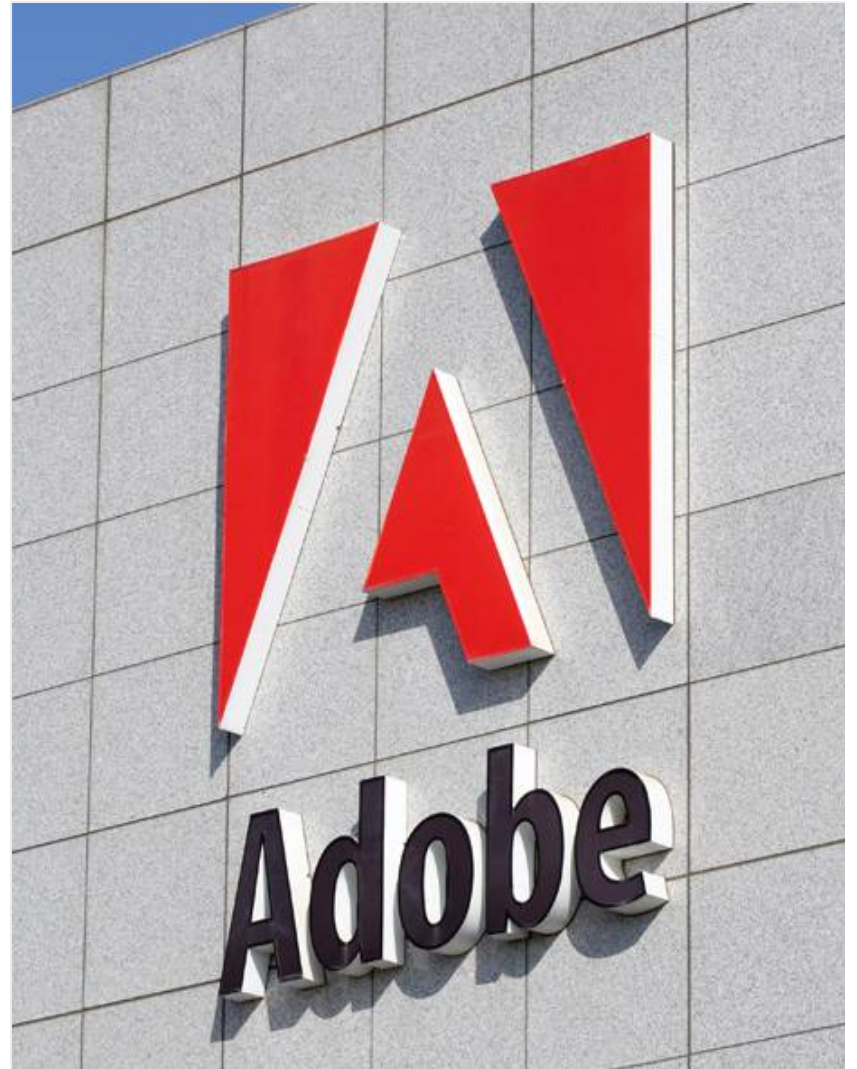


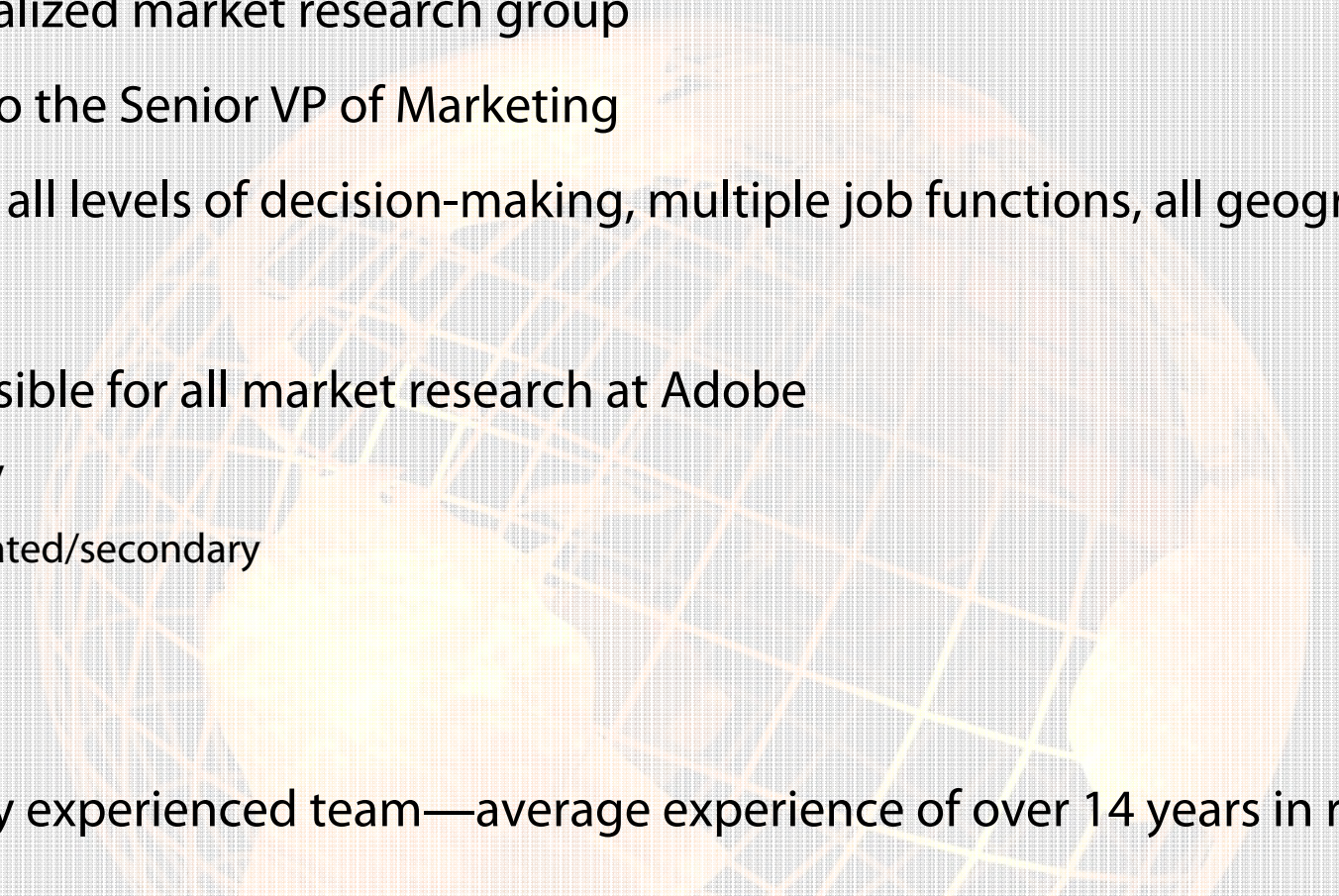
Sharing The Research Gold— A Market Research Portal Case Study

