



Go-to-Market initiative for innovative Information Resources and Services: An Effective utilization of e-resources

Dr. Chandrashekara M

Professor

Dept. of Studies in Library & Information Science, University of Mysore, Mysore, India

Mr. H Rajendra Babu

Assistant Professor

Dept. of Studies and Research in Library & Information Science, Tumkur University, Tumkur, India

Abstract:

ICT has a great ability to empower the user and enable them to create, disseminate and access to their own content/information. All this is possible because constant innovation by technologists. The innovation in Library and Information Sciences/services (LIS) helps the modern day librarian to respond to the ever changing needs of its clientele (library user). Innovation fueled by marketing of the innovative information services and research information services plays a pivotal role in creating awareness among the library patrons thus better use of the library (subscribed) resources. This is leading to the multidimensional approach on part of library professionals in bridging the gap between library resources and users. Here is an effort undertaken by the authors to promote the library services/ resources through initiatives such as "Go-To-Market (GTM)" in a corporate software services company in Bangalore, India. The authors and their team have met many corporate users from all spheres and cadres in the software services organization to promote and create awareness among the users. The marketing methods used by the authors are innovative in their own way. The details are discussed in length, provided the specific graphs and also results in the article. A significant development in the usage has been observed (10-30% Month-on-Month). The usage of the ISD subscribed resources have shot up many folds. The 'Returns on Investment (ROI)' presented to the management has resulted in getting the approval for the future budget requests. This also increased the confidence on part of management and in-turn boosted the confidence of the library staff.

Keywords: *Marketing library services, Innovative Information services, Corporate Information Services*



Objective:

This case study paper outlines the development of the awareness through 'Go to Market (GTM)' activity, to improve the usage of the resources subscribed and drive better employee satisfaction in the Wipro Technologies, Bangalore, India.

Introduction

ICT has a great ability to empower the user and enable them to create, disseminate and access to their own content/information. All this is possible because constant innovation by technologists. The innovation in Library and Information Sciences/services (LIS) helps the modern day librarian to respond to the ever changing needs of its clientele (library user). Innovation fueled by marketing of the innovative information services and research information services plays a pivotal role in creating awareness among the library patrons thus better use of the library (subscribed) resources. This is leading to the multidimensional approach on part of library professionals in bridging the gap between library resources and users.

Libraries are facing lot of new challenges as technology changes every-now-and-then. Emerging technologies changing our service delivery models within the library arena. Emerging technologies also pave way for librarians with a unique opportunity to enhance user-centred services and to facilitate/promote collaboration between resources and the users. The resources and service faces unprecedented change as user demands and expectations develop in line with business requirements as well as technological advances in a challenging business environment.

Method:

One of the authors has worked as academic consultant and another as an employee with Wipro Technologies. The GTM was launched in 2012. It encompasses an activity of the Information Services Division (ISD), Wipro Technologies, Bangalore, India consists of a large range of electronic resources and research information services, including market information supply, targeted information search and retrieval service, Supply of Company/market/industry/commodity profiles, eBooks, eJournals, enabling the online resources on to the user through VPN, hand held devices and mobiles.

Discussion

ISD subscribe to number of eBooks, eJournals, Databases (Both online and offline), business research reports, analyst reports (such as Gartner, Forrester, McKinsey, Cutter, MIT Sloan) and so on. It also has internal publications based on the requirements of its corporate users.

Users of ISD comprises of



- Software and hardware technologists
 - All bands of work force and
 - Lower management
 - On the ground project and product engineers
- Sales and marketing people (both front end and back end)
- Strategic marketing teams
- Project and Product teams
- Management
 - Top Management
 - Middle management
- Innovation teams
 - Cloud Computing
 - Mobility and
 - Analytics
- Centers of excellence
 - CTO office
 - CEO office
 - CIO office and so on
- Support staff
 - Finance
 - Facilities
 - Human Resources
 - Quality and so on

Since, ISD spends a lot of money, resources and staffs time to provide its resources and services for the better use of the users as stated above.

During the quarterly ISD review, there was a huge concern from the management on the disparity between the amount spent and its subsequent usage. So, this imbalance in the ROI (Returns on Investment), led the management to seriously think to slash ISD's budgets for the future resources, which would eventually lead to damage in the quality of the services on offer from the ISD.

ISD under the leadership of the authors have devised many initiatives to enhance the usage and ROI. One such initiative is **"Go-To-Market (GTM)"**. The ISD teams formed to lead the GTM initiatives to individual business units (BU) and have been given a task of meeting people from all bands and started creating an awareness of the resources and services provided by ISD. This GTM activity has been carried out between April 2012 and December 2012 for the period of 9 months (3 quarters).

Here is the illustration of such activities; the authors have captured and analyzed usage data in the initial stage as well as at the end of this GTM activity (3 quarters).

