

# CONTENT impact

RECRUITMENT  
TRAINING  
OUTSOURCING  
CONSULTING



...rethinking **content acquisition**

CONTENT  
impact

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## The things we do...

### ...TO BOOST YOUR BUSINESS

Companies in industries as varied as pharmaceuticals, investment banking, management consulting, mobile telephony, broadcasting and automotive rely on licensed content for a variety of reasons.

Support for R&D activities, executing trades of financial securities and helping differentiate product offering, are some vital uses of content across industries.

Content Impact is specialised in the art of sourcing content.

We use this expertise to help your organisation get the right content at the right cost.

To improve operations, buying organisations may need to **recruit** talent, **train** existing talent, **outsource** content acquisition or access short term **consulting** services. Content Impact offers service in all 4 areas – recruitment, training, outsourcing, and consulting.

### ABOUT THE FOUNDER

Armand Brevig (MBA, M.Eng) founded Content Impact, based on his senior level content experience from both vendor and buyer sides.

On the vendor side Armand has worked as a Global Director of Sales as well as in a content acquisition role.

On the customer side Armand has worked as a Global Category Leader (Content). His experience includes many years with companies such as AstraZeneca and Thomson Reuters.

## Boosting your business Using our expertise

### RECRUITMENT

Have you ever wished you had more suitable candidates to choose from when filling content acquisition roles? Candidates are hard to find, so often hiring managers end up with very little choice. Content Impact is specialised in recruiting content acquisition talent, and can get you the candidate choice you deserve through our contacts and extensive database.

### TRAINING

Content budgets tend to be tight, so your content negotiators must be at the top of their game. Traditional training courses are rarely specific to content licensing, so you end up getting sub-optimal value for your training spend AND risk ending up with sub-optimal content licences. Content Impact provides focused training in the following areas:

- Negotiation
- Contract review & Drafting
- Vendor Relationship Management
- Request For Proposal (RFP) development.

### OUTSOURCING

If there are peaks and troughs in your content acquisition activities, Content Impact can lend a helping hand during busy times. We will take care of selected license negotiations for you, ensuring you get the most appropriate usage rights. Or Content Impact can handle **all** your content acquisition activities on an outsourced basis.

Either way your organisation will save costs and gain seamless access to world class content acquisition talent.

### CONSULTING

Content acquisition is about more than deal making. Content Impact provides world-class support in all stages of the content acquisition cycle.

This 360 content acquisition consulting service includes: Needs Assessment; Content Sourcing; Compliance; Deployment & User Orientation; Value Check; and Vendor Relationship Management.



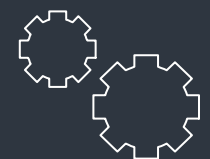
### DEEP CONTENT ACQUISITION KNOWLEDGE

Content Impact understands the content industry. We have experience with a wide variety of content and related services, such as financial market data, Scientific Technical & Medical content, news, translation services, eLearning, and more...



### TRIED, TESTED & TRUSTED EXPERTISE

We draw on many years' experience leading cross enterprise content initiatives in blue chip companies. So we are a safe pair of hands for your projects.



### WORLDCLASS METHODOLOGIES

We ensure consistent high quality of service through proven methodologies. We have taken the best aspects of Category Management and Strategic Sourcing and appropriately applied them to the content space.