



Going further with usage data

The starting point for
value measurement



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Which of these usage challenges do you face?

 <p>Relying on vendor-provided statistics</p>	 <p>Time investment to get even basic data sorted and reported</p>	 <p>Difficulty viewing usage across the whole portfolio</p>	 <p>Lack of context about the user when viewing usage</p>
<ul style="list-style-type: none"> • Sometimes not provided at all • Not consistent across vendors • Based on vendor priorities, not yours • Lack of transparency on how data is collected 	<ul style="list-style-type: none"> • Available reporting time is devoted to massaging numbers, rather than analyzing results 	<ul style="list-style-type: none"> • Significant overhead to set up and maintain apples-to-apples comparisons and dashboards 	<ul style="list-style-type: none"> • Downloads, hits and sessions need to be connected to users to understand value • Role, seniority, training, objectives:

Usage data is only the beginning

Quality, trustworthy data about product usage is a fundamental component of determining value. But it isn't the whole story. Usage data must be considered in the context of what "value" means for each organization, and for each department in an organization.

If the goal is...	Then your objectives are...	And your usage context is...
Efficiency	<ul style="list-style-type: none"> • Project throughput • Reduce 'overhead' time • 'Anytime, anywhere' 	<ul style="list-style-type: none"> • 'Less is more' • Targeted results, short sessions • Demonstrated time savings • Mobility and seamless access
Innovation	<ul style="list-style-type: none"> • New product/R&D production • Demonstrated thought-leadership • Building connections between disparate ideas 	<ul style="list-style-type: none"> • Broad access and usage • Wide variety of sources • Flexible outputs and ability to interact with the data
Revenue growth	<ul style="list-style-type: none"> • Top-line results 	<ul style="list-style-type: none"> • Data embedded in sales systems may not register as usage • Requires detailed breakdown of steps in revenue generation and how data contributes to each step

What's next?

No one licenses information and data products in order to generate high usage. The goal is to achieve the right business result. High usage - or any usage - only makes sense when it is placed in the context of **value**.

Go further with usage data by starting from a stronger foundation:

Own and manage the data yourself, so that you can:

- Automatically generate and review the reports you want to look at, based on the variables you care about
- Easily compare across products and across the entire portfolio
- Spend time on analysis rather than on cleaning and organizing data
- Place usage into the value context, for more effective discussion with suppliers and stakeholders.

Ask about a demo of Research Monitor

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