



# Outsourcing for Subscription Businesses: What, When and How?

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# A brief overview of the Cognition business

Our services help companies increase revenue, develop new product lines, redefine their markets and stay ahead of the competition. Working with the most enlightened companies and organizations who understand the power of rich intelligence, data and insights, we aim to be a leading driver of business growth around the world.

## SOLUTIONS

### MARKETING & SALES SOLUTIONS

Strategic Key Account Growth

Lead Generation Programmes

Orchestrated Data Management

### INDUSTRY INTELLIGENCE

Financial Analysis & Intelligence

Market + Competitor Intelligence

Business Intelligence

Media Monitoring Solutions

## PLATFORMS

COGNITION  
SIGNALS

Competitor  
Monitoring

Customer  
Intelligence

Industry &  
Market Insights

People  
Movements

Patents  
Tracking

Tenders, Projects &  
Deals Tracking

### A platform based news monitoring offering

COGNITION  
DASHBOARD  
My Markets | My Competitors | My Key Accounts

Providing enterprise wide, actionable, business critical insights to all key stakeholder teams

My Markets

My Competitors

My Key Accounts

COGNITION

## Key Facts

Leveraging technology and our sector knowledge, we build, manage, monitor and analyse data, insights and content for businesses large and small around the world

**500+**

Team size globally

**22**

years experience –  
incorporated in 2000

**200+**

Ongoing client  
relationships

**60+**

Covering over 60  
countries across the  
UK, Continental  
Europe, North  
America, Middle East  
& APAC

**5000+**

Global network of  
experts covering  
sector, regional,  
linguistic and  
research  
methodologies

**ISO  
27001**

Information Security  
Management System  
(ISMS) & ISO  
certified

# Speakers



Matthew Robinson  
Commercial Director, Cognition Solutions



Rupert Collins-White  
Co-CEO, Burlington Media Group

# Context

- How do we better understand our customers and show them that we value them as individuals?
- How do we use this understanding to create better, more personalized products & services?
- How do we free up time and head-space to allow more time for making our customers happy?

# Agenda

- Process Outsourcing vs Strategic Partnership / Co-sourcing
- The current state of the market – what are your peers doing  
Product Data, Data & Analytics, Market Intelligence, Editorial & Content
- Selecting a co-sourcing Partner – what are the questions to ask
- Burlington Media Group Case Study
- Q&A
- Conclusion

# Co Sourcing vs Outsourcing

## Outsourcing

Commonly used for functions that are not core to the business or can be handled more efficiently by external specialists. It's often chosen for cost reduction and efficiency gains.

## Co-sourcing

Often chosen when a company wants to maintain a higher level of control and collaboration while leveraging external expertise. It's suitable for projects or tasks that require a balance of internal and external resources

# Product Data



SIMMONS-BOARDMAN  
PUBLISHING CORPORATION

## Simmons Boardman Publishing – IRJ project database

- Editorial team not able to update and expand the rail project database in a timely fashion.
- Sales & Retention Teams have a more comprehensive product with broader coverage.
- Increased cross selling and new business as the sales team have a better understanding of the projects that their audiences are engaged with.



## Energy Aspects

- Analysts spending time researching and validating data on chemical plant production spending time that would be better spent adding value to the data.
- A key objective was to establish if the relevant part of the analysts' expertise could be outsourced.
- The ultimate objective being to run a POC before setting up an in-house, but off-shore center.

# Data & Analytics



## Wood Mackenzie

- Significant portion of revenues linked to 16 key accounts – global financial and energy majors.
- Significant restructuring and change in strategy to meet net zero targets.
- What the does the new stakeholder map look like and how do we get the right product balance in front of them? Where are the gaps in the portfolio?

