

# VIP Magazine



## In Scope

Adding Value? The latest *Business Information Review* survey

## Insight

Handle with care: getting the best out of SharePoint

## Insider

Accent on SharePoint

## Tap the Wire

Recession bites the global information market

## Focus On

The BBC Monitoring Email Service and LexisNexis's new NexisDirect service assessed.

# In This Issue ...

## In Scope

Legal pressures on eDiscovery, two responses to the Business Information Review survey, investing in enterprise search in tough times, and Amazon's ebook reader takes off.

## Insight

'SharePoint can be a blessing or a curse...': Alan Pelz-Sharpe on Microsoft's SharePoint, a potentially powerful toolset that needs to be handled with care.

## Insider

Marc Stephenson points out that a clear information architecture is critical to getting Sharepoint implementations right.

## Tap The Wire

### *Industry News:*

Global information market in the doldrums; top vendors soldier on; Dow Jones dilemma; cloud computing blossoms; Google's new data hub; the slow fade of American newspapers; selling with Twitter.

### *Product News:*

Alacra announces Alacra Pulse; India market information on Marketresearch.com; Scout Labs taps into market intelligence; OneSource launches Advanced Radius Search and OneSource Insight; browsing the news with NewsNow, Newscred and ClipSearch; Future point Systems to market the Starlight Visual Information System; customised books from wikis.

## Focus On

Jonathan Gordon-Till looks closely at the BBC Monitoring Email Service, and Joanna Ptolomey assesses LexisNexis's new quick-and-simple service, NexisDirect.

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### [Insight - SharePoint can be a blessing or a curse...](#)

Alan Pelz-Sharpe is a Principal at [CMS Watch](#), covering ECM technologies and practices. Formerly he was a Strategist at Wipro and VP North America for Industry Analyst firm Ovum. A 20-year veteran of the document and content technology industry, Alan has written extensively on document, web and records management topics and delivered keynotes at events around the world.



## Janice R. Lachance

### [Guest Editor, Log In & Log Out](#)

The Honorable Janice R. Lachance is the 13th chief executive of the Special Libraries Association (SLA) and is a seasoned leader and communicator with more than 20 years experience in public service and governance. From 1997 to 2001, Janice was the Director (CEO) of the US Office of Personnel Management (OPM), the federal government's independent human resources agency. Appointed to this position by President Bill Clinton and unanimously confirmed by a bi-partisan US Senate, Janice provided policy and programme leadership for 1.8 million federal employees. The federal workforce encompasses a vast array of professions including astronauts, attorneys, engineers, physicists, executives and, of course, information professionals and librarians.



## Joanna Ptolomey

### [Focus On - NexisDirect](#)

Joanna Ptolomey is a freelance information consultant specialising in research services, consultancy and bespoke training courses for professional researchers and end users. Joanna started her career as a librarian in the NHS before moving to a worldwide consultancy group to work in business information. She is a board member of the Scottish Library and Information Council (SLIC), the independent advisory body to the Scottish Government and Scottish Ministers on library and information matters.



## Jonathan Gordon-Till

### [Focus On - BBC Monitoring Email Service](#)

Jonathan Gordon-Till is Principal at Oxford Business Intelligence, offering consultancy services in knowledge management and competitive intelligence (with particular reference to Russia and the CIS region). He has a first degree in geology and Russian and has worked in a number of information and knowledge management roles over the past 22 years. He is also a partner at information ethics consultancy InfoEthics.org.uk.



## Marc Stephenson

### [Insider - Information Architecture: Why SharePoint 2007](#)

Marc Stephenson is co-founder of the information architecture consultancy, Metataxis. He has spent over twenty years in a range of new media, publishing and information management roles, encompassing software development, business analysis, programme management and information architecture. Marc's degrees in Computer and Cognitive Science allow him a technical perspective of information management issues, whilst still being information, not technology, focused.



## Tim Buckley Owen

### [In Scope, Tap The Wire](#)

Tim is an independent information industry commentator and trainer with nearly 40 years' experience in the profession. His career has encompassed information management, writing, editing, training, government policy advice and corporate media & marketing. Elsewhere, Tim has a regular column about government information matters in *Managing Information*, and writes features for *Library & Information Gazette* and *Information World Review*. He's also a trainer, running courses on enquiry handling, abstracting & summarising, packaging & presentation and basic information skills.

# Detailed Contents

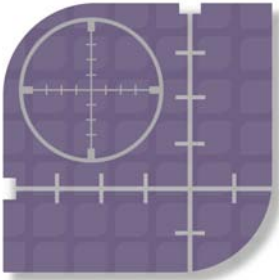
## Log In

7

By VIP guest editor, Janice R. Lachance

## In Scope

9

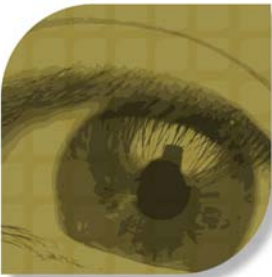


### *Surveying the Industry Landscape*

- Legal pressure for improved eDiscovery
- Get up close to add value
- Dash for value or back to basics?
- Enterprise search – invest to save?
- Redefining how we read books

## Insight

12



### *Opinions and perspective*

- 'SharePoint can be a blessing or a curse...'  
Alan Pelz-Sharpe of CMS Watch on Microsoft's SharePoint, a potentially powerful toolset that needs to be handled with care.

## Insider

16

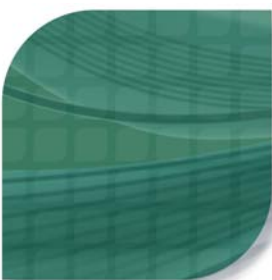


### *From elsewhere in FreePint*

- Marc Stephenson points out that a clear information architecture is critical to getting Sharepoint implementations right.

