



# **Unlocking Revenue in the Digital Age**

**The Future of Publishing 2013**

**IXXUS**

**David R Worlock**



# My Life in Consultancy



# Surviving in an Age of Self-Publishing

Why do we need an intermediary in Communications? Only if:

- The publisher does it better
- The publisher increases end-user value
- The publisher produces effects that end-users could not accomplish on their own – a focus for collaboration

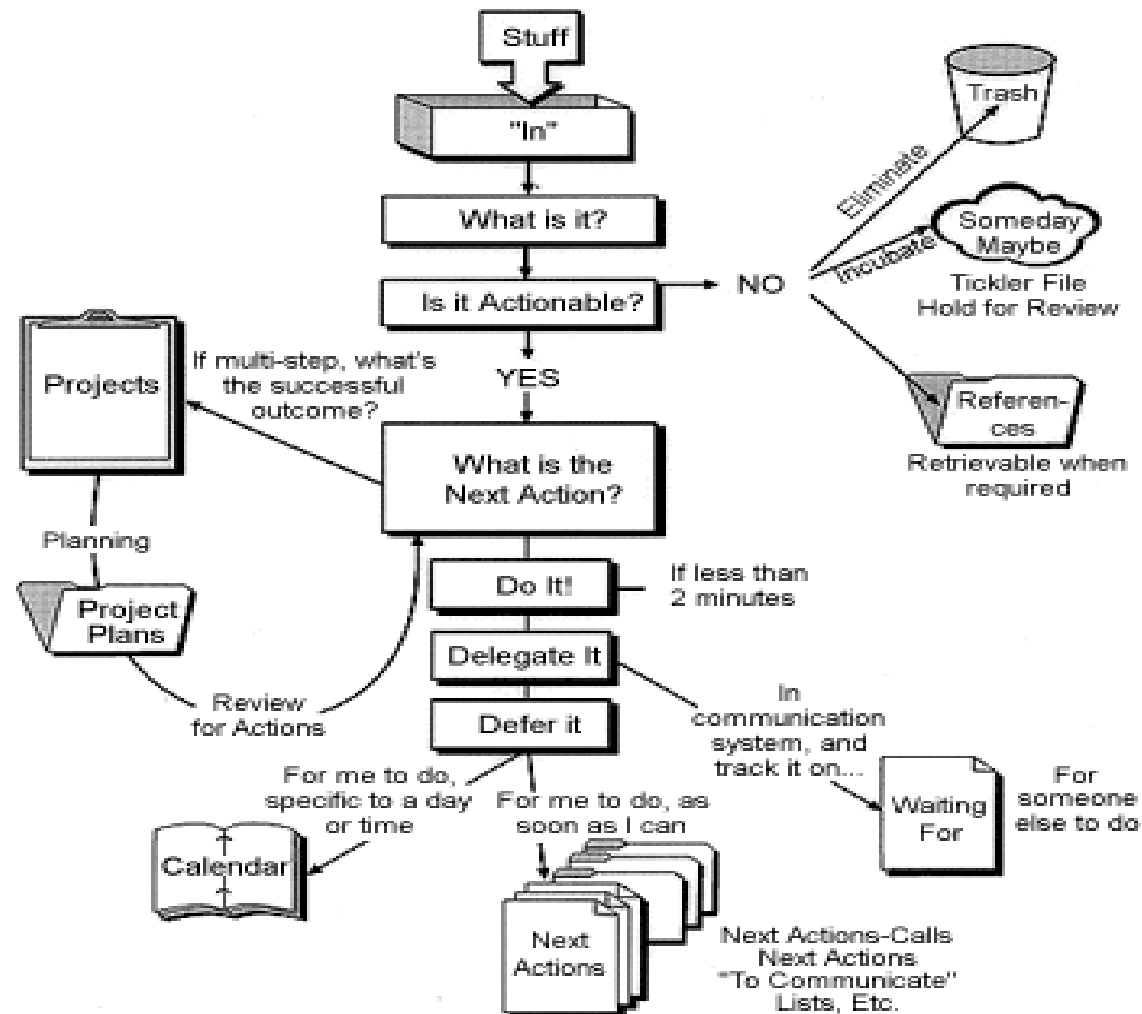
**User-centric, networked, collaborative, quick**

# New Product/Service Development

- Agile, re-iterative product renewal cycle
- Increasing customization and personalization
- Workflow and process methodology with increasing machine to machine communication
- Solutioning with third party and client content

