacity when faced with opposition
- **Presents ideas clearly; negotiates confidently and persuasively**
- Balances work, family and community obligations



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Information professionals play a unique role in gathering, organizing and coordinating access to the best available information sources for the organization, understanding the critical need of **turning that information into usable knowledge.**

Which takes us back to Context.



**INFORMATION  
OR  
INTELLIGENCE**

Information professionals, working in non-traditional settings such as market research, business dev. and strategic planning, use ... technology to present information in a way that maximizes its usefulness, saving time and money in order to attain the goals of their organization.

WHAT ABOUT THE REVERSE SCENARIO?



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INTELLIGENCE**

“The way we come up with ideas,” says Burson-Marsteller’s CKO, Leslie Gaines-Ross, “is to think about what clients don’t know that they need to know. You have to know as much as you can to find the missing piece. You can’t come up with an idea if you don’t know what’s missing.”

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INTELLIGENCE**

## **BRINGING IT ALL TOGETHER**

**Traditional Core Competencies Are No Longer Enough**

- **Content Is No Longer King**
- **Aligning Services With Organizational Goals Is Critical to Success**

**The Profession Will Continue Its Rapid Transformation.**

- **Most New Opportunities Will Not Be In A Traditional Library Setting**
- **IPs Can Make Enormous Contributions Outside the Library**
- **The Perspectives of Non-IPs Add Value to Information Services**