## Tap The Wire

20



### *Tap the Wire – Industry News*

20

- Global information market performance 'flat to negative'
- Top vendors bloodied but unbowed
- Dow Jones dilemma: plenty of demand, no ads
- The clouds are gathering
- Google to convert Finnish paper mill to data hub



- Death watch continues for American papers
- Using Twitter to sell

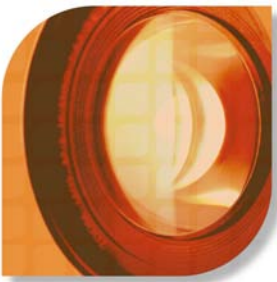
#### *Tap the Wire – Product News*

25

- The beating heart of coverage: Alacra Pulse
- India market information on Marketresearch.com
- Scouting for blogs
- Tracking sales prospects - and friends
- OneSource Insight – an insightful source?
- NewsNow – a news browser’s paradise
- News – credible and credited
- Insights from the information flood
- Create your own books from wikis

### Focus On

32



#### *BBC Monitoring Email Service by Jonathan Gordon Till*

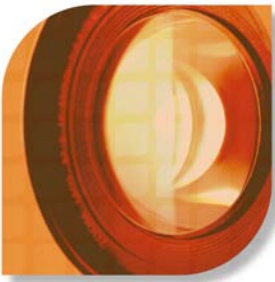
Introducing the BBC Monitoring Email Service	32
Focus On - VIP’s view	32
About this review	32
Sources of information and information partners	33
Audience	34
Coverage/content	34
Geographic coverage	37
<i>Table 1: European Economic File geographic coverage (24 January to 6 February)</i>	38
Topic coverage	39
Search options	42
Timeliness	43
System requirements	44
<i>Screenshot Figure 1: displays example of e-mail alert</i>	45
Contact details	45

### Focus On

46

#### *NexisDirect by Joanna Ptolomey*

Introducing NexisDirect	46
Focus On - VIP’s View	46
Sources of Information and Information partners	47
Audience	47



Coverage and content	47
<i>Screenshot Figure 1: displays Front page of NexisDirect</i>	48
Main subscription content and search options	48
Quick Search	48
<i>Screenshot Figure 2: displays Quick Search interface</i>	48
Advanced Search features	49
<i>Screenshot Figure 3: displays Advanced Search interface</i>	49
<i>Screenshot Figure 4: displays Edit Search facility</i>	50
Research a Company	51
<i>Screenshot Figure 5: displays Research a Company search option</i>	51
<i>Screenshot Figure 6: displays Snapshot dossier reports features</i>	51
<i>Screenshot Figure 7: displays further searching in Snapshot/dossier reports</i>	52
Research a Person	53
<i>Screenshot Figure 8: displays Research a Person option</i>	53
Research an Industry	54
<i>Screenshot Figure 9: displays Research an Industry option</i>	54
Search results and output options	55
<i>Screenshot Figure 10: displays Results page format</i>	55
Printing, downloading and exporting	56
Interface and customisation	56
Types of Reports	56
Alerts	56
<i>Screenshot Figure 11: displays Creating an Alert</i>	56
Timeliness	57
Help and User Support	57
Costs	58
Contact details	58

Log Out

59

Closing remarks by VIP guest editor, Janice R. Lachance



**digbig**

### Publisher's Note

To improve the usability of VIP Magazine, we have shortened many long URLs with DigBig, a free utility that creates persistent links (<http://www.digbig.com>). When you click a DigBig URL, or paste it into your browser, you will be directed to the original URL.



Janice R. Lachance  
[View Author Biography](#)

*"...today's info pros need the skills, tools, and techniques to harness global content that expands exponentially by the second."*

*"That means the info pro must set up proactive mechanisms to gather, authenticate and analyze information with the speed of light."*

Are you a 'living index'? John Cotton Dana, who founded the Special Libraries Association (SLA) a century ago, used that term to describe the people we now call information professionals. Dana, an information visionary, spotted the next new thing: librarians collaborating to locate and deliver specialized knowledge to a new breed of entrepreneurial leaders in business, government and the nonprofit and academic worlds.

The 'practical' (his word) information these leaders required might be in the books stacked within libraries, but it might also be found in less conventional places - pamphlets, newsletters, magazines, you name it. He founded SLA so that information professionals could learn new skills and share information - so that each might become a living index to the body of knowledge most useful to his or her enterprise.

One hundred years later, our skills have moved far beyond anything Dana might have imagined, but his vision remains remarkably fresh. Serving as a living index in a digital world still involves an unending search for the most effective ways to bring together the most relevant knowledge - knowledge that enables our organizations to move forward with eyes wide open to the opportunities and challenges inherent in today's global economy.

To enable their organizations to thrive in the global marketplace, today's info pros need the skills, tools, and techniques to harness global content that expands exponentially by the second. New colours are added to the information palette constantly, from user-generated content to search mechanisms capturing the spoken word. As quickly as information grows, the lag time allowed between its creating and its application shrinks. That means the info pro must set up proactive mechanisms to gather, authenticate and analyze information with the speed of light.

You need practical advice, and this issue of VIP has it. Will SharePoint help your organization? Marc Stephenson and Alan Pelz-Sharpe review different aspects of the popular information management system in this issue. SLA member Jonathan Gordon-Till gives us a look at BBC Monitoring's new e-mail service. Finally, Joanna Ptolomey reviews NexisDirect, and new ways to tap into LexisNexis content.

**Janice R. Lachance**

Janice R. Lachance is this month's guest editor, bringing her perspective on the global information industry through her role as CEO of the Special Libraries Association.





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