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Inmagic White Paper Shares Best Practices For Research Asset Management

Woburn, MA (May 17, 2006) – Based on its engagements with hundreds of companies, Inmagic, Inc. has published a white paper describing best practices for research asset management – a critical competency for many organizations in today’s information-driven economy where nearly everyone is a “researcher” in some way.

Research asset management is the combination of people, processes and technology by which an organization manages the high-value internal and external information assets that its professionals at all levels use to gain insights, plan, and execute. Research assets include internal information such as plans, presentations, and analyses, and external information such as news items, web resources, magazines, and industry analyst reports.

More than ever, success for many organizations depends on quickly finding and acting on various kinds of research assets. Yet even sizable organizations with otherwise sophisticated capabilities vary considerably in how, and how effectively, they manage these diverse research assets.

Poor research asset management carries a high price tag. Employees are forced to spend time looking for information, instead of using that information in more strategic and creative ways. Poor “institutional memory” and inadequate information sharing are at best inefficient and at worst extremely damaging. Employees waste time looking for information or recreating it, and they waste money purchasing duplicate information. It takes too long for new or transferring employees to get productive.

By working with many organizations that have complex information needs (driven by organizational structure, velocity of internal change, or the number of staff and geographies), Inmagic identified seven common themes for the effective management of research assets.

To learn more about these best practices, go to
http://www.inmagic.com/news/press_room/white_papers/PFI_request.html

The white paper also explains how organizations that are deploying these best practices gauge their impact and calculate their benefits.

Sue Feldman, Research Vice President for Content Technologies at IDC, notes that “The cost to an organization of having its professionals not find needed information is

extremely high. Yet the sheer volume of information assets that must be managed continues to mushroom. Organizations can make their research activities more productive by implementing best practices for research asset management.”

“Organizations that embrace best practices for research asset management typically are rigorous about the metrics for their organizations in general,” said Phillip L. Green, Inmagic’s President and CEO. “In talking with organizations about how they determine the payoff from effective research asset management, we consistently heard about ‘operating smarter, faster and cheaper,’ and being able to leverage and ‘institutionalize’ their employees’ best work. We’re excited to share our findings.”

About Inmagic

Inmagic, Inc. is the global leader in enterprise Research Asset Management. Inmagic's solutions are uniquely capable of organizing diverse sets of research materials and enabling our customers to gain extraordinary insights from them. Inmagic solutions are known for their flexibility, ease of use and deployment, and minimal need for information technology support. Because they are based on Microsoft® SQL Server™ and .NET technology that utilizes Web services, Inmagic applications can be integrated with and interoperate within an organization's overall information technology infrastructure. For more information, visit <http://www.inmagic.com> or call toll-free 800.229.8398.

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