Karen Draper
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Adobe Systems

The Market Research Event
October 16, 2007

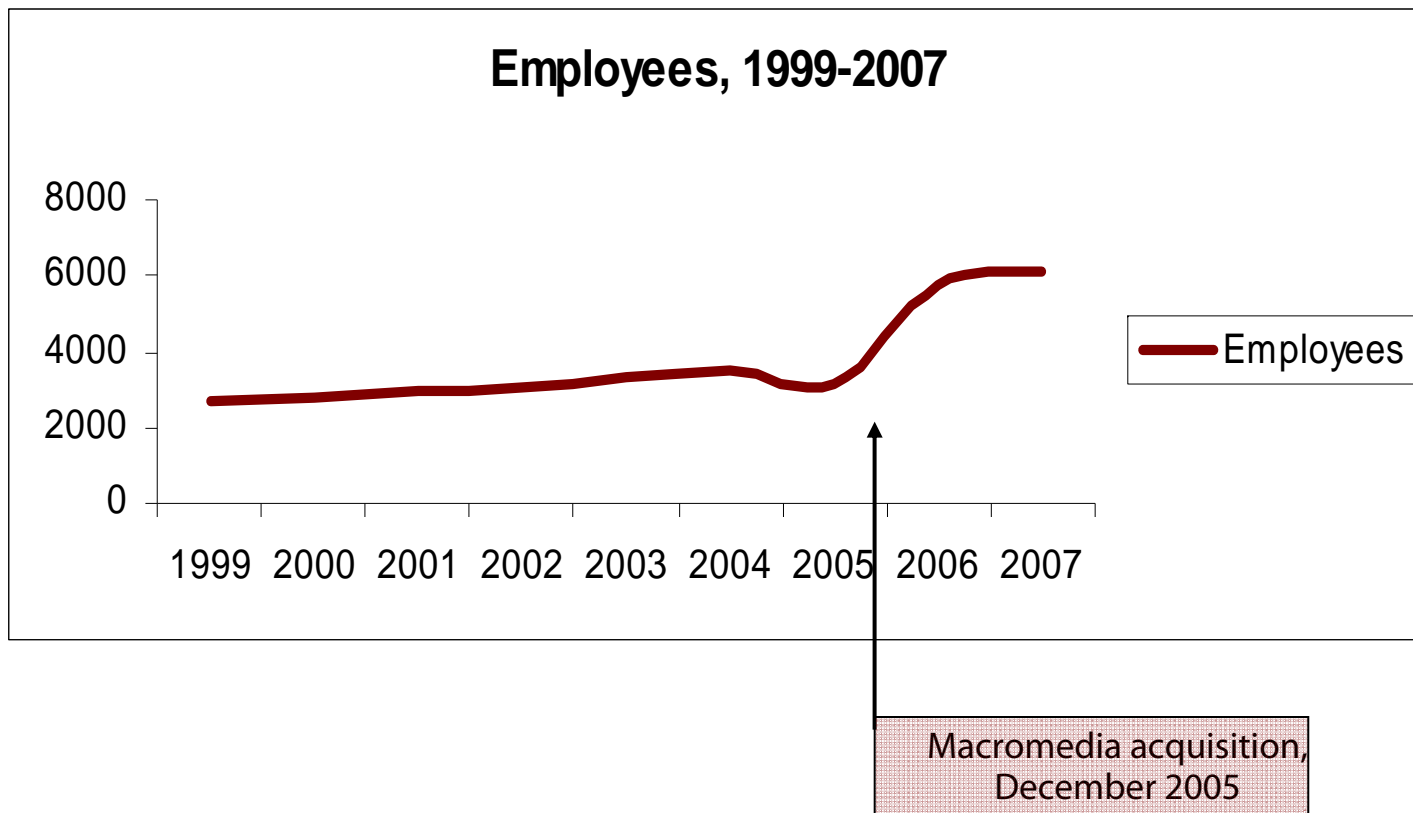


Global Market Research (GMR)

- Is a centralized market research group
 - Reports to the Senior VP of Marketing
 - Supports all levels of decision-making, multiple job functions, all geographies
 - Is responsible for all market research at Adobe
 - Primary
 - Syndicated/secondary
 - User
 - Is a highly experienced team—average experience of over 14 years in research per person
- 

So here's the situation...

GMR's user base has more than doubled since 1999...



...and this user base is spread across the globe...

