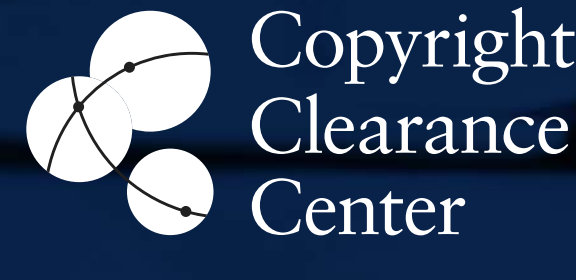


The Data-Driven Information Manager

Connecting Content
to Business Value



Access to scientific literature is vital to R&D-intensive organizations.

However, the rising cost of published works and the information center's ability to purchase those materials are increasingly at odds.

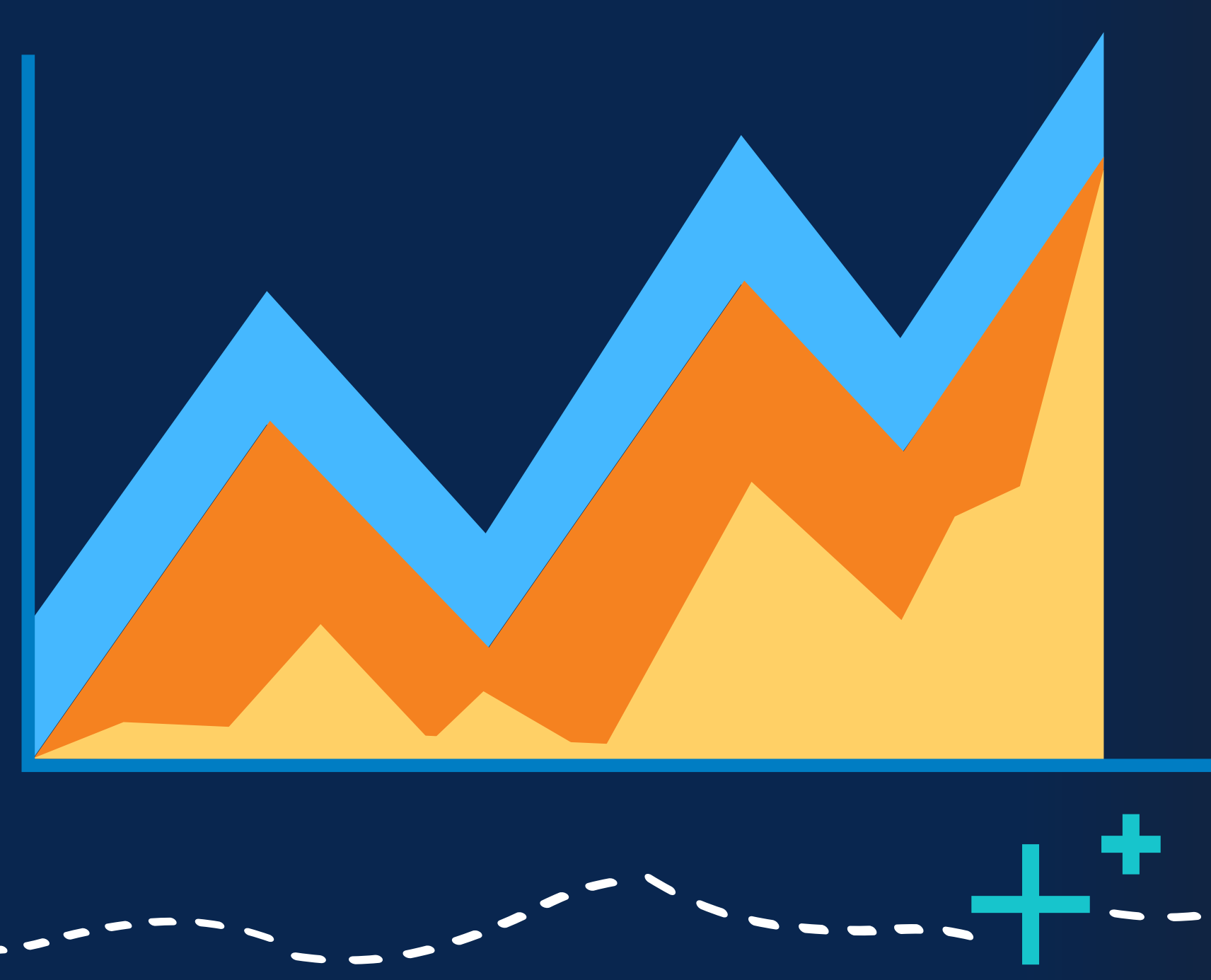


As a result, information managers are under increased pressure to demonstrate the business value of the content they purchase as a way to justify the expense.

For the past eight years, research and advisory firm Outsell, Inc., has surveyed information professionals and information providers to offer directional guidance on anticipated pricing changes for paid content.