## A global events company

- Audience data builds with an analytics driven propensity model.
- Each persona scored according to response with only the most responsive cohorts being built. Increases ROI, allow cost control across a very complex compliance structure.
- Accurate data points on the market size and the potential for net new customers using data scientists not available in-house



# Market & Competitor Intelligence

## A leading UK event venue and organizer

- Competitor tracking – events by sector and organizer
- Gap analysis
- Build or poach decision support
- Idea and bellwether validation
- Analytics driven data build

# Editorial & Content



## Burlington Media Group

- Editorial teams spending time standardizing content, tagging for SEO, formatting pictures etc.
- Difficulties meeting SLAs for uploading sponsor led content.
- Other teams, such as sales and marketing becoming pulled into helping

## Market Leading Defense Intelligence Company

- Wanted to create newsletters aligned to certain types of armored vehicles. However, this would have stretched the in-house editorial team.
- Deployed an AI research tool to compile stories working with a co-sourced sub editor to sanity check and align to house style

# Co-Sourcing Checklist – the questions you should ask?

## Experience & Expertise

- What is your experience in outsourcing similar projects or tasks?
- Can you provide examples of past collaborations and their outcomes?
- What industry specific expertise do you bring to the table?

## Capabilities & Resources

- What is the size and composition of your team?
- Do you have the necessary infrastructure and tech stack to support our project?
- How do you ensure that you have the right talent and skills for our needs?

## Integration & Collaboration

- How do you envision our collaboration process ?
- What measures will you take to integrate with our internal team and process?
- Can you provide references who speak to these capabilities?

## Quality Assurance & Performance Metrics

- What quality control processes and measures do you have in place?
- How do you track and report progress and performance?
- What are the KPIs will be used to evaluate the success of our partnership?

# Co-Sourcing Checklist – the questions you should ask?

## Data Security & Compliance

- How do you handle data security & privacy?
- Are you compliant with the relevant industry and governmental / regional regulations?
- Can you provide a statement of these policies and practices?

## Scalability & Flexibility

- How easily can your team and resources scale up or down to accommodate evolving needs?
- What flexibility do you offer in terms of adjusting project scope or timelines?

## Pricing Structure

- What is your pricing model and how does it align to our budget?
- Are there any hidden or additional costs that we should be aware of?
- Can you provide a detailed breakdown of pricing for our specific project?

## Communication & Reporting

- What communication channels and tools do you use for regular updates and feedback?
- How often will progress reports and status updates be provided?
- What is your approach to addressing issues or changes in the project?

# Co-Sourcing Checklist – the questions you should ask?

## References & Case Studies

- Can you provide references for clients with similar projects?
- Are there any case studies or success stories related to co-sourcing collaborations that you have been involved in?

## Cultural Fit

- How would you describe your company culture, and does it align with our values and work style?
- Will our team be working with the same individuals on your team for the project duration?
- What steps will you take to ensure a good cultural fit between our teams?

## Long-term Partnership

- Are you open to establishing a long-term partnership beyond the initial project?
- How do you envision adding value to our organization in the long run?

## Exit Strategy

- What happens if the partnership doesn't meet our expectations or needs to be terminated?
- Do you have a plan for transitioning responsibilities back in-house or to another provider if necessary?

Q&A

COGNITION

# Conclusions

- Co sourcing offers access to specialized expertise, provides scalability, flexibility and focus without loss of control or in-house capabilities.
- Look for a co-sourcing partner that really want to take the time to understand what the world looks like through your eyes.
- Work with your co-sourcing partner to develop a clear roadmap towards a defined objective.
- Have robust risk management and exit strategies in place.
- Accept that a co-sourcing relationship doesn't have to be 'forever'.

## Truly Exponential

*Early on, we have embraced new technologies to create a completely digital workplace where teams distributed around the world work seamlessly across the virtual & physical environment.*

*Our teams operate digitally as they would from the office. For us, geography is history!*

*Of course, we see the significance of the physical world we live in and the timeless charm and effectiveness of in-person meetings and we are glad to get on the road or meet at our offices to engage with our clients who prefer to do business in person.*

**T h a n k   Y o u**

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