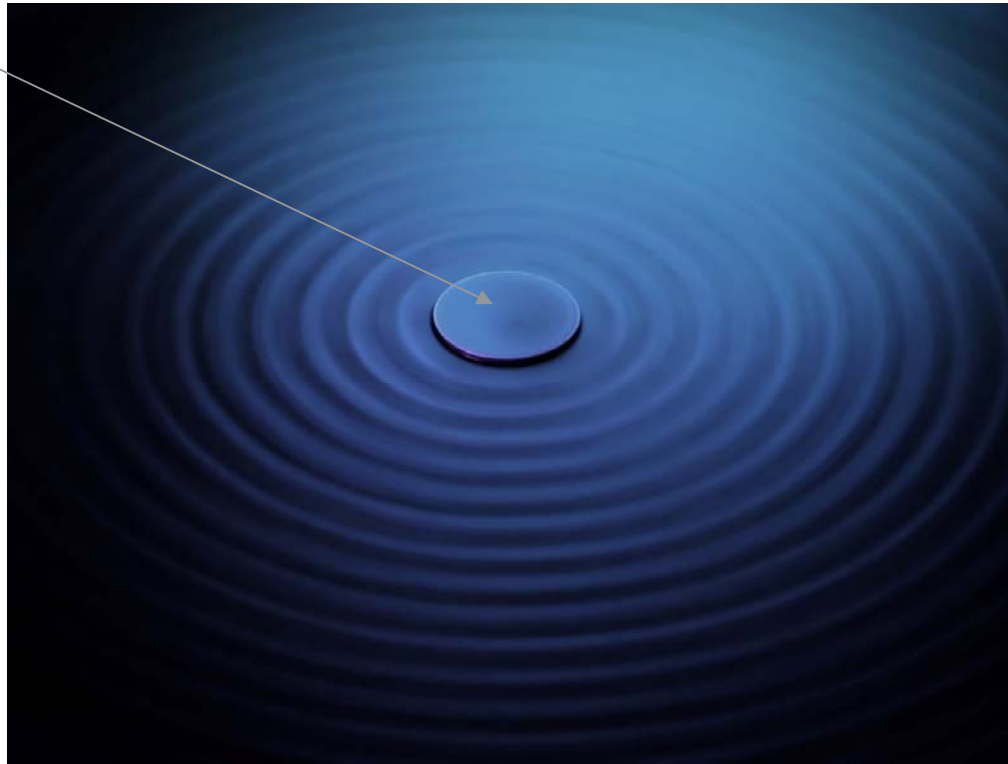


...while most of GMR is in San Jose



We serve various job roles and all levels of decision-makers

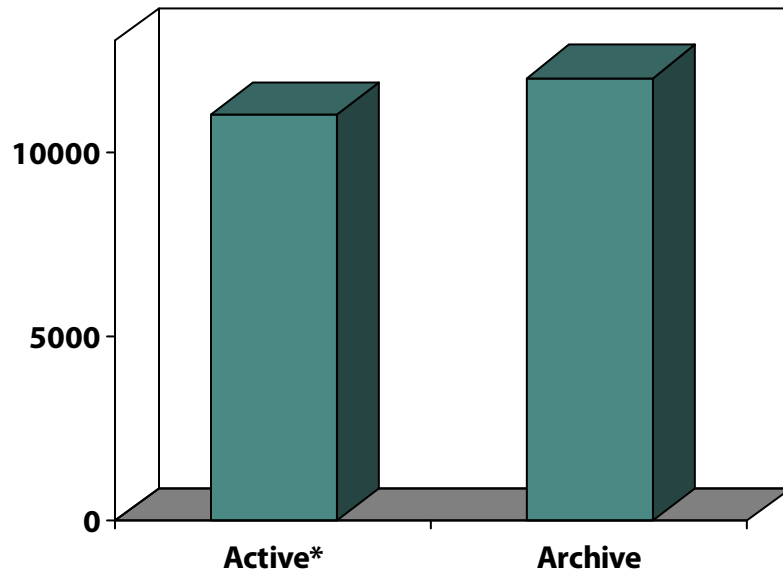
We can only
work directly
with so many



Content has expanded as well

Documents

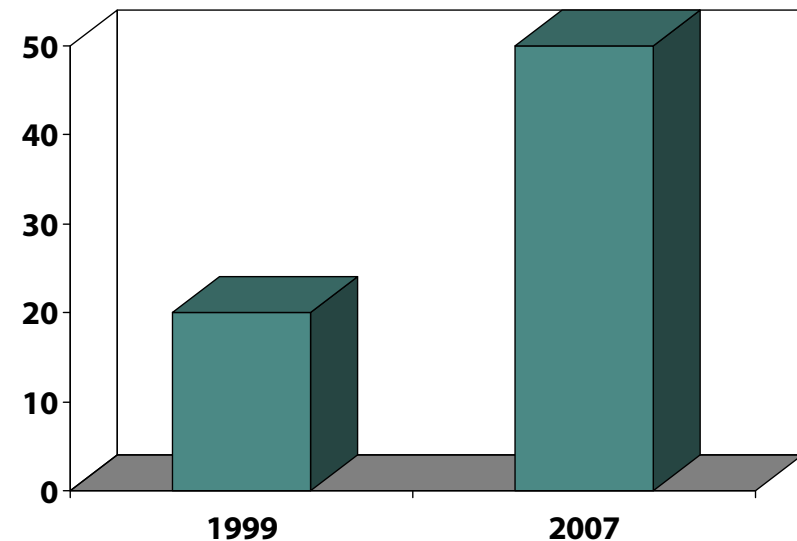
In 2007, there are about 11,000 documents in the current database and about 12,000 in the archive.



