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<th>Monitoring and managing information resources</th>
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<tr>
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MONITORING AND MANAGING
INFORMATION RESOURCES

Presentation by Manpreet Singh
J. Walter Thompson, Singapore
"In one year the average American will read or complete 3000 notices and form, read 100 newspapers and 36 magazines, watch 2463 hours of television, listen to 730 hours of radio, buy 20 records, talk 61 hours on telephone, read 3 books and spend countless hours on exchanging information in conversations."
The too much but too little Syndrome
Getting What You Want → Perspective
By weight in pounds
Each way that we organize information, creates new information and new understanding.
Steps of Information Management

- Sourcing
- Sorting
- Customizing
- Digitizing & Harmonizing
Steps of Information Management

- Sourcing
- Sorting
- Customizing
- Digitizing & Harmonizing

Making a Meaningful Difference
Sourcing

How do you know where the info is sitting?

- **Internal -**
  - In our own offices

- **External -**
  - Directories, Internet, CD Roms, Trade, etc.
Making sense out of the information

SORTING
- Arranging
- Delivering
- Connectivity
Insight - Example

- Getting a promotional job done in Indo China
- No Local office
- No Hand's on knowledge
- 2 Weeks deadline
Connectivity

On line access with suppliers, clients and partners

A 4 country job is now controlled by a one person in Singapore
Connectivity

- 40 people connected
  - clients
  - suppliers
  - partners
  - associate offices

Result: 16 countries presentation done less than 4 days
It's Connectivity which will get the things through in least time.
Customization

“BUZZ WORD”
Customization

Leading indicator & Lag indicator

Customize At The Source

Two Examples
Software and Database

- Traditionally, 1 software binds all the functions of an office/function
  - JWT has that - ‘ADEPT’
  - This connects Media, Production, Servicing, Finance
Software and Database

- Traditionally, 1 software binds all the functions of an office/function
  - *JWT has that - 'ADEPT'*
  - *This connects Media, Production, Servicing, Finance*

- We also have multiple software's running one a single database
Multiple Software - One Database

- The Peoplemeter collects data on viewership on daily basis
- This data is utilized on Super Midas, Post-master, Micro Zone, Macro Zone, Adflight, Sesame
- Central update for all the software
- All these software TALK to each other!
MIS - Current Situation

Asia Pacific markets co-ordinated from Singapore
MIS - Current Situation

Competitive Information

- Different formats
- Different timings
- Sporadic information flow to Regional HQ
- No information on regional media
- Different categorization e.g. Manuf/Distr/Netw
MIS - Current Situation

Our Network

- Creative report based on agency tracking
- Only source of information for Regional HQ
- Quarterly reports available by month 5 (E.g., Jan-Mar report available in May)
- Creative not aligned with expenditure
- Lag period 5-6 months for action
MIS - Current Situation

Three layers before info. is made available

JWT local

JWT Singapore

Motorola Local & Regional
MIS - Current Situation

Three layers before info. is made available

JWT local

 JWT Singapore

Motorola Local & Regional

Long time span & high time cost due to manual compilation
MIS - Current Situation

Layers before info. is made available

FAXES

CHARTS

FAXES

To More Paper & Time Cost
To Summarize

- MIS - providing part regional perspective

In-depth information?

- The complete picture is missing

  Budgets + Creative + Regional + Usage?

- Average reporting time

  4 months
TAPPING THE SOURCE

Customized regional single source option which is Effective and Distinctive & meet the all information needs
The Thrust

Speed
Accuracy
Simplification

Looking beyond numbers
The System

Key Benefits:

1. Single window of information on - Competitive information
2. Quick response time - Only 5 weeks against 16 weeks
3. One look data categorised as per needs - Ease of access
The System

Key Benefits:

4. Set up emerging markets
   • Vietnam & Pan Regional

5. Information Digitized
   • Quicker delivery

Speed, Accuracy & Analysis
The System

What do we get?

- Competitive Information
- Customized Analysis
- Customized Summaries by market
- Digitized Creative
- Over 50% time cost saving
The System

What do we get?

- Competitive Information
- Customized Analysis
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Customized Timely Information For Action
Harmonization & Digitization
Harmonization is Easy in Digital Form

- Intranet and Lotus Notes
Harmonization is Easy in Digital Form

- Intranet and Lotus Notes
Harmonization is Easy in Digital Form

- Intranet and Lotus Notes
- Transfer of Sources
- Avoiding Duplication
- Cross Fertilization
- Building Knowledge Base
- Intranet and Lotus Notes - Media Odyssey
Media Odyssey

- Ad Facts of Worldwide JWT offices
- Regional Facts and Characteristics
- Media Details
- Department Hierarchy's
- Research (Internal & External)
- Competitive SWOT analysis
- Etc., etc.
Harmonization is Easy in Digital Form

- Intranet and Lotus Notes
- Transfer of Sources
- Avoiding Duplication
- Cross Fertilization
- Building Knowledge Base
- Intranet and Lotus Notes - Media Odyssey
- Managing Industry Information
Harmonization is Easy in Digital Form

- Managing Industry Information
- Example "Reuters"
- Customized News
- Tailor-made Industry Data
- Online
Successful Management

As long as the information is in the computers it's Digital

(Printers are the worst enemy of info management)
Some Principles We Follow

- Connectivity generates faster response
- Master the art of Rejection
- At source Customization
- Keep it Digital as far as possible