

Reducing Business Information costs and driving up value with Couranto's Clarity Service

There may be relics of the past looming in the background of your systems or subscriptions that are pulling away from your bottom line — and you may not even know they exist.



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Following a year like 2020, with the health crisis making operating margins tight in most industries, it is time to look at your costs to see where expenses can be cut to give yourself some breathing room. This is easier said than done, in most situations, because all of this relevant information tends to be spread out in the minds of more than several members of a company. To have one person who knows all the company's expenses outside of the operating costs is unfathomable.

One of the most challenging types of spend to bring under management are those relating to products paid for by subscription. In addition to the complexities of annual (and sometimes automatic) renewals, there's also the delegated nature of the spend and low (or distributed) transaction costs contributing to a significant aggregated spend – which most organizations can't capture due to the structure of their reporting systems.

Seeing everything laid out in one convenient location with usage and reporting is a valuable ability for any company, giving them the data to make the right decisions for their organization. This data may influence decisions like making cuts to reduce subscriptions or change who has access to them. Imagine spending thousands of dollars each year on a single data contract, only to reference a couple of articles. The amount of money you would save annually by eliminating this subscription would be the breathing room you need.

This is why Couranto continues to invest heavily in its Clarity platform. As a business information management system, Clarity operates as a virtual library tool that offers a single platform to manage contract documents, cost allocations and budgeting, user access, vendor terms usage analytics and renewal surveys for licenses, market data, software, eContent, corporate memberships, publications, reprints, research, and in fact any commodity that is paid as a subscription based service.

Couranto delivers a single solution for purchasing, renewing, managing contracts, and controlling user entitlements with a single sign-on. Within this virtual library of knowledge, you have a landing page that provides verified users with:

- Catalog Search
- A-Z Browser Holdings
- Message Center
- User Favorites
- Events Calendar
- Ask the Librarian

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Clarity's usage analytics provide an organization with rich data on an individual's usage within their departments and apply those costs to the departments using the license. This insight enables you to establish clear KPIs for the management of your portfolio and inventory. After all, "you can't manage what

you can't measure."

Clarity also acts as a place to streamline license administration, allowing users to:

- Store contract documents
- Quickly assign, revoke, reassign seats/access to content
- Allocate costs across users/regions/departments
- Integrate management of licenses and catalog items to reduce duplicate purchases
- Simplify renewal process via polling capabilities

In our experience across clients and industries, Couranto's Clarity service reduces costs and adds value to your business intelligence management three ways. We've focused on "Way One" in this article, and in future articles we'll provide information on "Ways Two and Three.":

Way One: Keep actual spending to a minimum and reduce administrative burden. Analyze usage analytics and consolidation to purchase only what's really used and purchase it only once. Information without insight (and utilization) leaves money on the table.

Way Two: Integrate third-party technology to add federated searches, curated briefings, curated alerts, and RSS feeds to your landing page. Provide all this to your users on a single consolidated platform, for ready access. Again, Information without utilization leaves money on the table.

Way Three: Reduce the risk (and costs) of non-compliance. Couranto's Clarity platform works in several ways to improve user compliance with vendor terms, to enable administrators to monitor that compliance, and to document compliance in the event it's called into question.

With unique expertise in the field of corporate license and subscription management. Couranto's professional team will work with you to provide a unified information platform, with unmatched benefits to administrators, risk managers, information specialists, and end users. All to reduce your business information costs and drive up your business information value.

Interested in what Couranto can offer your business?
Contact [Nick Collison](#) for more information.

Nick Collison is Couranto's Director of Business Strategy, Market Development and Library & E-Content. He has decades of experience in managing information access, budgeting, strategic planning, and knowledge services. Collison is a Fellow of SLA, the Special Libraries Association.

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