View Some of the Key Findings of the Survey Below.

See how information managers are turning to analytical and data visualization tools to navigate an environment of increasing costs and flattening budgets while providing employees with the vital content they need to accelerate innovation and stay ahead of the competition.



■ Pricing increase

■ Pricing decrease

■ No change

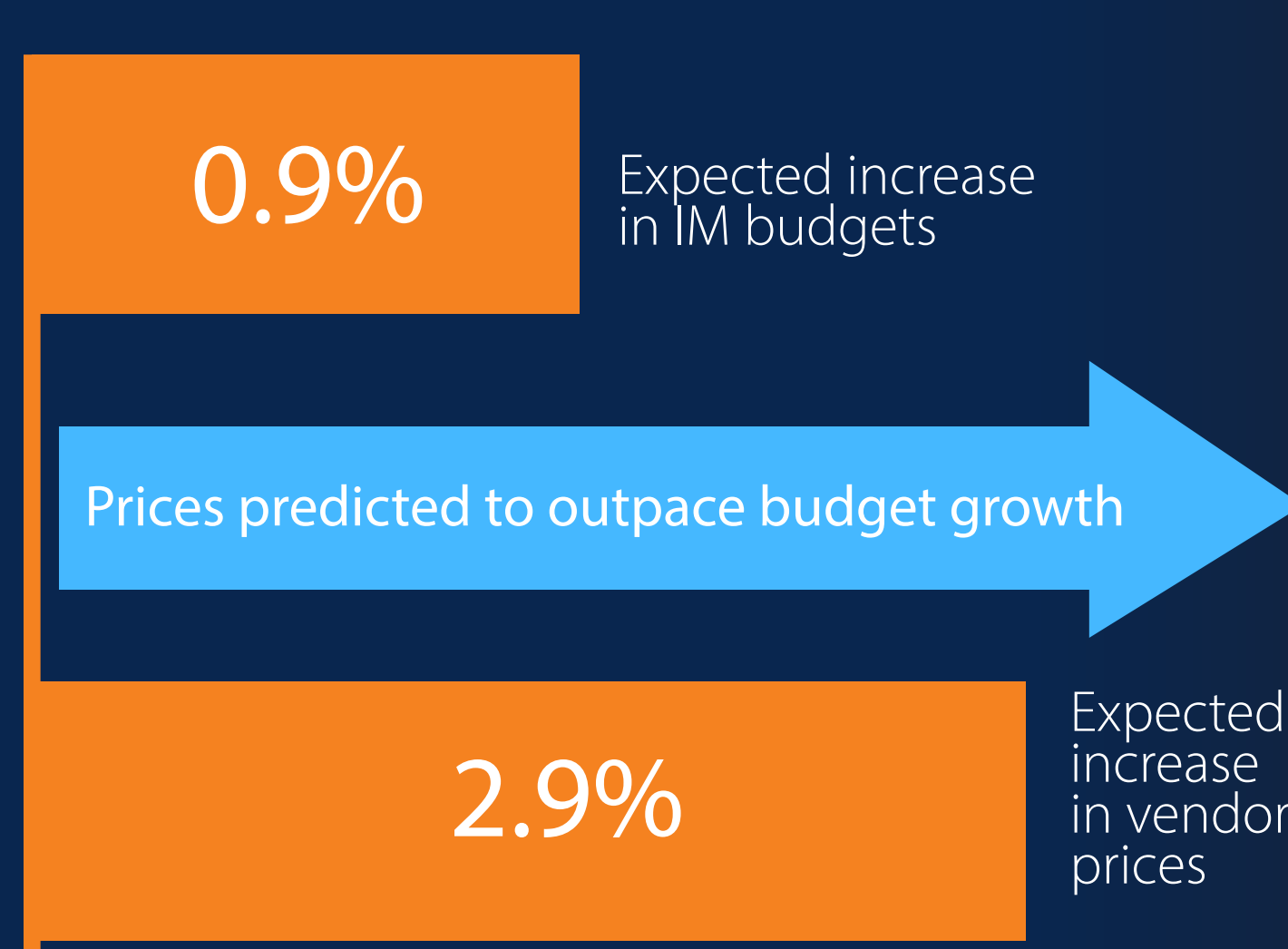
Number of Buyers
Predicting Pricing Changes

Content Costs Outpace Budgets

According to Outsell, Inc.'s 2016 Information Pricing Study, a majority of information managers, based on their discussions with vendors, anticipated that STM content would see a price increase of between 3-7%. They expected a similar increase for business information aggregation services.

In addition, the same pricing study found that information managers faced **flat content budgets (0.9% increase)** while vendor prices for content were to expected to rise 2.9%.