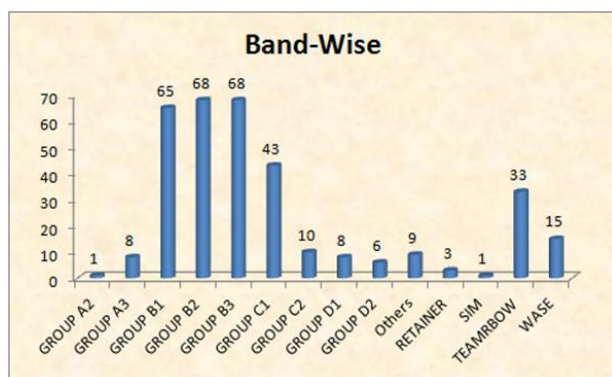
GTM Types used



June 2012

One-on-one GTM:

Each ISD employee has made schedules to meet people (customers) from various business units to create awareness about the resources on offer from ISD



Induction (as part of Group GTM activity): 11 Corporate inductions across locations covered total 1,407 Employees. 17 Lateral inductions across locations covered 413 Employees.

Results: A significant development in the usage has been observed (10-30% Month-on-Month) by Dec 2012. The usage of the ISD subscribed resources have shot up many folds. As shown below, the 'Returns on Investment (ROI)' presented to the management has resulted in getting the approval for the future budget requests. This also increased the confidence on part of management and in-turn boosted the confidence of the library staff.



Resource Management

Band	April'12	May'12	June'12	July'12	Aug'12	Sept'12	Oct'12	Nov'12	Dec'12	Total
TEAMRBOW	531	3,183	2,809	2,261	1,833	1,732	1,528	1,162	1,216	16255
GROUP A2	5	42	17	16	20	22	20	20	9	171
GROUP A3	153	623	665	424	409	339	271	235	260	3379
GROUP B1	901	4,401	4,265	3,506	3,219	2,574	2,217	2,024	2,353	25460
GROUP B2	609	2,535	2,318	1,680	1,700	1,213	1,082	946	1,170	13253
GROUP B3	579	2,168	1,783	1,374	1,511	1,113	1,027	848	947	11350
GROUP C1	281	1,082	830	727	622	518	517	455	475	5507
GROUP C2	93	423	371	307	285	218	222	205	209	2333
GROUP D1	38	151	132	98	84	59	79	69	57	767
GROUP D2	8	29	24	36	15	12	14	33	22	193
GROUP E	0	9	14	4	8	8	7	6	1	57
RETAINER	38	140	128	70	59	53	48	31	33	600
SIM	503	16	40	53	19	18	5	17	21	692
WASE	159	2,019	4,163	2,177	2,036	1,916	1,464	1,430	2,294	17658
WIMS	6	63	58	38	39	24	21	27	36	312
Others	326	1,077	840	591	591	457	386	365	307	4940
Total	4,230	17,961	18,457	13,362	12,450	10,276	8,908	7,873	9,410	102,927

The above table shows that in comparison to the April to the Dec 2012 the usage of ISD online resources such as EBSCO, eBooks and other resources have increased 24% than what it was from paltry 4230 views to staggering 102927 in the period of three quarters.

When we look into the ROI it was \$63450 in the month of April to \$ 1543905 as against the investment of \$159000 for the database subscription considering \$15 as a standard fee to buy a copy of the report/article from the databases mentioned above. Total a **\$1384290** saving/returns on the investment.

Online Content

Band	April'12	May'12	June'12	July'12	Aug'12	Sept'12	Oct'12	Nov'12	Dec'12	Total
TEAMRBOW	21	168	106	184	126	122	51	141	86	1005
GROUP A2	2	19	7	1	4	12	8	10	8	63
GROUP A3	36	189	182	68	204	160	56	60	104	955
GROUP B1	102	432	271	329	292	199	274	276	293	2175
GROUP B2	98	472	310	366	358	345	295	306	225	2550
GROUP B3	114	605	473	380	358	278	373	319	271	2900
GROUP C1	82	550	354	329	346	269	224	240	197	2394
GROUP C2	51	268	204	172	205	212	224	157	97	1493
GROUP D1	25	211	138	120	99	71	111	89	42	864
GROUP D2	7	42	8	27	33	47	64	35	9	263
GROUP E	2	4	1	11	2	2	2	6	0	30
RETAINER	19	110	74	36	133	160	61	33	58	626
SIM	32	23	19	5	5	0	0	0	0	84
WASE	27	107	70	120	99	56	70	111	140	660
WIMS	2	14	0	1	4	2	0	0	0	23
Others	32	165	86	184	84	73	151	208	105	983
Total	652	3,379	2,303	2,333	2,352	2,008	1,964	1,991	1,635	17,068



