"Het Overleg"
Kluwer Law International's vision on providing content to the customer at their point-of-need

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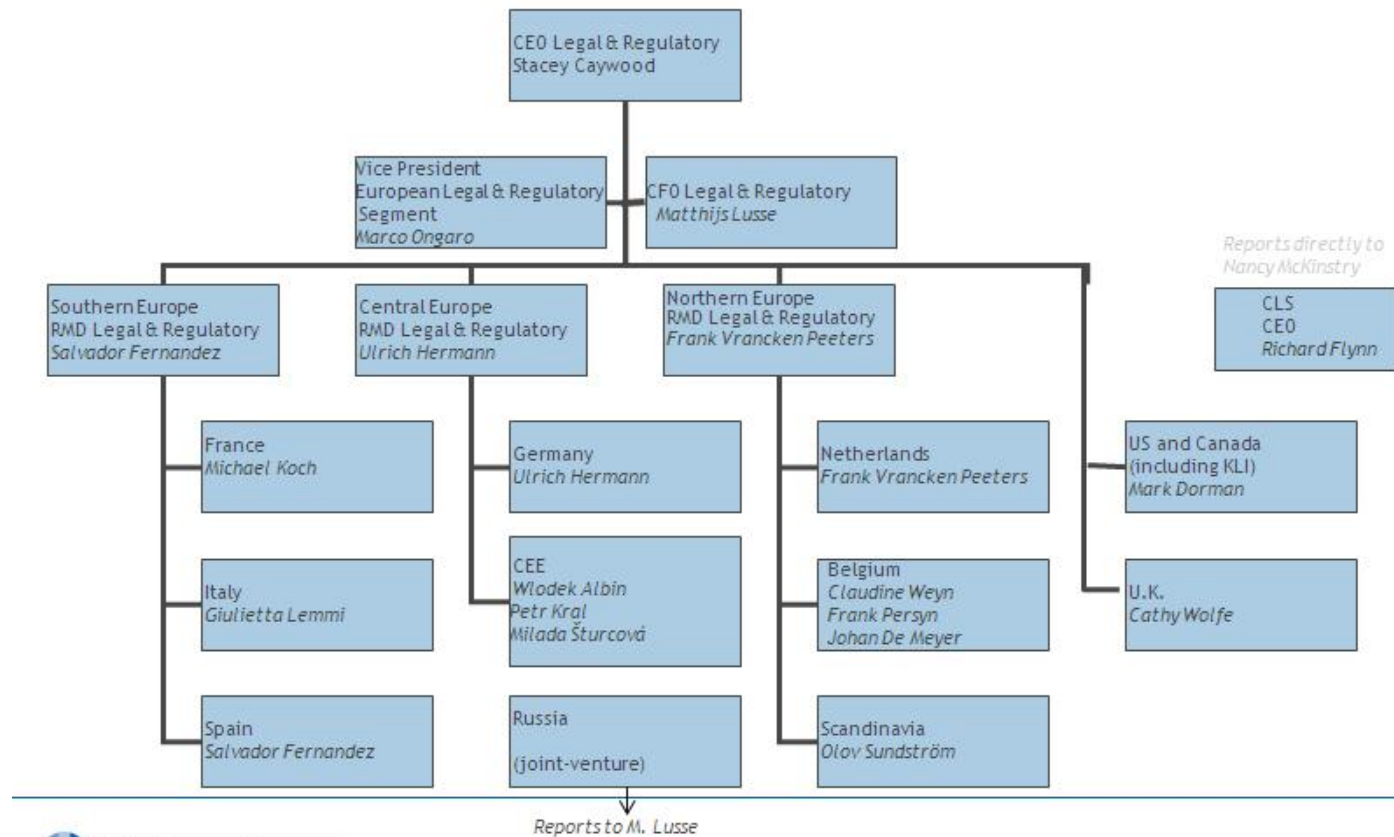Law & Business

Gwen de Vries

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Overview

- Overview of Kluwer Law International within the Wolters Kluwer organisation

- Product development vision

- Product development plan

- Pricing policy

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Product development vision

Provide customers with enhanced portfolio of online products that respond to need for efficient, cost-effective, up-to-date, and easy-to-use authoritative analysis and tools at their point of need.

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Product development plan

■ Integrate our US and International products, i.e., offering the customer the option to access US and International content in one place

■ Digitize and hyperlink all content

■ Offer the customer the opportunity to decide how he/she wants to access our products through

    -Sales options: modules, transactional pricing, menu of publications, content-specific libraries (currently in development)

    -Different means of access to our content: print, internet, intranet, mobile, portal

    -Functionality to customize landing pages

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Product development plan - continued

- Create additional points of contact with our customers (communities/blogs/ visits/ surveys et cetera)

- Conduct continuous and efficient market research

- Develop web-based communities that will facilitate creation of practice area forums and foster brand awareness

- Develop innovative tools that enable our customers to work more efficiently

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Pricing

- **Price strategy: To give customers a price that places value on the content/functionality/tools and not on delivery mechanism (print vs. online delivery)**

- In general: Sales reps have a "basket" of practice area related products with a leading online service (e.g. kluwerarbitration) and negotiate a total price.

- KluwerLawOnline:

  -In 2011: Online price is the base price

  -Combo of Print + online = 30% on top of the online price

  -Print only is 6%-8% higher than the online only price as print costs (operational/manufacturing) are higher

  -Online benefits

  — Quicker updates
  — RSS feeds, so you know when product is updated
  — Ability to integrate content on own intranet

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