Expected Changes to Budgets and Vendor Pricing



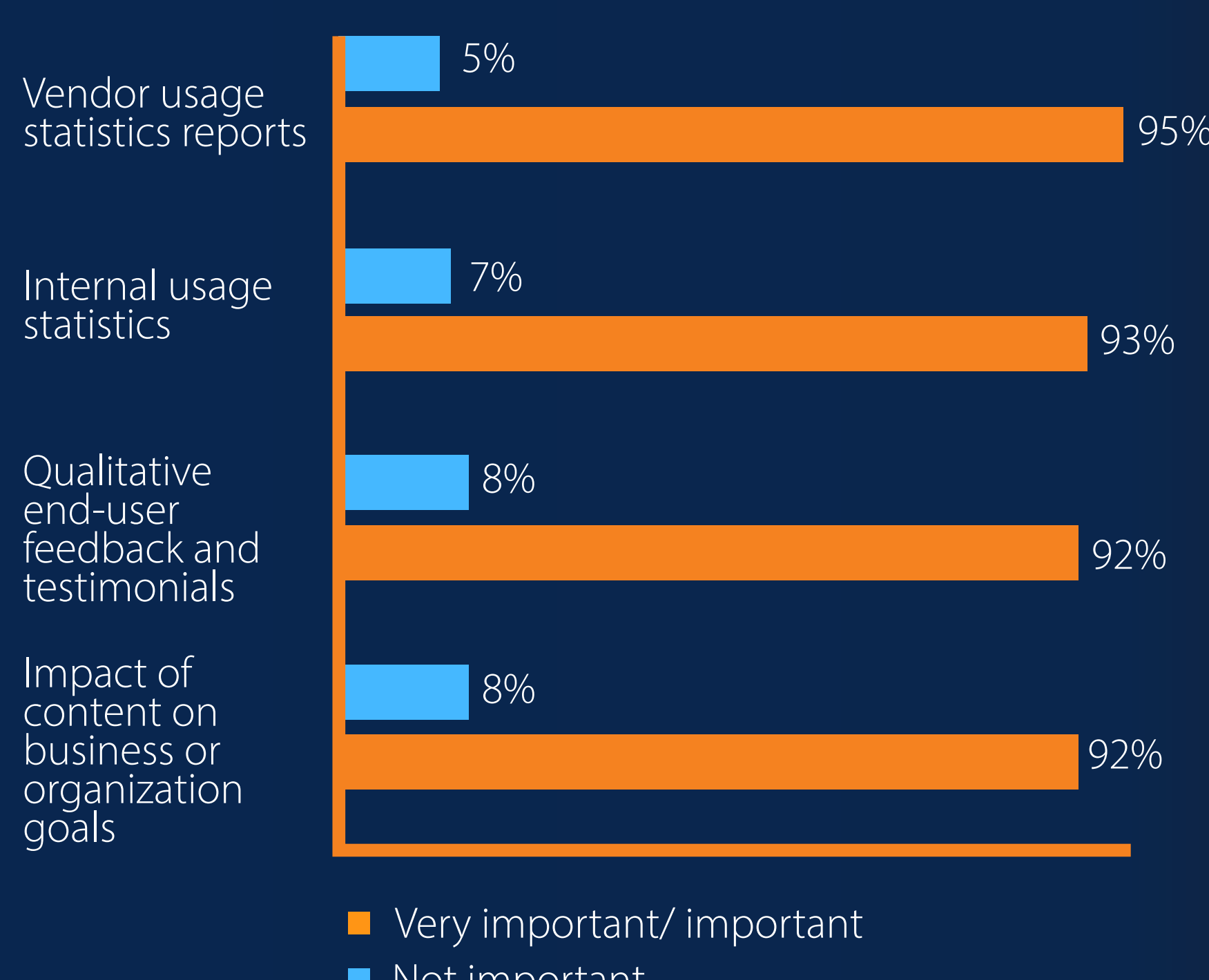
1 out of 3 corporate employees indicated analytics and data visualization tools as a key investment in 2016



Data-Driven Content Investment Decisions

In Outsell's 2016 The State of Information Management: Not a Recipe for Success report, survey respondents were asked about key areas where they would likely increase investment. A third of corporate respondents said that they would invest in analytics and data visualization tools to inform content investments and to make the business case for keeping high-value resources in the library's collection.

To evaluate content for renewal, information managers use a range of qualitative and quantitative tools to support their decision. Survey respondents reported overwhelmingly that vendor usage statistics (95%) and internal usage statistics (93%) are critical to their content acquisition strategy.



■ Very important/important

■ Not important



Beyond usage statistics, 92% of survey respondents said qualitative feedback generated from end-user interviews and the ability to demonstrate the impact of content on business goals were important when evaluating content.

As the gap between the information center's ability to spend and the cost of information widens, information managers are turning to analytical and data visualization tools to gather the data they need to inform their content investment strategy and demonstrate business value.



Read the Full 2016 Outsell Pricing Study

