

CONTENT impact

CONSULTING
RECRUITMENT
TRAINING
OUTSOURCING



...content buying & selling **re-engineered**

CONTENT
impact

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The things we do...

...TO BOOST YOUR BUSINESS

Content Impact's services make the commercial interactions between content vendor and buyer more productive and effective. The result is win-win situations – better commercial terms and resource utilisation for buying organisations, and more sales for vendors.

To improve operations, buying organisations may need to **recruit** talent, **train** existing talent, or **outsource** content acquisition activities. Content Impact offers service in all 3 areas – recruitment, training and outsourcing.

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.

Why Content Impact? What makes us different?

POWERFUL INSIGHT

Content Impact offers effective optimisation programmes, based on a holistic view of the content world. This insight is built on experience from both vendor and buying organisations. This includes insight into:

- Vendor selection.
- RFP processes.
- Customer value perceptions.

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 content consulting methodologies. Combined with our subject matter expertise, this enables us to quickly understand your business and challenges. We have taken the best aspects of Category Management and Strategic Sourcing and appropriately applied it to the content space.

Our vendor sales support services are based on insight into what buyers value. Old school "push" sales approaches provoke push-back and mistrust. Instead we help vendors develop effective engagement models based on:

- Understanding and optimising value delivered to buying organisations.
- Enhancing RFP win rates through a more proactive, holistic and value based approach.

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...

WIDE KNOWLEDGE BASE

Content Impact can access all the specialised knowledge and capacity required through our global network of content acquisition professionals. Your content projects benefit from new ideas and perspectives from across the content world and beyond.

FLEXIBILITY

Our global network of content acquisition talent delivers the flexibility you need. We can put together just the right combination of skills and expertise to solve your most challenging content related business problems.



TRAINING

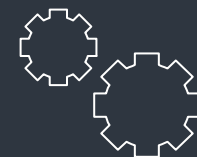
Content Impact offers content specific mentoring and training courses in:

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



RECRUITMENT

Content Impact can access more candidates in the content acquisition talent pool. We can do this through our relationships and database of content acquisition professionals worldwide.



OUTSOURCING

Content Impact can help your organisation get leaner by delivering content acquisition to your organisation as an outsourced service. This will lower your total costs and give you access to world-class talent when you need it.