

## Information Professional Web Survey

Analysis and report by: LexisNexis Marketing Research - June 10, 2003

### Summary of Findings

#### Significant trends and strategic shift in the IP function found:

A strategic shift is taking place in the IP market, with IP roles changing from “information gatherer” to “information consultant.” Three trends were found:

1. IPs are being charged with developing a stronger mastery of the technology and tools available in the market.
  - a. Most IPs surveyed are responsible for evaluating (88%) and making purchase decisions regarding (51% highly involved) information systems and services.
  - b. Information distribution is primarily through company intranets (85%). Collaborative workspaces, wireless technology, and portals will also be used by a majority in the near future. Predicted growth is highest for use of wireless technology and collaborative workspace.
2. IPs are being challenged to understand their business more deeply and to deliver more relevant results -- adding value back to the organization to meet its business goals and illustrating the IPs' worth.
  - a. Many IPs are moving into more strategic roles (39%), as evidenced by the types of clients served. The largest groups include C-suite executives/high-ranking officials, marketing/marketing research, sales & business development, and mergers & acquisitions/financial analysts.
3. Many IPs perceive that they are under-utilized in their organizations.

### Methodology

- The web survey was conducted in May-June 2003 by Insight Express, an online research firm, and was anonymously sponsored by LexisNexis.
- Surveys were e-mailed to approximately 1000 Information Professionals, resulting in 170 completed interviews with a +/-7.5% level of precision at the 95% confidence level.
- An incentive, a \$20 gift certificate to Amazon.com, was given to the first 100 respondents to encourage participation.
- Survey length was approximately 10 minutes.

Note: This research was not designed or conducted by LexisNexis CFM Market Research. The research team provided suggestions on the questionnaire and analyzed the results.

### Respondent Profile:

- Half (51%) are solely or highly involved in deciding whether or not their organization subscribes to a fee-based research or information service.
- Most work in Financial Services (17%), Management or Business Consulting (17%), Accounting (9%) Industries/Sectors or Academia (10%).
- Most are based in the Northeast (56%), with the rest distributed across the Midwest (18%), West Coast (18%), and South (8%).

## DETAILED FINDINGS

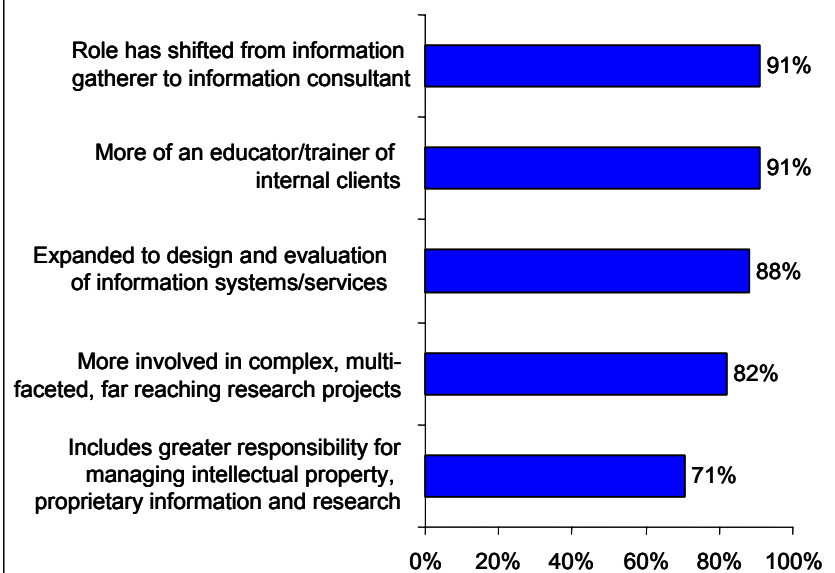
### Recent IP Role Changes

The vast majority of IPs surveyed at least somewhat agree that:

- Their role has shifted from information gatherer to information consultant,
- They have become more of an educator, training internal clients to use information services, and
- They have become more involved in the design and evaluation of information systems and services.

### How Role of IP Has Changed In Last Few Years

% Somewhat or Strongly Agree With Each Statement



The next few questions look at how your role as an information provider has changed over the last few years. Please indicate your level of agreement with each statement.

### Expected Future Role Changes

IPs anticipate facing many future challenges. Most prevalent challenge is to **add more value back to the organization**, accomplished by: Monitoring and improving information quality

- Upgrading services to meet technology changes
- Increasing internal productivity by reducing info acquisition time, integrating inside and outside information, and training end users
- Managing information more with fewer resources
- Collaborating in corporate strategy and business development

### Future Challenges

% Very Likely To Face Challenge

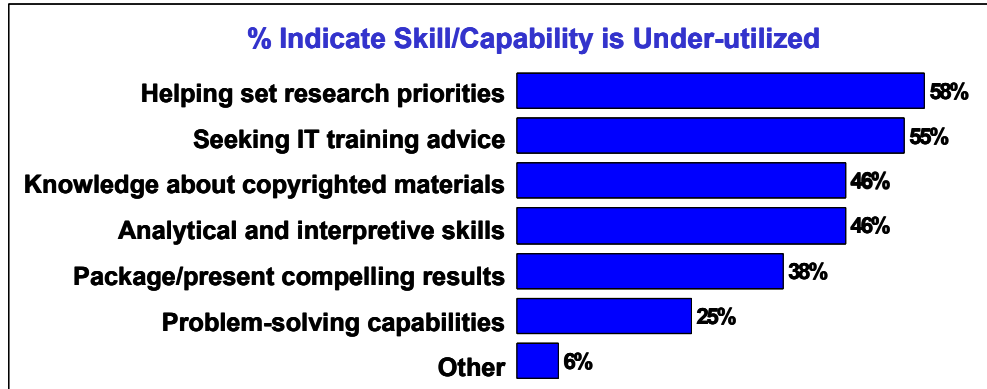
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|---|-----|
| Adding more value back to organization  | 69% |
| Monitoring and improving information quality                                    | 68% |
| Upgrading services to meet technology changes                                   | 65% |
| Customizing info. requests for specific users on the fly                        | 64% |
| Reducing time employees spend acquiring information                             | 59% |
| Managing more information with fewer resources                                  | 58% |
| Serving the needs of more and more remote users                                 | 55% |
| Creating guides and navigation tools for electronic resources                   | 53% |
| Integrate inside and outside information and distribute                         | 51% |
| Centralizing data   | 40% |
| Moving into a strategic role/collaborate in corporate strategy/bus. development | 39% |
| Managing disparate groups of users from all over the world                      | 31% |
| Developing, testing and archiving electronic publications                       | 24% |
| Involvement in digital rights management  | 19% |

