

Whitepaper

4 Ways You Can Boost the Strategic Profile of Your Information Center



Implementing a new content workflow solution within an organization is an exciting and change-driven process.

Before the initial set up, however, several questions need to be asked:

- How do we ensure the tool is visible to all users at the company?
- How can we make sure the tool is not only adopted within the organization, but also is widely used?
- How can we justify this investment?

These are some of the challenges the Scientific Information & Intelligence team at UCB faced when implementing RightFind — the solution that would help achieve content optimization across the organization. As in any agile organization, roles evolve over time, and providing adaptive capabilities and competencies was critical to supporting our team, as well as the wider organization.

After RightFind was implemented, supporting and promoting usage for one specific functional area quickly became a larger task of supporting the platform to geographically-segregated entities across the organization.

Through initiatives that drive the use of the RightFind platform, such as embedding a learning strategy to aid competency development, and creating a knowledge environment within the organization, the Scientific Information team has been highly successful in leading the way to create the next generation information center at UCB.

In this paper, I am sharing our tips for success. We'll look at four ways you can boost the strategic profile of your global information center, with the goal of ensuring seamless search and discovery to your portfolio of published information.

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Tip 1: Create a robust training program that results in new advocates

One of the first challenges to address when implementing a new system like RightFind is, how do you find new users and demonstrate the value of new tools? It's not enough to simply provide access; you also need to expose it to a wide range of potential users across the company.

This can be achieved by implementing a robust and flexible training plan. The strategy should consist of core trainings that develop the competencies of all users, ranging from beginner, intermediate and expert level sessions. These trainings can enable users to improve their confidence in using the platform and become strong advocates for it.

New users can be identified through the following means:

1. New hire lists
2. Ad hoc phone calls
3. Investigation of wider teams

One way to promote these core training offerings is to create email newsletters that can be sent out to the entire organization. Newsletters can increase visibility of training sessions and provide information regarding product updates, prompting further interest in RightFind.

Inside our results: To date, the user training and support strategy at UCB has spanned 2,500 employees across 35 countries as culturally diverse as India, Brazil, China and Australia, and continues to support the content ROI across the organization. In this respect, the Scientific Information function is continuing to lead the way in training efforts and reaching out to end users.



Training tips for success

Make a training calendar accessible to all employees within the organization. This allows interested users to register for a training and automatically be placed into a session.

Work proactively with your vendor's client services team to identify any cases where additional training would be beneficial.

Create custom training on a one-to-one basis to provide specific users with the correct levels of support.

Using data to determine training opportunities

As a response to the core training offering, we monitored RightFind usage to determine a potential correlation between user training and RightFind use.

We saw usage had increased 2% month-over-month across all teams. So, to further maximize the impact of the training sessions, we used RightFind Business Intelligence usage data to determine which teams across the organization were increasing in volume of use, and which were emerging users.

The data from RightFind allowed us to successfully identify those teams, areas and groups that needed further training and support.

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Tip 2: Develop a global knowledge landscape

One way to develop a global knowledge landscape is to get directly in front of users. This can mean on-site user support workshops and visiting teams that have been identified as needing site specific support. Roadshows provide an opportunity to increase the global visibility of your team, and can also diversify the level of support you provide.

Additionally, site -based sessions give users across the company an idea of where to go to should they require assistance on the RightFind platform, or who can answer questions surrounding copyright compliance, sharing of published information and gaining insights into their usage and spend in the platform.

By pairing product training and promotion, you can successfully demonstrate to users that your team is providing tools that can help them increase productivity.

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Tip 3: Use data-driven strategies to demonstrate the value of information

In addition to creating a knowledge landscape and supporting end users through a competency-based training strategy, you can also support senior stakeholders in their content decisions, and provide visibility for the data-driven licensing process used within your organization.

For example, during the licensing period, conduct an end user subscription survey to determine potential gaps in the current subscription portfolio and aggregate the responses with the data provided by RightFind Business Intelligence. This helps users to understand you want their voices to be represented in the licensing decisions your team makes.

In addition to this, hold proactive 'relationship calls' with stakeholders to provide additional visibility on the data-driven licensing process.

Through this, stakeholders learn to see RightFind and your function as one that provides a strong ROI for the organization. The results? They gain confidence in its utilization, are likely to continue to use the tool and are likely to recommend its use.

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Tip 4: Build and develop strong relationships

Evolution through a user-driven strategy is critical if you want to generate enterprise buy-in and ensure information services are not seen as a commodity but as a value adding asset. A stakeholder analysis can help to identify the enthusiasts and non-enthusiasts.

Through this analysis, you can create an information advisory network with representatives from key business functions across the company. Having communities of individuals who can pressure test ideas and give feedback, both positive and negative, is key for success.

Here are a few ways you can work to expand upon these relationships and continue the same levels of support and development:

- Offer ad hoc phone calls to discuss account usage and identify any potential issues or pain points.
- Provide account review sessions and one-to-one sessions to improve or expand relationships with power users or stakeholders.

These individual touchpoints enable users and key stakeholders to feel their input is valuable, which in turn builds confidence in both RightFind and your team. In conducting these smaller, or more specific relationship sessions, you can develop strong advocates.



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