***Most recent two years**

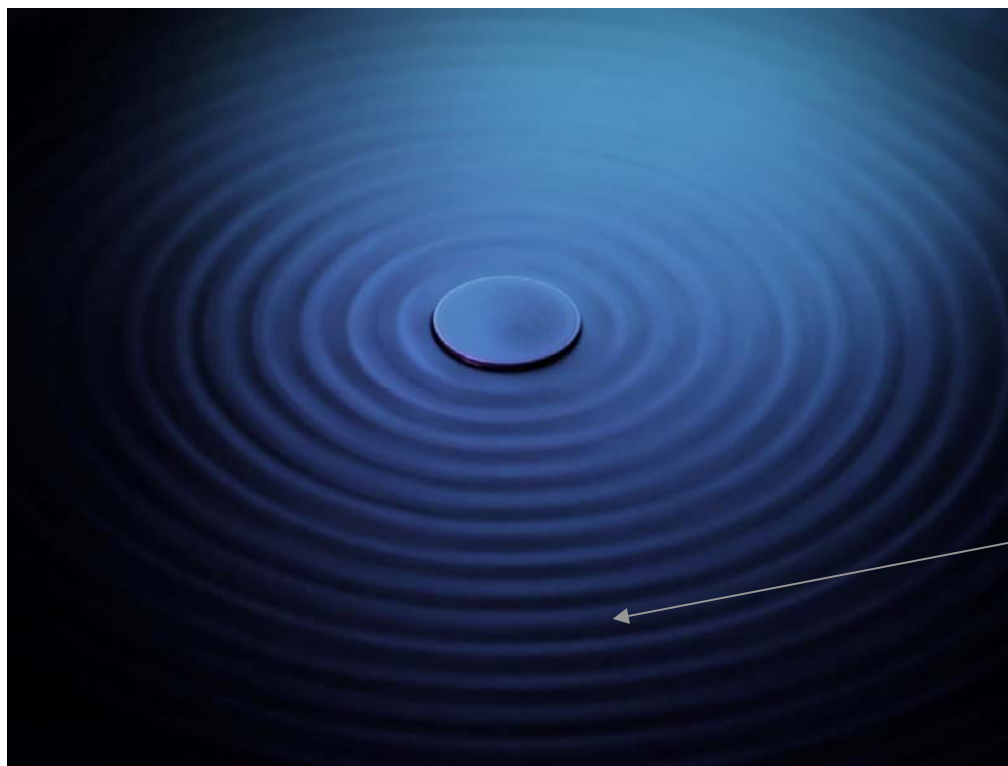
Syndicated vendors

The number of syndicated vendors has more than doubled since 1999, and the contracts and interactions are much more complex.



How have we managed?

The self-service model helps



We knew a self-service portal would help us reach the outer circles, where direct touch isn't practical

1999

- [Corporate Marketing Home](#)
- [Goldmine Home](#)
- [Customers](#)
- [Geographies](#)
- [Market Statistics](#)
- [Markets](#)
- [Products](#)
- [Research](#)
 - [Custom](#)
 - [Syndicated](#)
 - [Quick Start](#)
 - [Calendar](#)
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 - [Online Bookstore](#)
- [About Us](#)

Welcome to Goldmine

As you move around Goldmine, you will see that this site is set up to be interconnected - you may arrive at the same information from multiple entry points. You may approach Goldmine with a specific topic in mind, or you may want an overview. Either way, you will find links to all relevant information on Goldmine.

Story 1

None is another word. None is another word. None is another word. None is another
word. None is another word. None is another word. None is another word. None is
another word. None is another word. None is another word. None is another word.
None is another word. None is another word. None is another word. None is another
word. None is another word. None is another word. None is another word.

[illegible]

If you have questions concerning Goldmine, please send e-mail to Goldmine@mta.com.

