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
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!

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