“The Integrated World”

or:

Product Innovation in a World where Communities and Workflow Determine Information Consumption

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Agenda

Innovation in a World where Communities and Workflow Drive and Dominate Information Consumption

1) Communities
2) Workflow insight
3) Innovation on Information retrieval

?? What a Title ??

No, not in a world where everything is integrated
1) **Communities- Vision:** The Internet is creating new information usage patterns driving opportunities for user generated content, social networking, and changing revenue streams.

### Traditional Model
Producers in Charge

- Publishers control production and distribution
- Subscribers consume content without author/editor interaction
- Knowledge workers rely on colleagues for advice and support
- Content generated by professional publishers has clear quality advantages
- Subscribers rely on publishers to ensure relevance and credibility

**Business driver = content**

### Emerging Model
Consumers in Charge

- Individuals independently source, produce, and consume content
- Subscribers want interaction with authors and editors
- Peer-generated content within professional networks has practice credibility
- Social networks help to evaluate content relevance and credibility
- Knowledge workers identify with broader peer networks

**Business driver = content + traffic + interaction**

**New Innovation Drivers**
Key success factors for serving professional audiences with Web 2.0-type offerings and leveraging them for Innovation

Differences in B2B dynamics relate to the profession

- Medical professionals are most pre-disposed to professional networks
- Tax professionals show substantial interest in community dialogue and commentary
- Legal practitioners may prefer online marketing to online discussion

Big misconception: “Build it and they will contribute”

- Professional Web 2.0 requires commitment and perseverance
- Service is key: the immediacy of a response is critical (otherwise Contribution will stop)
- Focus first on the customer needs then on the product features

2.0 as innovation driver is a must-do only when

- Aligned with business strategy
- Expected user behavior has been defined

Content/Innovation still needs expert oversight

- Peer input often perceived as highly valuable
- Community manager as chief editor and moderator
Next-generation publishing/innovation initiatives drive a new positioning of Wolters Kluwer as the individual professional’s trusted partner

**Organizational Focus**

Wolters Kluwer as partner to organizations

Must-have products addressing specific steps in professionals’ workflow

**Community Focus**

Wolters Kluwer as partner to professional

Interactive communities of practice Personalized portals/Multimedia formats

**Professional as employee**
- Help carry out professional duties
- Assist practice management
- Provide professional training
- Support business development
- Enable to stay informed

**Professional as individual**
- Provide solutions for individual’s professional needs
- Provide solutions for individual’s professional interests
- Provide solutions for individual’s personal interests
- Allow/stimulate to contribute
Our Vision in Action: Bringing the Community together
...and more Vision in Action
2) Workflow insight (1): From Customer interaction/testing we learned that

- workflow solutions cannot be stand-alone anymore; they must provide integrated content, and add-on features must all be accessible from within the same environment

- Different Customers => Different priorities ➔ Different user-interfaces
2) Workflow insight (2)

In Kleos:
1. document appears in list of pending operations
2. assign it to a case
2) Workflow: Workflow solutions must provide integrated content (3)

All categories from the Jura taxonomy can be used to index cases and documents.

When viewing a case, the user sees how many recent documents are available in Jura concerning the subject(s) of the case.
Back to our Agenda: How (1) Communities and (2) Workflow insight drove (3) Innovation on Information retrieval

We consider LaLey Digital (Legal research product-Spain) one of our most advanced (re-)Search products:

- (1) Communities: Individuals that are part of a community are more motivated to provide feedback than just individuals
- (2) Workflow insight: by learning about our customers’ daily priorities and work approach we gained valuable insight
- (3) Innovation on Information retrieval: In addition we specifically studied customer behaviour; passively (monitor search & find patterns) and actively (test-environments)

As a result we launched a new legal research product that includes functions like:

- Semantic Expansion *(rarely seen in any product worldwide)*
- “Did You Mean”
- Dynamic clustering - Terms Suggestion
- Faceted queries - Metadata clustering
- Key Word in Context (KWIC)
- Dynamic summary *(rarely seen in any product worldwide)*
- And performance meeting customer’s performance expectations
Semantic Expansion *(non seen in any product worldwide)*

- **Synonyms:** retrieve more documents as all the synonyms of the query terms will be searched automatically.
- **Compound expression recognition:** those concepts that are composed of several words, will be searched as one concept; those documents that include all the words but do not talk about the concept will not be retrieved.
Semantic Expansion in Action
Semantic Expansion in Action (2)
Did You Mean

More than 10% of the queries have typographical errors, meaning that:

- Users won’t have **any success** in their queries as they will obtain **zero results**.
- Users may not understand that the typo was the cause of negative search results and may think that the contents of the **product are insufficient** for their needs.
Dynamic Clustering - Terms Suggestion

- More than 60% of the queries have only 1 or 2 concepts.
- With just 1 or 2 concepts it is impossible to retrieve few and precise documents.
- This feature suggests the user new concepts related to his query and related to the documents that have been identified, so the user can refine the query.
Dynamic Clustering - Terms Suggestion
Faceted Queries - Metadata clustering

- User can filter the results by all the metadata at the result list in an easy and fast way.
Key Word in Context (KWIC)

- We show the user the best part of the document according to his query so he can realize:
  - Why that document has been retrieved
  - If it’s a good document to solve his problem
Dynamic Summary

- Not only the best paragraph is shown to the user, all the best paragraphs according to his query are shown in a new window so he can read the best parts of that document without having to scroll down through all the document to find the searched terms.
End result:

- Number of user-sessions has increased by around 40% in the last three months
- Time/session has increased by about 40%
- Great Customer feedback

Questions?
Closing: Wolters Kluwer Today - Key Divisions and Brands

Global information services and publishing company

- Leading positions in core markets: health, tax, accounting, corporate, financial services, legal, and regulatory
- Revenues of €3.4 billion with 20% operating margins (2007), Approximately 19,500 employees in 33 countries. Euronext listed (AEX index)