Content @ Desktop

Band	April'12	May'12	June'12	July'12	Aug'12	Sept'12	Oct'12	Nov'12	Dec'12	Total
TEAMRBOW	7	26	36	54	15	53	14	15	10	230
GROUP A2	1	2	2	0	4	2	4	0	0	15
GROUP A3	6	24	26	31	28	35	30	32	41	253
GROUP B1	71	280	334	408	255	239	236	210	209	2,242
GROUP B2	85	337	437	508	276	369	307	289	279	2,887
GROUP B3	93	356	460	484	419	534	447	386	336	3,515
GROUP C1	94	384	413	422	301	302	307	281	241	2,745
GROUP C2	118	516	459	501	382	404	372	347	289	3,388
GROUP D1	143	711	350	358	435	540	583	570	375	4,065
GROUP D2	61	265	124	110	141	164	156	141	127	1,289
GROUP E	6	39	22	25	30	26	20	34	25	227
RETAINER	0	4	12	16	1	0	0	9	6	48
SIM	0	1	0	4	1	1	1	1	2	11
WASE	18	58	92	112	69	68	57	38	44	556
WIMS	2	2	2	0	4	2	2	0	0	14
Others	48	213	269	302	172	241	214	189	215	1,863
Total	753	3,218	3,038	3,335	2,533	2,980	2,705	2,542	2,199	23,348

Domain Specific Newsletters

Band	April'12	May'12	June'12	July'12	Aug'12	Sept'12	Oct'12	Nov'12	Dec'12	Total
TEAMRBOW	83	734	813	820	551	590	663	662	343	5,259
GROUP A2	2	24	26	26	24	27	29	29	27	214
GROUP A3	35	304	336	340	300	330	354	353	336	2,688
GROUP B1	186	1,699	1,877	1,860	1,930	2,114	2,269	2,233	2,453	16,621
GROUP B2	273	1,602	1,777	1,780	1,704	1,951	2,128	2,143	2,263	15,621
GROUP B3	365	2,057	2,236	2,239	2,388	2,770	3,040	2,991	2,668	20,754
GROUP C1	288	1,343	1,493	1,521	1,565	1,746	1,904	1,917	2,023	13,800
GROUP C2	266	970	1,052	1,054	1,209	1,210	1,368	1,456	1,503	10,088
GROUP D1	158	387	423	411	512	486	552	635	724	4,288
GROUP D2	33	66	71	72	115	95	99	128	138	817
GROUP E	2	15	17	16	26	16	16	24	26	158
RETAINER	8	47	58	60	62	63	70	74	72	514
SIM	4	5	5	5	6	11	11	8	7	62
WASE	103	739	802	822	765	862	947	950	794	6,784
WIMS	0	98	112	112	114	117	118	118	46	835
Others	55	264	278	268	250	299	344	333	295	2,386
Total	1,861	10,354	11,376	11,406	11,521	12,687	13,912	14,054	13,718	100,889

AV Facility

Band	April'12	May'12	June'12	July'12	Aug'12	Sept'12	Oct'12	Nov'12	Dec'12	Total
TEAMRBOW	62	310	528	634	334	240	143	185	46	2,482
GROUP A2	0	1	0	4	1	3	1	3	0	13
GROUP A3	9	40	29	40	15	26	22	34	2	217
GROUP B1	42	309	282	255	145	270	181	158	45	1,687
GROUP B2	33	136	117	123	77	95	52	40	30	703
GROUP B3	21	126	102	101	121	147	64	46	33	761
GROUP C1	6	50	36	62	34	22	12	8	5	235
GROUP C2	0	10	9	12	2	9	3	2	2	49
GROUP D1	4	10	5	6	2	3	1	0	3	34
GROUP D2	0	5	1	0	1	0	0	0	0	7
RETAINER	2	7	3	2	1	0	2	0	0	17
SIM	0	1	0	2	0	0	0	0	0	3
WASE	19	184	194	149	87	211	242	374	42	1,502
WIMS	2	5	1	2	0	2	0	0	0	12
Others	1	80	11	17	2	6	13	3	0	133
Total	201	1,274	1,318	1,409	822	1,034	736	853	208	7,855



Conclusions:

Librarians are faced with many challenges such as resource crunch amidst of the rise in price of the library resources (Journals, eBooks and so on). Adding to this, librarians are always need to provide the justification for all the spending (as most of the libraries are spenders than earners), this is more in software services industry. As the emphasis in software services organizations is more on applied research than pure research. Innovation is a buzz word in all the world industries (corporate world has moved one step further and made 'innovation' as a mantra for gaining competitive advantage and success). So, modern day library and librarianship has to embrace this "innovation" mantra to serve their clientele and be successful in all their endeavors.

References

1. Wu Chunli and Hao Jinmin (2011), Innovative Information Services in the Digital Age, IFLA-2011, Accessed from <http://conference.ifla.org/past/ifla77/197-li-en.pdf> on 12th Feb 2013
2. Val Skelton (2011), Innovative library and information services, Accessed from <http://www.infoday.eu/Articles/ReadArticle.aspx?ArticleID=76292> on 13th Feb 2013
3. Making Technology Work For You, accessed from http://www.innovativeinformationservices.com/index.php?option=com_content&view=article&id=1:making-technology-work-for-you&catid=5:about-us on 15th Feb 2013