**While you cope with changing business models, you will want to be sure that you are Data Ready**

# Workflow - makes you Rich!



# And are you Data Ready?

- Metadata – the beginning, the middle and the end
- Mapping and linkage – making metadata discovery effective
- Architecture for product development: ontologies, entity extraction, taxonomies, rules
- Semantic Web – RDF, triples

# Wiley as a Knowledge Management Case Study

- Product-driven: finding a new Chemistry browser
- Creating the conditions for future rapid product roll-out – Knowledge or Entity Stores
- Beginning in one part of the list and building from a strongpoint
- Developing good practice in metadata management as both a service value to users and a pre-condition of collaboration

# Data Ready? Steady – Go!

- Data Analytics
- Predictive Analytics
- Visualization
- Reputation Management

**Your data must out-perform the sum of its parts!  
And produce Solutions – not just more Questions**

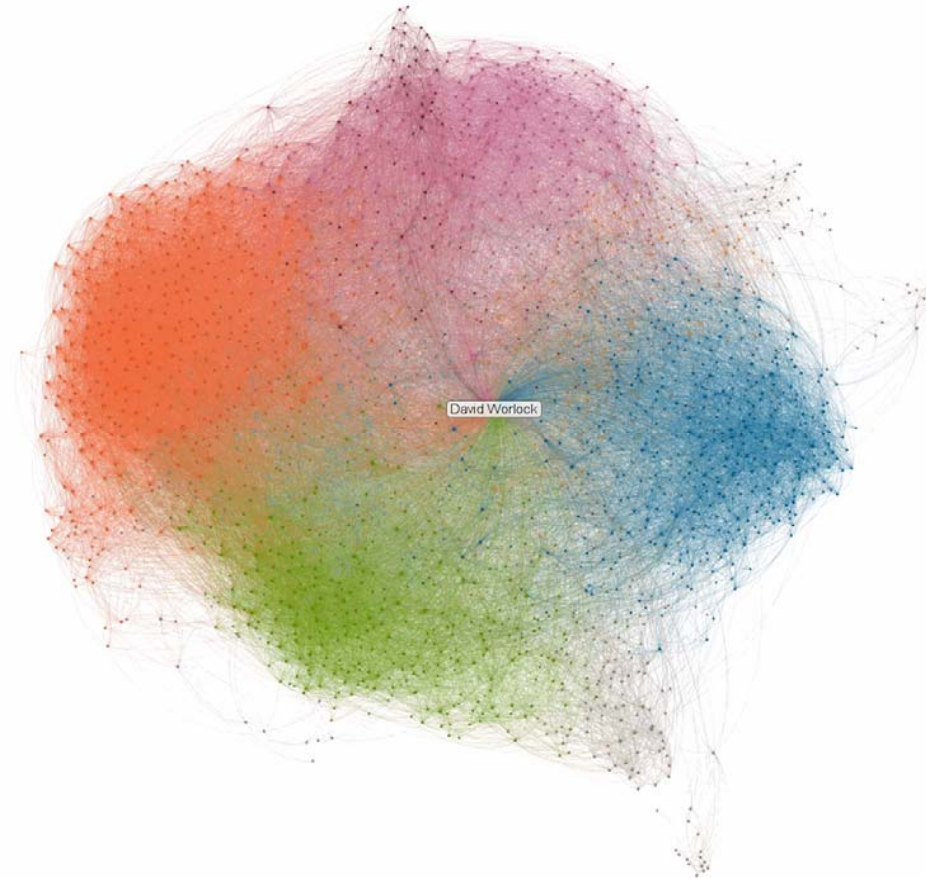


# The Veggie Burger Thesis



# Visualization is Me

LinkedIn Maps David Worlock's Professional Network  
as of May 17, 2013



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# Can we Future Proof?

- NO – but we can embrace progressive standards
- And move with those standards towards the next steps
- And do not put too much faith in proprietary answers to questions where it is cleverer to stay neutral

# The ROI Question

**Our ROI questions will be answered if we are able to move on flexibly to satisfy user needs in a way that underpins our survival**

**Our ROI questions devolve to three issues**

- Have we improved customer retention and lifetime earnings?
- Can we increase value to increase yield per customer?
- Can we ensure survival through positioning, lock-in, and consequent brand enhancement?

# And What About the User?

**Our user ROI questions devolve to three issues**

- Productivity gain
- Decision making improvement
- Compliance protection

**If we save time/cost, achieve better decision outcomes and protect the user's back from the regulator then we will all benefit**

# Thanks for listening!



Contact David Worlock at  
[david@davidworlock.com](mailto:david@davidworlock.com)

Tel: +44 (0)7836 361873

On Twitter at @dworlock

And come to [www.davidworlock.com](http://www.davidworlock.com)