



From Search to Insight: Adding Value Where It Counts

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**PLL-SIS Summit
July 23, 2011**

Human beats computer in info retrieval



Computer beats human in info retrieval





Can we beat Watson?

Computers still can't offer insights





**Do you know what's valuable to
your client?**

Are you sure?

Ask yourself:

Do (can) I understand the context and purpose of this project?

Do I know what my client expects?

Will I recognize it when I see it?


Do I know when to stop? What is 'good enough?'

Ask your client:

What can I do to help you accomplish that?

What format would be most useful?

What else can I do to make this more useful?



Clients won't ask you to do anything they don't think you can do.

Tricks and tips

Start your deliverable at the beginning.

"Interestingly, I found....."

Information topography report

Analysis, Not Paralysis

Look for patterns, gaps, outliers, trends

Make judgments

Anticipate follow-up questions



**POWERPOINT
IS NOT
INHERENTLY
EVIL**

What not to do

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Tell a story:

Voluté wines

**Can be consumed in no-glass zones:
concerts, beaches**

Recyclable, eco-friendly

**More socially acceptable than drinking
wine from can**



Tell a story

Non-spirit Beverage Industry

**Non-carbonated drinks offer both
revenue and profit growth opps**

**Energy, sports, enhanced drinks surpass
sales of plain water**

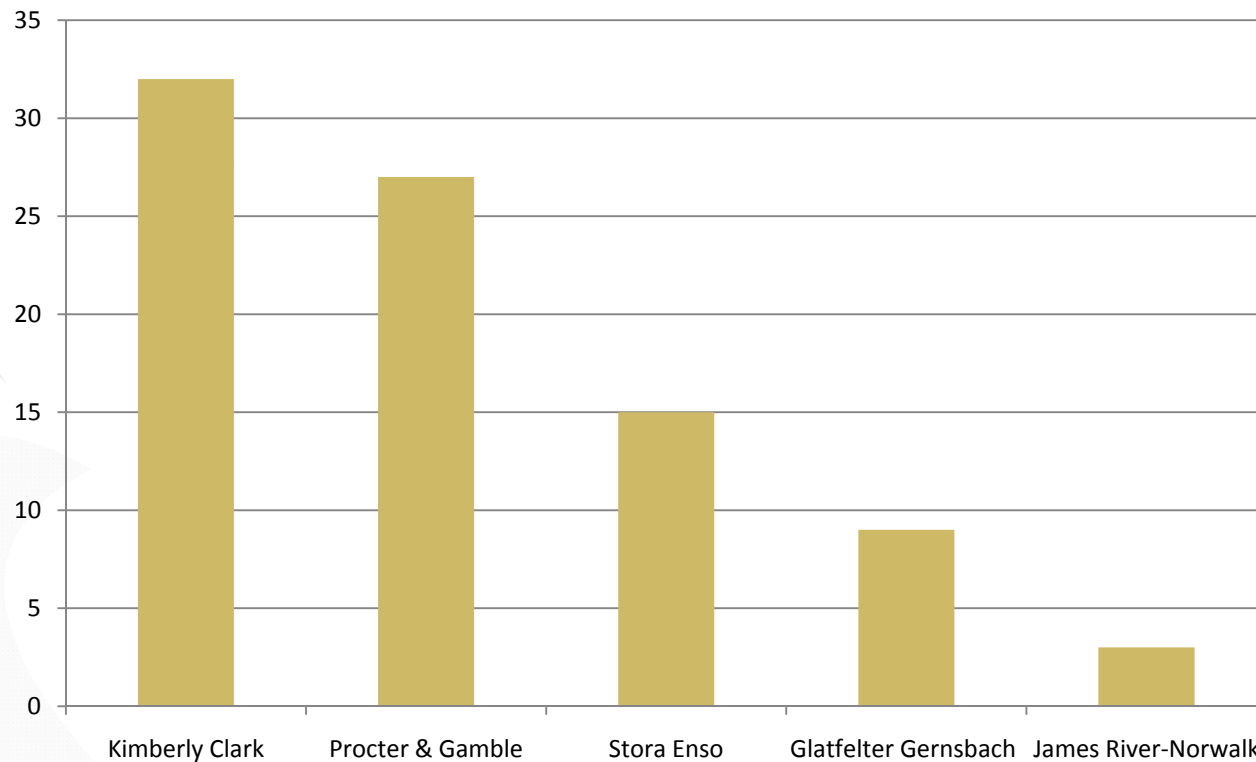
**Big grown in multi-paks for juice – not
just for breakfast anymore!**



Information about information

of patents granted

Environmentally Sustainable Multi-ply Paper



Analysis of search results

"Our competitor's name is rarely mentioned in conjunction with ours."

How? Google or premium service

942 Us AND Them

59742 Us NOT Them



Distilling information

How can I distill info?

Build library of examples

Just play around!

"If I had 5 minutes to show what I learned, here's what I'd show."

Summarize it!

