







Jinfo for Content Purchasing

Information and procurement professionals rely on Jinfo to support, inform and validate their decisions for selecting and licensing content and data products on behalf of their organisations.

Our subscription-based content and proprietary tools support the entire value-chain for content purchasing:

Marketplace awareness	Needs assessment	Research	Comparison & selection	Evaluation	Contract management
<ul style="list-style-type: none"> Competitive landscape of vendors and products Technology trends Emerging and niche players Macro trends by sector. 	<ul style="list-style-type: none"> Case studies and models for establishing criteria Protocols for internal data collection Value inventories for prioritising needs Guidance on stakeholder engagement to articulate longterm business needs. 	<ul style="list-style-type: none"> In-depth product reviews covering Sources, Technology and Value Vendor profiles and analyses Analyses of product categories. 	<ul style="list-style-type: none"> Market landscapes comparing options in a given category RFI, RFP and RFQ guidance Models and protocols for testing options Guidance and case studies for stakeholder presentations. 	<ul style="list-style-type: none"> Models and protocols for gathering and assessing usage data Case studies of establishing and measuring value Guidance on meaningful evaluation, based on usage and internal KPIs. 	<ul style="list-style-type: none"> Guidance on incorporating value into renewal negotiations Case studies and models for managing vendor relations Benchmarking on strategies for vendor relations.
					

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Join one of our [regular online walkthroughs](#) to find out more

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