

Improving knowledge, influence and negotiation power for content purchasing

We interviewed a long-term Jinfo Subscription customer about how their organisation benefits from Content and Community for content purchasing.

How is your information centre structured?

We are a global organisation with 4 hubs in major global cities, a few satellite hubs, and more than 120 research and information professionals: a mix of employees and third-party providers.

Our operating model is a blend of on-shore and off-shore capabilities, which enables us to maximise the engagement level with clients on-shore and use off-shore to help with the execution.

Our information centre is a Firm-wide resource, so our work is not confined to one division or department. This enables us to retain institutional knowledge. We see our internal clients grow their businesses with us; and thus, have long-term relationships where we can see exactly where we need to execute.

Our vendor management team manages 1,000 services across 500 vendors.

Why did you choose a Jinfo Subscription?

Jinfo's coverage is in line with our strategy, and the product reviews are very relevant to our business needs. Other sources take a more technological or sales perspective – we're really focused on content and delivery of content, and that's where Jinfo differentiates itself.

Also helpful are the Community sessions – people on the call are in sync with the discussions going on in the industry and keep them topical.

The quarterly Research Focus keeps up with the way the industry changes. Especially in the last few years, we've seen a lot of mergers and acquisitions.

Organisations are looking to control costs. We need to calibrate the best portfolio of information to meet our needs and find the most cost-efficient and access-efficient approaches. A lot of the large content providers buy up smaller services. In publishing as a whole, there's a lot of consolidation.

Figuring out how to negotiate that landscape is important. When thinking about purchasing a product, we need to consider a variety of use-cases to make sure our clients get the best data: actionable and meaningful.

I also have to think about the bottom line. Jinfo resources for figuring out how to do that are helpful, and Community session discussions help inform the use-cases.

Jinfo insights give our end-users competitive advantage to get kernels of information to execute and earn business.



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Subscription benefits

Discuss the benefits and take a walkthrough.



Find out more:
<https://web.jinfo.com/go/sub/>

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Subscription case study (cont'd)

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What do you value most about Jinfo?

I like the deep-dives and comparisons of products for news sources, company filings, etc. I can see what others are doing and validate the decisions we make. We still have considerable work on our part to get the right product in place, but Jinfo points us in the right direction.

For webinars and Community sessions, the discussions around Research Focus has been helpful. The subject focus is good, and the conversations around use-cases and analytics are useful. We do a lot of that already, but it's good to validate, learn what people are doing, and see other ways we might be able to look at things.

External speakers on webinar and Community sessions are useful. The way that some of the organisations within the industry have been trending, it's hard to get people all in the same room together.

Being able to have these global calls is a good substitute, and they're actually more focused. I learn things I might not at conferences I used to go to.

By attending Jinfo Community sessions, I don't need to fly to another city for a conference and spend half my time working and not attending. I can fit these focused sessions into my calendar, and it's very valuable to have the slides delivered after - the notes on them are usually comprehensive.

Does Jinfo improve your negotiations with vendors?

Yes - Jinfo helps inform us for conversations with vendors, helping us understand the industry, gather expert opinions and understand the wider competitive landscape.

Jinfo eliminates steps in the sales process. If I'm going to purchase something I'll come in already knowing what I'm going to get, which cuts through the back and forth. If you've done your due diligence, there are fewer surprises, and that's a good thing.

Content purchasing

Jinfo supports the full range of requirements for planning, managing and communicating content purchasing strategy.

With a subscription you get access to:

- All articles and reports, including the archive; and our in-depth product reviews
- 12 webinars per year, plus recordings of the sessions for later review
- 24 Community sessions per year, plus access to the presentations and notes
- Our original research and analysis (4 major projects per year).

Find out more about a Jinfo Subscription

A Jinfo Subscription connects your team with the practical tools, original research and expertise to build and support information strategy in your organisation.

Learn more about the benefits of a [subscription](#), and join an upcoming walkthrough.

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