

## **Understand bundling ... Think solutions?**

**First we have to define what *bundling* is.** Probably the most obvious answer would be Frank Fritz's approach to packaging deals on the reality television show *American Pickers*. He wants a high priced item for less money than the seller is willing to take. He selects another item he wants that has less value to the seller and negotiates a "bundled" price, which yields both items at a price he is willing to pay.

***Bundling*** as a concept makes an assumption that a single problem, goal or desire may not be best solved using a single idea, solution, or solver. In fact the name itself implies approaching any issue through a *collaboration of ideas, solutions, and solvers*.

**We use the term *bundling* as a new concept.** *Bundling* is a good term, because it addresses multiple aspects of providing a product, in a timely, cost effective, and usable way; by collaborating with other companies to bring specialized and focused technologies to bear on a specific set of problems.

**Another key is to *bundle* enough data** to perform a service in a cost effective manner. Through volume, bundling becomes even more cost effective and offers opportunities to involve even more partners in the *bundling* process.

**Being a *bundler* is something of a mindset;** without the *bundle*, any one entity is likely to take on a project in which the original focus is apt to change, the price is often too high, priorities conflict; development becomes stagnant or time consuming, and often ends without final benefit to the client. In this economic climate, the talent necessary to complete the effort may suddenly be in short supply due to competition between companies and vendors, each trying to oversell capability without the full expertise to provide the solution.

**The Why of *bundling*** is actually quite simple; how can we best yield maximum benefit at a fair price and deliver a needed solution in a timely manner?

**We need to address whether *bundling* addresses a needed solution.** We know that accurate data reduces risks in the use of that data. We also know that inaccurate data produces bias in analysis and results in lost information. We know that consistent data, created in an efficient manner, that is highly usable, reduces cost. *Finally we know that reducing cost creates a positive financial impact;* which is critical in conducting any proper business model.

**How does it yield maximum benefit?** I discussed the oil and gas industry as an example in my paper *Understanding the Future of Information* and how large data integrity, deliverability, and usability is suppressed by enormous growth in data. I recently read an article by “Jeffrey Maskell ... *end to end data*,” which suggested that some companies acquire data they are not even capable of using or taking advantage of. I suggested there was a need to look at *bundling*, as a possible solution to not only company, but also industry and cross industry needs. I mentioned in the same article how economic fluctuation impacts our ability to address problems, promote solutions, and encourage ideas. The Oil and Gas industry is in such a state of economic fluctuation right now and looking for answers.

**Are we correctly preparing for the next change**, the one when the cycle reverses and demand is normalized and we start to make bold moves again? Will we just cope, address immediate needs, trim the fat, pay down debt, and play it safe? Some are obviously going to do that. Others are thinking beyond the present situation. There is a lot of discussion about investing in data, continuing the investments in big data management, reducing the numbers of data silos and data cleansing once the data has all been assembled. However; there is still one obvious and lingering problem that we face in doing these tasks. *Everyone is duplicating effort*; addressing the problems associated with big data all by themselves. The silos we are fighting to reduce are merely getting bigger and perhaps even increasing in number. Costs continue to soar, because there are no shared industry solutions, only industry competition in trying to wrap hands around data management. *Every company is doing the same thing only differently*. Silos compete for priority and this yields inconsistency, redundancy, and constantly moving targets.

**However *bundling* creates a scenario where industry**, even companies can look at external as well as internal opportunities to address problems and arrive at solutions that serve multiple needs. *Bundling* is a means to find unique solutions for one or many problems by finding unique technologies, expertise, and methods already in place to accomplish common needs. This is an additional way to reduce cost while still moving forward. It is a way to obtain benefit without having to develop every solution for every problem, yet still arrives at the goal of reliable and usable data in a form that users can readily access and benefit from.

*Think bundling... think solutions...*