As an information provider, how likely are you to face the following challenges in the years ahead given your organization's goals for the future?

## Under-utilized Skills and Capabilities

Many IPs feel that their skills and capabilities are under-utilized.

- A majority feel that they should be further consulted to help set research priorities and are not sought after for needed information technology training.
- Nearly half feel they could play a larger role in teaching end users how to use copyrighted materials and/or how to correctly or more effectively analyze and interpret information.

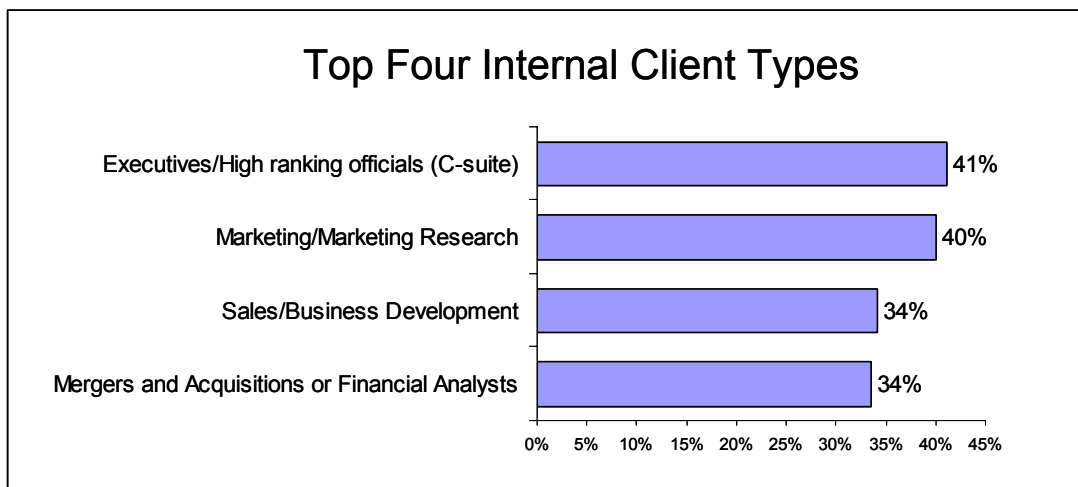


Which of the following skills and capabilities that you provide as an information professional are not fully or effectively utilized by your internal clients? Please select all that apply.

## Types of Internal Clients Served

The fact that IPs are moving into more strategic roles is evident by the types of clients they now service.

- The largest group of internal clients is executives and high-ranking officials (C-suite), followed by marketing/marketing research professionals. Roughly a third of IPs surveyed service sales and business development professionals, and mergers and acquisitions/financial analysts.



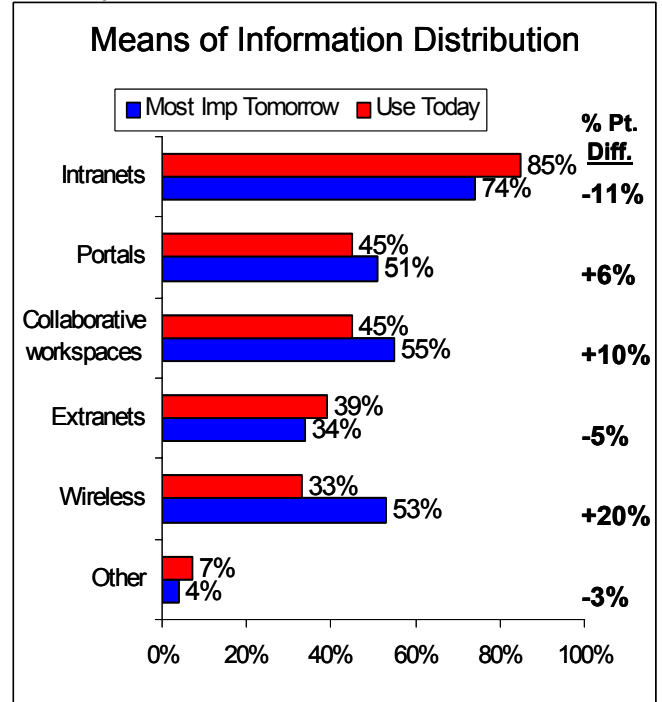
Please indicate which **THREE** types of internal clients you service **MOST OFTEN**. If you service less than three, just indicate the ones that you do service.

## Means of Information Distribution

□ The most used means of information distribution today are intranets (85%).

□ Collaborative workspaces, wireless, and portals will also be used by a majority in the near future

□ Predicted growth is highest for Wireless and Collaborative Workspace use.



Which of the following means of information distribution does your organization currently utilize? Please check all that apply.  
Of these same means of information distribution, which do you believe will be the most important to information professionals and their internal clients five years from now? Please check all that apply.

For more information, see the press release at <http://www.lexisnexis.com/about/releases/0589.asp>  
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