...And grows up

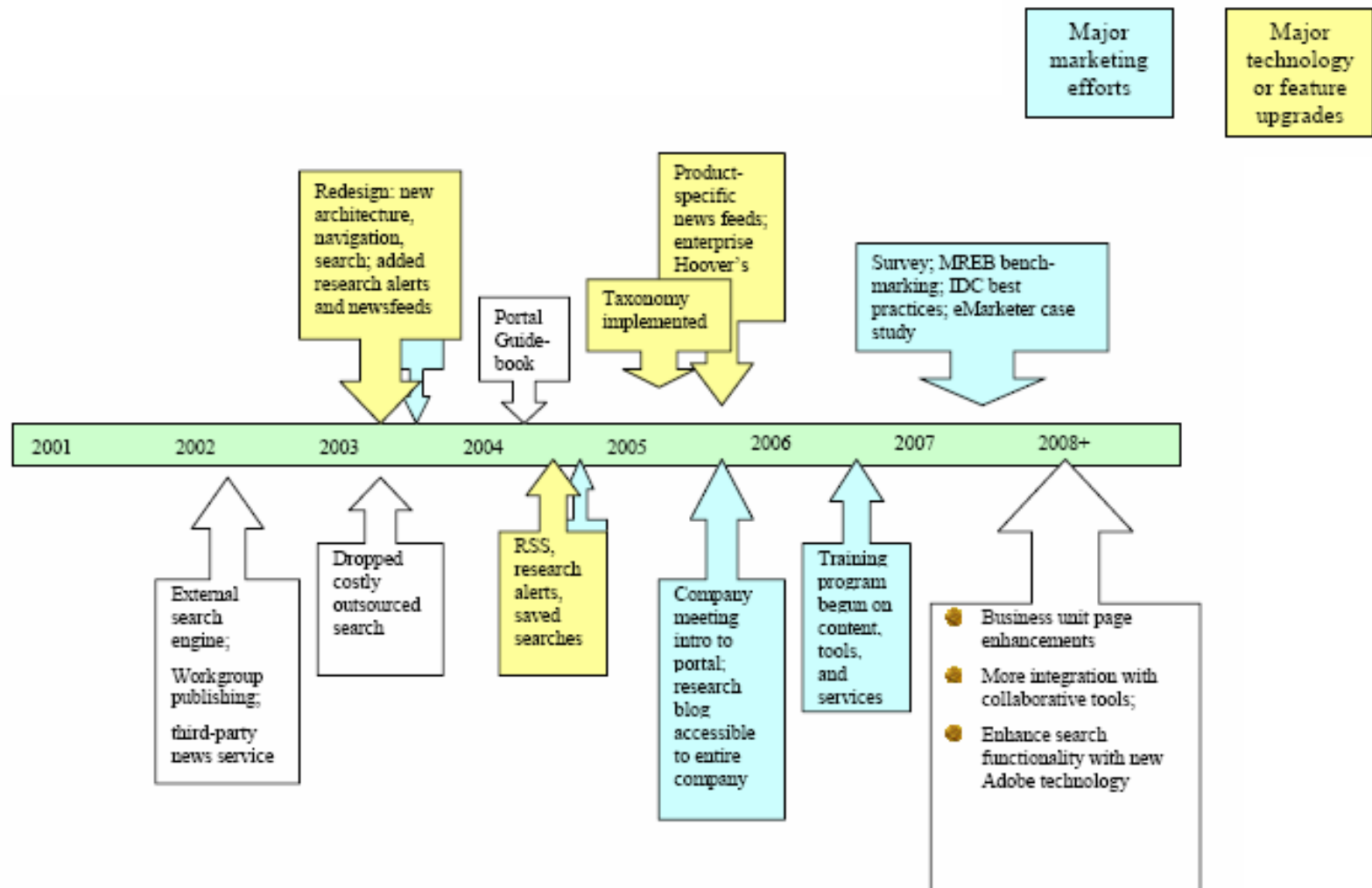
2007

The screenshot shows the Adobe Goldmine research portal homepage. At the top, a banner features a stylized sunburst graphic and the text: "Goldmine is our commitment to a world-class research portal to ensure Adobe's knowledge base is accessible to employees worldwide. -- Global Market Research". Below the banner, the page is organized into several sections:

