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# **Adding Value with Information**

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**Richard Lim**

Project Manager  
Lotus Development Corporation

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# Overview of Presentation

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- Information as key value added component
- Lotus as an information publisher
- Integrating information into products

# Information as a Key Value Added Component

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- Trends in the 1990's
  - Connectivity
  - More powerful and complex applications
  - Broader penetration
- 1990's–“PC as an information tool”

# Two Types of Information

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- Information about a product
  - Sales tool
  - End user training and support
- Information as a product

# Lotus as an Information Publisher

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- Best known for Lotus One Source
- Recently introduced Lotus MarketPlace
- Fast growing \$30 million division
- Mission critical information
- Relationships with over 20 information providers

# Lotus MarketPlace

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- Macintosh only information product
- Market analysis and prospecting information via CD-ROM
- Integrated multimedia for sales support and end user training

# How to Integrate Information into Products

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- Improved access to information
- Packaging software with data



# Knowing what You Bring to the Table

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- Knowledge of available tools and interface
- Different perspective and mindset
- Access to distribution channels

# What Makes a Good Deal?

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- Shared business goals
- Shared attitude towards risk
- Long term relationships
- Clear and well defined responsibilities
- Broad and exclusive rights
- Willingness to change and renegotiate

# Summary

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- Information as key component of products in 1990's
- Awareness of the value that you add
- Willingness to enter into relationships



Adding Value to Your  
Product with Information



The power to be your best.