Last CxO of selected bankrupt companies

	Last CEO	Where is CEO now?		Last COO	Where is COO now?		Last CFO
Circuit City	James A. (Jim) Marcum	Iconix Brand Group, Director ⁱ		John T. Harlo	Pamida, Inc., President and CEO ⁱⁱ		Bruce H. Besanko
Filene's Basement	Samuel J. (Sam) Gerson	Died in 2003 ^{iv}		W. Jay Carothers	Elmsmere Associates, Inc., associate ^v		Steven Sidor
Linens n Things	CEO: Norman Axelrod	General Nutrition Centers, Chairman ^{vii}		F. David Coder			Scott M. H
Mervyns	John Goodman ^{ix} (The name Mervyn's was bought back by the three sons	Sears Holdings Corp., EVP apparel and home; formerly, Charlotte		John Serino (EVP Operations)	retired ^{xii}		Charles R. (Chuck) Kurth ^{xiii}

Summarize it!

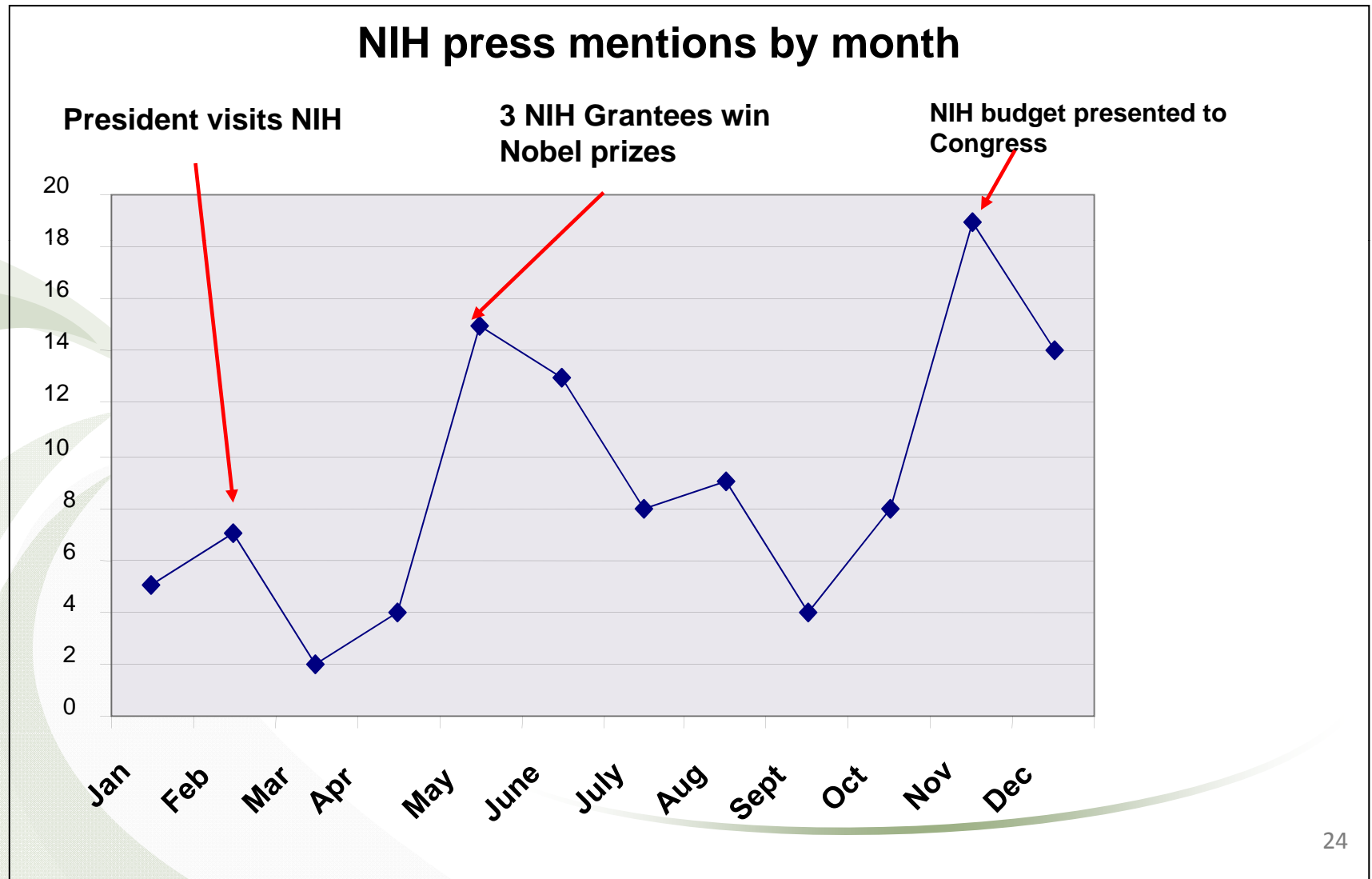
Héctor AGUILAR Camín	Position & Organization	Awards & Credentials	Publications	Other Information
	<ul style="list-style-type: none"> • Editor, Nexos magazine • Political analyst and journalist • Former host of Zona Abierta current affairs TV show 	<ul style="list-style-type: none"> • National Prize of Journalism in Mexico, 1986 	<ul style="list-style-type: none"> • "<i>Un futuro para México</i>" (A Future for Mexico) • <i>War Gallium</i> (novel) 	<ul style="list-style-type: none"> • Has traditionally maintained positions close to those of the incumbent government.
Enrique Krauze	Position & Organization	Awards & Credentials	Publications	Other Information
	<ul style="list-style-type: none"> • President of Editorial Clio • Director of Letras Libres magazine • Member of the Board of Directors of Grupo Televisa • Columnist, <i>Millennium</i> 	<ul style="list-style-type: none"> • Doctor honoris causa from Universidad Veracruzana, awarded by José Miguel Insulza, secretary general of OAS. • Member of the Mexican Academy of History since 1990 • Guggenheim Fellowship, 1979 	<ul style="list-style-type: none"> • <i>Power and delirium</i>, analysis of Hugo Chávez • Frequent contributor to the <i>New York Times</i>, including "An Anti-Incumbency Wave -- in Mexico" • "<i>Mexico: Democracy Under Threat</i>" 	<ul style="list-style-type: none"> • Produced documentaries, Mexico XX Century and Mexico Next Century
Lorenzo Meyer	Position & Organization	Awards & Credentials	Publications	Other Information
	<ul style="list-style-type: none"> • Professor and researcher, El Colegio de México, Center of International Studies • Columnist for weekly column in the newspaper <i>Reforma</i> • Analyst and political commentator on TV and radio programs 	<ul style="list-style-type: none"> • Scientific Research Award - Mexican Academy of Science • Emeritus Researcher of the National System of Researchers • Professor Emeritus of the College of Mexico 	<ul style="list-style-type: none"> • 17 books, including <i>El espejismo democrático</i> (The Mirage of Democracy) • 100+ articles, including "Las raíces del nacionalismo petrolero en México" (The Roots of Petro-Nationalism in Mexico) 	<ul style="list-style-type: none"> • Visiting professor in numerous universities, including Columbia University, University of Chicago, and Stanford University