- Home**: A link to the home page.
- GOLDMINE FOR...**: A sidebar menu with categories like Asia Pacific, Engineering, Europe, Human Resources (HR), IT, Marketing, and Sales.
- HOT TOPICS**: A sidebar menu with categories like Advertising, Digital Media, Enterprise Content Management (ECM), Information Workflows, Mobile Content, Rich Internet Applications (RIA), Service-Oriented Architectures (SOA), Software as a Service (SaaS), Strategic Training, Web 2.0, Web Conferencing, and more.
- NEW RESEARCH**: A section with a list of research articles, each with a title, a brief description, and a "View Article" link.
- RESEARCH ALERTS SIGN UP HERE!**: A section with a checkbox and a "Sign Up" button.
- NEW AND NOTEWORTHY**: A section with a list of featured research articles, each with a title and a "View Article" link.
- EVENTS AND TRAINING WORKSHOPS**: A section with a list of upcoming events and workshops, each with a title and a "View Article" link.
- MARKETS AND RESEARCH BLOG**: A section with a list of blog posts, each with a title and a "View Article" link.

At the bottom of the page, there is a "HOT STAT" section featuring a 3D pie chart and a link to "click here for more info".

A market research portal timeline



A portal evolution—Management issues

Then

- Different licensing agreements with different external vendors of research and services
- Internal outsourcing of technical management, dependencies on IS department
- Ad hoc training

Now

- More consistent licensing of external content—enterprise access whenever possible
- Technical management within group simplifies fixes, changes; ordinary maintenance in IS
- More formalized, regular training



A portal evolution—Technical issues

Then

- Plain design; flat, rigid structure
- High maintenance updating process—manual uploading and linking, reliance on one group for posting, outsourced search
- No true content management system
- No true taxonomy
- No collaborative tools

Now

- More attractive, colorful design; more flexible structure
- Lower maintenance, more scalable—dynamically-driven, distributed posting, in-house search
- Easy-to-use CMS
- Taxonomy specific for Adobe needs, continually updated
- Links to tools, plus plans for more

 goldmine content management system
Turning Information Into Gold

A portal evolution—Content issues

Then

- Mostly syndicated, some primary
- Time delay getting primary research posted
- Limited third-party information sources beyond regular primary and syndicated research
- Little Adobe content from outside GMR
- No proactive information delivery

Now

- Still mostly syndicated, but more primary
- Primary research posted soon after project completion
- More third-party sources, including business information, journals, engineering publications
- Still little Adobe content from outside GMR
- Proactive Research Alerts, RSS feeds for keeping current

RESEARCH ALERTS
SIGN UP HERE! 

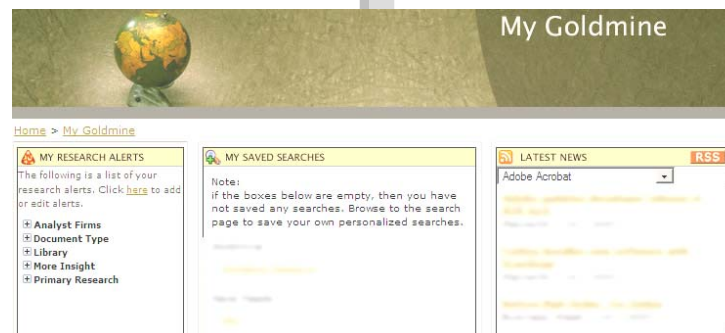
A portal evolution—User issues

Then

- Couldn't count users as well before we required signing in
- Heaviest use from the US
- No personalization

Now

- 3600+ registered users (more than 50% of Adobe employees)
- Strong use in geographies outside North America, especially India and the UK
- Easy-to-use personalization



What we've gotten right

Our users see value

- ✓ According to a recent survey of portal users,
 - ✓ 62% used primary research from the portal
 - ✓ 58% used syndicated/secondary
- ✓ Primary research documents are consistently among the most downloaded items each week
- ✓ Users cite the impact the portal has on their work:



"Whether I'm preparing a simple presentation to customers or doing some business analysis on a market, the **collective research** that is available is very helpful."

"We found some information in primary and in third party research that was helpful in **seeing trends and justifying our new designs** for an upcoming product."

