



"Thanks to Jinfo I have a clear idea of how to define information strategy and align it with my organisation's goals."

Information services manager

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Consulting case study

Content portfolio management

The need

A professional services firm had recently made changes to the team managing its vendor relations and content contracts. After a few months, it became clear that the new team's knowledge covered the basics well, but not the higher-level strategic thinking needed.

The firm wanted a solution that would be sustainable beyond the tenure of any specific member of staff and advance strategy regardless of the individual in the chair.

The firm turned to Jinfo Consulting and its expertise in content purchasing and the vendor marketplace for support beyond what it was already getting through its Jinfo Subscription with access to reviews, market landscapes and vendor analysis.

Project impact

The Jinfo Consulting project transformed strategic planning and management of content products, without making expensive and disruptive personnel changes.

The assessment phase gave stakeholders clarity around investment goals.

The alerting and analysis phase supplements in-house capabilities with a breadth and depth of industry knowledge that would be hard for any team to sustain on its own. It saves the team time by cherry-picking most relevant items of analysis from Jinfo's resources, then adds research and commentary based on Jinfo's knowledge of the firm's bigger goals.

Re-engineering enabled the firm to upgrade its management tools so that meaningful reports are now generated from the normal workflow, rather than created separately. Furthermore, these reports focus on the goals that the firm's leaders most care about, and make it easier for them to absorb and make decisions.

If the firm grows the internal team, changes it, or experiences turnover, these supporting systems create continuity in planning and communication, while minimising the onboarding phase for new staff.

Start with an assessment

A Jinfo Content Portfolio Assessment draws solid lines between information investments and business goals, while highlighting ways your current processes are not yet supporting those goals.

Let Jinfo Consulting work with you on an assessment. [Start »](#)

Jinfo Methodology

1. Assessment
 - a. Data collection to learn number of contracts, where content is used, key users, organisation goals
 - b. Initial assessment
 - c. Client response to open questions
 - d. Effort/impact assessment by expenditure, stakeholders, vendors
 - e. Recommendations
2. Alerting and analysis
 - a. Custom alerting based on identified objectives
 - b. Bi-monthly delivery
3. Re-engineering processes
 - a. Improvements to existing tools
 - b. Alternatives to current suppliers
 - c. Risk analysis
 - d. Unrealised opportunities
 - e. Tools to improve stakeholder communication.

Contact Jinfo Consulting

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