Unleashing the Value of Your Document Content: Publishing on the Web

by

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Presentation Overview

- Scenarios to Avoid
- Issues of Practicality
- Understanding the Context (Politics)
- Defining the Process
- Points of Price Sensitivity
- Cases that Work
Scenarios to Avoid

- Perpetual study
- Fantasy - A non-starter
- Isolation
Perpetual Study

- It is a trap
- It is the ultimate dead-end
- It illustrates more about the lack of focus and vision than it reveals
- It will drain your resources and erode all your professional credibility
The Fantasy Syndrome

Technology is always changing - Don’t keep re-starting the project to incorporate the latest stuff.

Just because new ideas appear in print does not mean that they are available commercially.

Don’t expect to be able to buy products that eliminate the need for you to think or work.
Isolation

- Talking to Others has to be Scheduled
- Consulting and Sharing with all Involved Parties must be Perpetual
- Setting Expectations with Others will Contribute to Buy-in and Support
Keep it **Practical**

- Interview key users and their managers
- Establish one simple goal that has visibility and gives benefit quickly - Phase I
- Watch out for scope creep
- Know what infrastructure you have already and what you need to add
- Know the staff you have and who else you will need
The **Political** Context

- Understand the position of your department
- Know who controls the documents
- Seek out the non-believers and competitors
Defining the **Process**

- Establish a context for document retrieval (Taxonomy)
- Plan Conversion and Document Format(s)
- Define Document Location
- Define Technology of Storage & Retrieval
- Specify Process of Storage and Retrieval
- Establish Schedules - Metrics
Price Considerations

- Conversion
- Hardware, networks and software
- Labor
- Outsourcing Options
- Return on Investment
Content on Intranets and Extranets

- E-Journals and e-Articles
- Published Monographs
- Organization Authored Papers
- Industry Analyst Services and Reports
- Specifications
- Product Literature
- Annual Report - Web Sites
Content cont’d.

- Patents
- Dynamic Search Strategies as Links
- Correspondence
- Laboratory Notebooks
- Geological Surveys
- Legal Briefs
- Photo and Slide Archives
Keys to Success

- Documents Managed by a Database
- Data Access and Transactions are Captured by the Database - Metrics Developed
- Process is Predictable
- Updates are Timely
- Taxonomy is Maintained and Relevant
- Quality is Tested and Sustained
- Scope is under Constant Review
Role of the Information Professional

- Authority
- Coordinator
- Ombudsman
- Go-to Person
- Trainer
- Champion
- Content Value-added Controller