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Inmagic Customers and CEO Share Insights at SLA 2006 About New Requirements for Managing Information Assets

Woburn, MA (June 6, 2006) – To help information professionals deliver extraordinary value for their organizations and firmly cement their own roles, Inmagic will host a Strategic Technology Alliance Series session at next week's Annual Conference of the Special Libraries Association (SLA). The SLA is the global organization for innovative information professionals and their strategic partners. It promotes and strengthens its members through learning, advocacy, and networking initiatives.

The requirements for managing critical information assets are changing. At this session

- Madeline Cohen, Director of the Newsweek Research Center
- Judith Johnson, Director, Information Resources, Lincoln Center
- Phillip Green, CEO of Inmagic

will explain how "active management" of those information assets delivers extraordinary value for an organization and firmly cements an information professional's role.

The session will:

- Help attendees learn from their industry colleagues about new and better ways to organize diverse internal and external information assets, and enable end-users to gain critical insights from those assets 24/7 regardless of where end-users or information may be located.
- Provide examples of how an information professional's "active management" of information assets (vs. use of search engines or RDBMS) not only delivers extraordinary value for that person's organization, but also firmly cements that IP's role.

The session will be held on Tuesday, June 13th from 11 am – 12:30 pm, in Booth 2550 of the INFO-EXPO at the Conference.

Based on its engagements with hundreds of companies, Inmagic recently 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.

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.

Click here to learn more about these best practices:

[Best Practices for Managing Critical Information Assets](#)

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

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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