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Choosing a Digital Content Provider

Recommendations by Jinfo Limited
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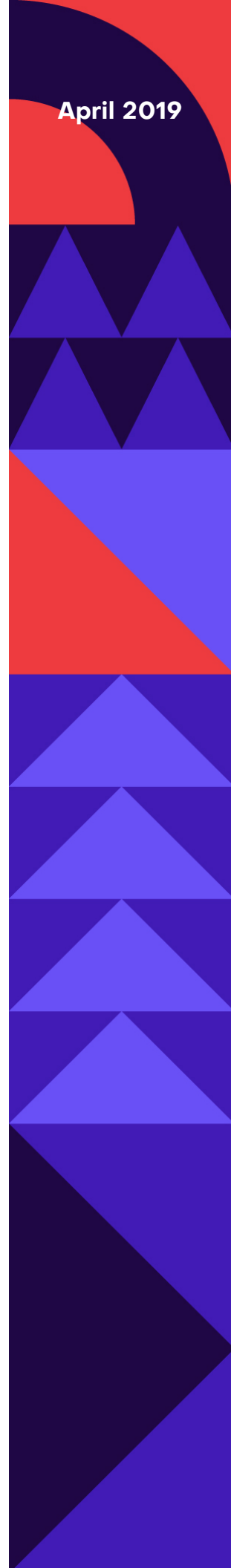


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About Naviga

Naviga is the leading provider of digital solutions supporting media, finance and corporate markets. Our content management, audience engagement, advertising management and content-as-a-service solutions help companies amplify their messages and generate profits. With headquarters in Bloomington, MN and regional offices throughout the world, Naviga is a trusted partner serving over 2,500 customers in 45 countries. For more information, please write to us at info@navigaglobal.com or visit www.navigaglobal.com.



The Importance of a Digital Content Provider

If your business depends on content, whether for research, to keep your employees informed of events important to their jobs, or to make fast, high-stakes investment decisions, you can benefit from a digital content service.

These services aggregate content from multiple sources, not only gathering the information, but stripping it of extraneous coding and putting everything into a common format you can then manipulate, whether to read, share or broadcast. They work with these news sources, securing the copyrights and permissions for you to use the information, and establishing the limits as dictated by the source (such as limited in-house use, corporate newsletter, or public dissemination). Many also provide the tools to disseminate the information.

This can save you time, money and lessen the possibility of losing a valuable source because of a lapsed contract or a change in prices or delivery format. If you need content from multiple sources, it's an investment worth making.

About this Report

Incorporating a content supply service is not an easy task. Even with APIs, user-friendly software and good onboarding, once a system is in use, it's not an easy process to change. Therefore, it's important to make the right choice of content aggregator for your business.

At Naviga, we want to make our software platforms not just the best-in-breed, but the best-in-use. That's why we hired Jinfo to give us an in-depth study of the industry and its needs. We found their insights so constructive, we decided to share them so that you can apply them to your decision-making process.

About Jinfo

For over 20 years, Jinfo has helped information professionals turn evolution in information sources and technology into practical actions.

From our early days of helping researchers use the web for business to today's leading-edge research on the role of source expertise in data analytics, Jinfo names, studies, and provides guidance on the most pressing opportunities and risks you face while steering information strategy and practice in your organization.




Questions to Ask: Sources

jinfo The full range of resources that contribute to an organization being properly “aware” of relevant change goes beyond the scope of any aggregated database or source. Some of the required data is simply not licensable (e.g. internal information), and some sources may be exclusive to an inaccessible aggregation platform.

Administrators responsible for provision of current awareness need to capture, keep track of and vet a diverse and ever-evolving set of sources to serve this need.

What to Ask a Provider

- ▶ How are new or potential sources flagged for review/inclusion?
- ▶ When sources are added, can the administrator add comments, tags or other guidance to support effective use?
- ▶ How are sources flagged for removal, if necessary?
- ▶ Can a source be temporarily blocked, for example if there are quality concerns that need to be investigated?
- ▶ How else can you support our need for capturing, tracking and vetting sources to support our current awareness provision?