"Hey, I can data-mine that!"

Most Influential Experts on Cost of Water in the Food Chain




Author	# of articles written*	# of times cited*
WANG HQ	1097	1623
MIRANDA R	481	1096
SOOD A	362	991
ZEHNDER AJB	176	1173
GEERTS S	148	440
CAI XL	106	233
BARRON J	102	496
SAVENIJE HHG	98	255
YAMAGISHI J	93	391
PEREIRA LS	86	234
FERERES E	84	350
MUSHTAQ S	79	195
HSIAO TC	67	1676
BOUMAN BAM	61	572
ROCKSTROM J	52	315

Draw a picture, and explain



Pull out what's noteworthy

Social Media Profile: P&G's Pampers brand

Site	Strategy	Screen shot
Company web site: pampers.com	Branded as Pampers Village. Focus on apps, coupons, creating community. Several links to multimedia. Very small links at bottom of page to Facebook and Twitter.	
Facebook: facebook.com/pampers	Currently, campaign to engage fathers on Father's Day. Encourages participation, comments. 670,000 "likes".	
Twitter: twitter.com/pampers	Maintained by "Cathy, Pampers Community Manager and soon to be first time mom", with chit chat and the inside scoop on Pampers. Personal, friendly tone. 3500 tweets 18,000 followers	

Make information comparable

Speaking Opportunities For Our CxOs



ISPIM Conference

Date: June 12-15, 2011 (Hamburg, Germany)

Description: Annual conference of the International Society for Professional Innovation Management. 2011 conference topics include sustainable value chains; innovation in regulatory frameworks; business models to exploit sustainable innovation opportunities. A list of delegates for the 2010 conference is at snipr.com/x682w

Past speakers: Lisa Hsia, SVP New Media and Digital Strategy, Bravo; Tony Hsieh, CEO, Zappos.com; Per-Kristian Halvorsen, Chief Innovation Officer, Intuit; Greg Matthews Director of Innovation, Humana.

Process for being a speaker: Call for papers is at snipr.com/x67o2 **Deadline for initial submission is April 30, 2011**

Contact info:

ISPIM

Manchester, UK

Events (Conferences & Symposiums) & Marketing: +44-161-703-9411

conference@ispim.org or bitran@ispim.org

conference.ispim.org

Extract the answer

How many new ERISA investigators have been / will be hired? Why?

According to comments by Department of Labor Secretary Hilda Solis and confirmed by EBSA personnel in the Office of Enforcement, there will be no additional hires of EBSA investigators.

The following question relating to the 2011 budget was asked of Secretary Solis during an online chat with DOL leaders and others (snipr.com/2344):

Design it for your clients

INDUSTRY DOSSIER

PRE-TERM INFANT CARE PRODUCTS

[Monthly Executive Summary](#)

[Company News](#)

[Industry News](#)

[Emerging Trends](#)

[New Research & White Papers](#)

[Podcasts/Webcasts](#)

MONTHLY EXECUTIVE SUMMARY

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COMPANY NEWS

Abbott Nutrition

For Healthcare Professionals

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Call it "beta" and experiment!



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Blog: Librarian of Fortune.com

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