"I am developing a research plan for a group here, and was able to quickly understand what research has already taken place. **No need to recreate the wheel.**"

"It's the **one place** to go for information"

We deliver on ROI

- Helping to leverage previous primary research
- Maximizing access to purchased syndicated research
- Continual monitoring of research to make sure it meets changing needs
- Highlighting interesting tidbits hidden in primary or secondary research
- Taking advantage of a scalable structure
- Enabling increased productivity and access worldwide, 24x7
- Creating custom taxonomy that saves money and is more relevant
- Empowering users to learn more

We've gotten recognition

- Featured in case studies:
 - Market Research Executive Board:
 - "Extending Research Portals to the Broad Organization," 2006
 - IDC:
 - "Best Practices in the ROI of Market Intelligence," 2007
 - eMarketer:
 - "Enterprise-wide Information Flows @ Adobe," 2007



**What we might have done
differently**

More attention to users

- More training
 - Hands-on, virtual, asynchronous, one-on-one or in groups, whatever works
- Visits to other offices
 - Personal attention does work in driving awareness and subsequent use of the portal
- More user involvement in development stage for new features
- Better metrics



More content and technology tweaks

- More push for non-GMR content
- Improved search earlier in the design
- Overviews, etc., to help with information overload
- Earlier Web 2.0 integration (tagging, “send to a friend,” etc.)

advertising analysts applications collaboration company content
management developers development digital
imaging enterprise enterprise software financial services flash
flex industry trends information knowledge
workers management market research media mobile mobile
advertising online online advertising online video programming
languages rich internet applications software applications
technology trends user experience video web web 2.0 web
conferencing web services

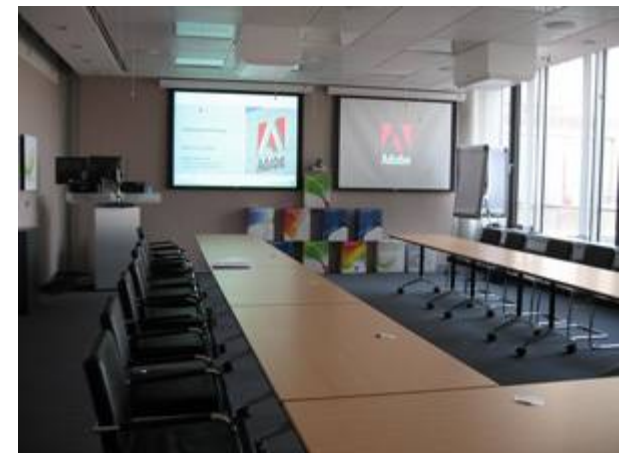
More marketing



- More marketing in more ways—traditional and Web 2.0 methods
- More prominent branding of the GMR name along with Goldmine
- More surveys, more frequently



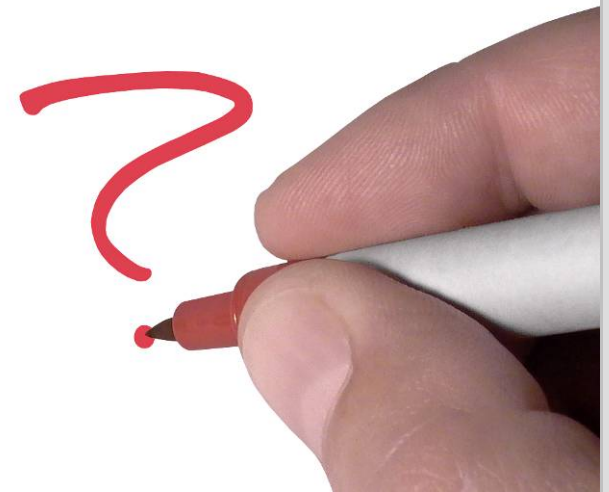
- Drive more first-stop visits to the portal



Where we'd like to take it

Extending our reach

- Continue to showcase Adobe software
- Investigate development of a mobile interface
- Develop more use by executives—they support the portal but don't tend to use it themselves directly
- Continue to be among the first internal groups to try new technologies as appropriate
- Add customization options for individual users as well as business unit sections of the portal
- Develop more internal content from outside GMR
- Continue to work on adding Web 2.0 integration with other internal tools



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Better by Adobe.™