“NAVIGA, AN AWARD-WINNING PRODUCT, PROVIDES REAL-TIME NEWS PULLED FROM THOUSANDS OF PREMIUM SUBSCRIPTION PROVIDERS IN ADDITION TO WEB CONTENT AND SOCIAL MEDIA. THE SCOPE AND DIVERSITY OF ITS CONTENT ARE IMPRESSIVE, AND READERS WILL RECOGNIZE MANY FAMILIAR NAMES AMONG ITS PREMIUM NEWS SOURCES.”

– Jan Knight, Jinfo



Questions to Ask: Collection

jinfo With a diverse set of sources, an information professional often needs to run multiple searches in a number of different environments to meet the full requirements of current awareness. Effective collection minimizes the number of searches and duplicative efforts.

What to Ask a Provider

- ▶ How much can we do ourselves to add full- text sources, and how much do we need your intervention?
- ▶ What's the standard turnaround time for you to get a new source loaded and tested?
- ▶ How can administrators review accuracy and quality of new sources added to the collection?



“NAVIGA OFFERS AN INTERNAL WIRE CODE, SO COMPANIES CAN ADD THEIR OWN IN-HOUSE CONTENT, WHICH GOES THROUGH OUR TAXONOMY AND TAGGING PROCESS WHILE STAYING IN-HOUSE.”

– Nancy Yee, Naviga NewsEdge Director of Information Consulting



Questions to Ask: Search & Discovery



Extract actionable results from corpus as efficiently as possible; minimize false positives and duplicates; surface hard-to-find facts and insights.

What to Ask a Provider

- ▶ What pre-processing does your system apply to source material added to the corpus?
- ▶ What elements of pre-processing are based on automation or machine learning, and what (if any) need to be managed manually or semi-manually?
- ▶ Are search and discovery intended for use by information professionals, end users, or both? If both, what distinctions are there in interface to meet the different needs of these groups?
- ▶ How do you assign relevance?
- ▶ What features, if any, enable discovery of content through processes other than search?



“MACHINES DON’T UNDERSTAND INTENT; THEY JUST UNDERSTAND RULES AND ALGORITHMS. THAT’S WHY WE DEVOTE MORE TIME TO BUILDING, MAINTAINING AND ADDING TO OUR TAXONOMIES THAN THE COMPETITION.”

– Jon Campbell, Naviga VP Library Science



Questions to Ask: Push & Pull Access

jinfo Efficient process for developing end-user-ready outputs, reflective of user preferences and available capacity of administrators; reduce duplication of efforts among administrators to comment on items (if needed), and prepare them for publication/output; enable improved visibility and collaboration for admins to see what else is being produced as it is in production; create central library of end-user-ready results, visible to both end users and to other information professionals, for access and interaction.

What to Ask a Provider

- ▶ Can administrators define shared workflows and/or templates to drive development of newsletters and other outputs?
- ▶ Can administrators create fully white-labeled outputs (newsletters, dashboards) and customize all elements of them?



“NAVIGA CREATED A CUSTOMIZED, ORGANIZATION BRANDED UI THAT USED THE VERNACULAR FAMILIAR TO THIS ORGANIZATION SO THAT USERS COULD USE IT IMMEDIATELY WITHOUT SPECIAL TRAINING. THIS INCLUDED ACCESSING CRITICAL DATA AND MANAGING HOW THIS INFORMATION IS CONSUMED.”

– Naviga Case Study, 2017



Questions to Ask: Organization of Output/Access



Deliver insights and updates to users, according to their preferences and workflows.

What to Ask a Provider

- ▶ Can the administrator easily see what newsletters and alerts are available and who is responsible for them?
- ▶ Can administrators manage distribution lists, access rights and alert subscriptions?
- ▶ Can end users manage their own preferences for alerts and notifications?
- ▶ Can administrators define user groups and bulk-add members of groups to different levels and types of access?
- ▶ Can end users self-identify as part of a named user group?



