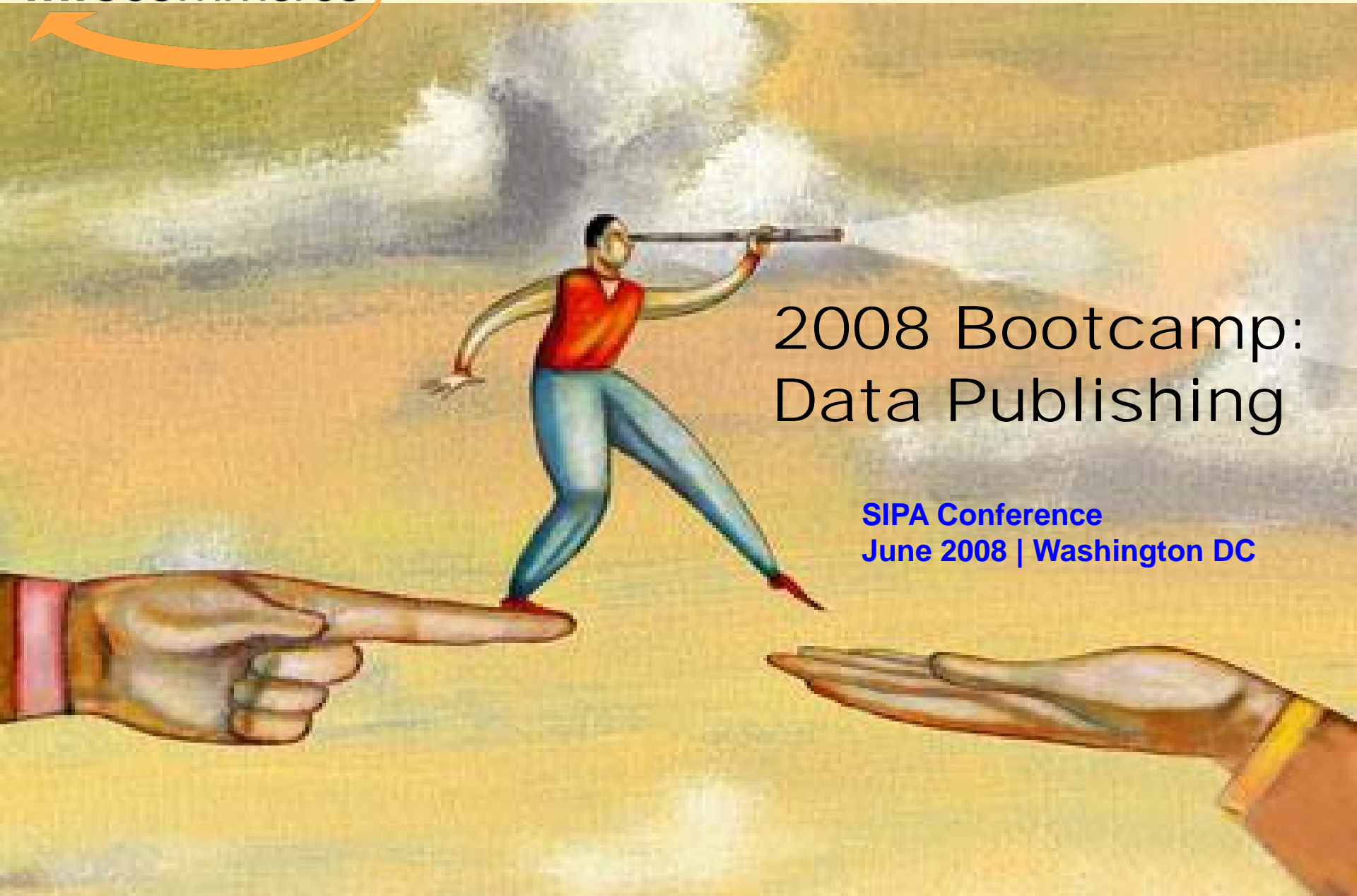




InfoCommerce Group Inc.

# 2008 Bootcamp: Data Publishing

SIPA Conference  
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# Data Publishing: What the heck is it?

- Data products are:
  - Structured
  - Fielded
  - Consistent
  - Comparable
- Specific focus – not a general reference
- Often coupled with tools that help the user apply the data to a solution, answer or direction sought
- Designed to provide an answer or get the user quickly to answer

# Scaling the Mountain

- Data:
  - Rankings
  - Stock scores
  - Industry market share
  - Directories
- Data that does stuff:
  - Identify a party that's ready to buy
  - Find lucrative opportunities
  - Locate credit worthy partners
- Data that drives stuff:
  - Specifications that drives the machine tools
  - Benchmarks that drive repair rates
  - Data that sets insurance reimbursement rates.

# Why on earth get involved?

- Your publishing DNA
  - Knowledge
  - Efficiency
  - Trust
  
- Your Central Market Position

# Why Users Like Data

- Get fast answers ... in a time-starved world
  - Think: service ratings
- Find worthy partners and vendors
  - Think: credit scores
- Locate standards and benchmarks:
  - Think: M&A deal stats
- Organize and structure ... in an increasingly complex world
  - Think: industry taxonomies
- Provides comparability... in a world of disparate formats
  - Think: precise, criteria-based searching
- Pinpoint lucrative business prospects
  - Think: lead gen and opportunity finders

# Why Publishers Like Data

- Subscription revenue moves more readily to the web than advertising revenue
- Increasing confidence users will pay for information online
  - Quiet flight to quality
- Annuity-like revenue characteristics
  - Increasingly true as data embeds in user workflows and systems
  - Balances cyclical advertising revenue
- Currently a small business, but one with a clear, strong future
- Quality content is *enhanced*, not challenged, by the web
- Data properties boost company valuations in change of control

# Why now?

- The Internet
  - Low-cost, simple, convenient, ubiquitous access to data
- Better Computers
  - Vast improvement in PC hardware and software means data content can be better applied to solve business needs
- Better Computer Users
  - Higher PC literacy means more users willing and able to work with data
  - Minimal learning curve accelerates adoption and use of online content
- Increased Pace of Business
  - “I need it now”
- Productivity Imperative
  - “Buy, don’t build”
  - Embrace of automated systems

# The Key Models of Data Publishing

<i>Business Models</i>	<i>Content Models</i>	<i>Application Models</i>
<i>Subscription</i>	<i>Original Compilations</i>	<i>Pure Reference</i>
<i>Advertising &amp; Sponsorships</i>	<i>Aggregation</i>	<i>Buying Guides</i>
<i>Mixed Models</i>	<i>User-Generated</i>	<i>Lead Generation</i>
<i>Third Party Transaction</i>	<i>Clearinghouse/Exchange</i>	<i>Opportunity Finder</i>
		<i>Networking</i>
		<i>Credit Data</i>
		<i>Performance Ratings</i>
		<i>Central Catalogue</i>
		<i>Market Inventories</i>
		<i>Industry Benchmarks</i>
		<i>Market Registries</i>
		<i>Screen and Scrub</i>

# How do I get started?

- Look for gaps in your industry's selling process where more information could make a real difference
- Look for opportunities where data exists but isn't in any central place
- Look for opportunities where the data is available but managing or providing it is handled poorly – or not at all
- Look for opportunities for a central market catalog or market inventories
- Look for places where industry benchmarks or performance ratings would make a real difference.
- Look for data that you've been collecting for a long time but haven't organized.
- Look for parts of your market that are not currently organized