

Worksheet on Value Chain

Value chain analysis can help with so many of the most common and stubborn challenges that organisations face with regard to information services.

These are a few examples:



“We need to reduce our spending on external information products”



“We need to increase the realised value of our current investments in information products, services and expertise”



“We need to evaluate and possibly re-engineer information services so that we are working on high-value projects, rather than transactional activities”

This worksheet has three sections:

1. Which objectives are important?
2. What difference will it make?
3. What next? Consulting Pilot

Complete this worksheet to better understand how value chain analysis can:

- Enhance the visibility of information in your organisation
- Strengthen the connections and contributions of information to organisational goals like generating revenue, managing risk and creating efficiencies
- Enable tough decisions about costs and access without undermining business activities
- Shift from transactional work to higher-value, strategic work
- Report on and enhance ROI of information products, services and expertise.



↓ 1. Which objectives are important ↓

1. Which objectives are important?

For each objective below, put a mark in the column which best represents its importance to your organisation in the coming year:

| Objective | Not important | Somewhat important | Very important |
|---|---------------|--------------------|----------------|
| Quantify how information products, services and expertise contribute to organisational goals like innovation, revenue and risk management | | | |
| Improve negotiating position with information vendors and suppliers | | | |
| Quantify impact of any proposed changes to products/services | | | |
| Evaluate impact of any implemented changes made to products/services | | | |
| Identify and communicate what "added value" truly means for information services and expertise | | | |
| Quantify impact of automating, streamlining, outsourcing or eliminating transactional activities | | | |
| Calculate and balance costs and benefits of re-engineering information services | | | |
| Total count | | | |

Now score your results:

- Multiply your total count in "not important" by 0
- Multiply your total count in "somewhat important" by 1
- Multiply your total count in "very important" by 2

Score: _____

If your score is 3 - 5, your organisation will benefit from value chain analysis.

If your score is greater than 5, value chain analysis can play an important role in getting out of "old thinking" and into a data-driven framework you can use to:

- Engage and communicate with stakeholders
- Get out of the weeds and into higher-value, strategic work
- Respond to changing circumstances.

2. What difference will it make?

2. What difference will it make?

Pick up to three of the above objectives that are “very important” or “somewhat important”. Fill in the table below to document the difference it will make to have a data-driven framework based on value.

| Objective | What will become easier or more effective? | What costs will potentially be saved? |
|-----------|--|---------------------------------------|
| | | |
| | | |
| | | |

3. What next? Consulting Pilot on Value Chain

Work with Jinfo on a **Consulting Pilot on Value Chain**:

- Explore the power of value chain analysis and the specific, quantifiable benefits for your organisation, and begin to apply the principles to your organisation’s goals and challenges.
- Produce a tailored plan for full-scale analysis and implementation, including anticipated ROI on Jinfo Consulting on Value Chain.

A Jinfo analyst will run two online workshops, provide homework activities, written feedback and recommendations, and a debriefing to resolve any questions and determine next steps.

Get started with a pilot

- Complete our online form to get started: https://web.jinfo.com/go/focus/value_chain/pilot/
- Or send a copy of this completed worksheet with your notes to Robin Neidorf, Director of Research, Jinfo Limited, robin.neidorf@jinfo.com.