“NAVIGA OFFERS SEVERAL WAYS FOR ADMINS TO MANAGE USER SUBSCRIPTIONS AND PERMISSIONS. OUR SELF-SERVICE TEMPLATES MAKE IT EASY FOR CORPORATIONS TO LET EMPLOYEES SUBSCRIBE FOR THEMSELVES.”

– Nancy Yee, Naviga NewsEdge Director of Information Consulting



Questions to Ask: Reporting



Track and report data points reflecting the value of the system, within the context of what the organization is trying to accomplish.

What to Ask a Provider

- ▶ What reports are available as standard within the system?
- ▶ Do administrators have direct access to reports through the interface?
- ▶ Can administrators fully customize reports to pull together any data captured by the system? Do requests for customization need to go through the vendor?
- ▶ Does reporting cover:
 - Users/usage
 - Sources
 - Registrations to various access points (e.g., newsletters, alerts)
 - Successful deliveries
 - Click rates
- ▶ Can reports be exported in a format that can be further manipulated and analyzed (e.g., spreadsheet, XML, etc.)?



“MUCH OF THE ADMINISTRATIVE TRACKING CAN HELP IDENTIFY EXACTLY HOW THE TOOL IS BEING USED, WHETHER IT’S BEING USED EFFICIENTLY OR NOT AND WHERE ADDITIONAL TRAINING MIGHT BE REQUIRED. THIS REPORTING CAN ALSO HELP TO DETERMINE ENGAGEMENT AND INTEREST FROM INDIVIDUALS ON TYPES OF CONTENT AND SOURCES, THEREBY ALLOWING THE USER/SENDER OF THE INFORMATION TO TAILOR WHAT IS SENT TO WHICH INDIVIDUALS OR DEPARTMENTS.”

– Jan Knight, Jinfo




Next Steps

Now that you have the information, the next step is to evaluate it against your needs.

Define your priorities for a digital content service. This helps you decide, for example, if it's worth paying more for one service over its cheaper competitor, and it can keep you from selecting the one with the cool features that may not fulfill your mission.

Next, consider the following:

- ▶ **Quality of information:** This is even more important than the source. For example, do you need the Financial Times, or do you need the breaking news that FT covers? There are plenty of sources that cover the same news – sometimes reporting it before they do – but the Financial Times will have its unique angle on events and coverage.
- ▶ **Price and packaging:** This should be a given, but watch for “gotchas” in the agreement. Are you required to sign up for services or other programs you don't need?
- ▶ **Ease of Use:** Not only does this directly impact user satisfaction, but also affects your budget in terms of training, need for customer support and work hours wasted fighting the software. A cheap, but difficult program may actually cost you more in the long run.
- ▶ **Longevity:** Integrating a content aggregator/digital content provider into your systems can be an involved task. Be sure your provider is going to be around for the long run.
- ▶ **Flexibility:** Can the vendor do custom work, like bringing in a different news source or setting up a custom feed? A digital content service that works with you can save you time and money.



“NAVIGA OFFERS A PRODUCT THAT, WITH A LITTLE EXPERIENCE AND TRAINING, COULD EASILY PROVIDE A COMPANY WITH MUCH, OR ALL, OF THE NEWS INTELLIGENCE IT NEEDS. COMPANIES CAN FEEL CONFIDENT ABOUT THE SOURCES THAT ARE BEING USED AND THE SCOPE OF THE CONTENT. USERS CAN FEEL CONFIDENT THAT THEY HAVE A TOOL WITH THE ABILITY TO GUIDE THEM EFFICIENTLY IN THEIR SEARCHES AND READERS OR RECIPIENTS OF THAT DATA CAN ALSO SAVE TIME WHEN PERTINENT, CURATED CONTENT IS DELIVERED DIRECTLY TO THEM.”

– Jan Knight, Jinfo

The Naviga Difference

Naviga provides agile, integrated content solutions for corporate news needs. We process over 40,000 sources with our unique taxonomy and tagging to get you the information you need when you need it. With our delivery tools, you can share information via RSS, social media or custom newsletters. We want to be on your list of data content providers to consider. Contact our sales reps for more information or request a two-week trial at <https://navigaglobal.com/solutions/enrich/naviga-newsedge/>.

