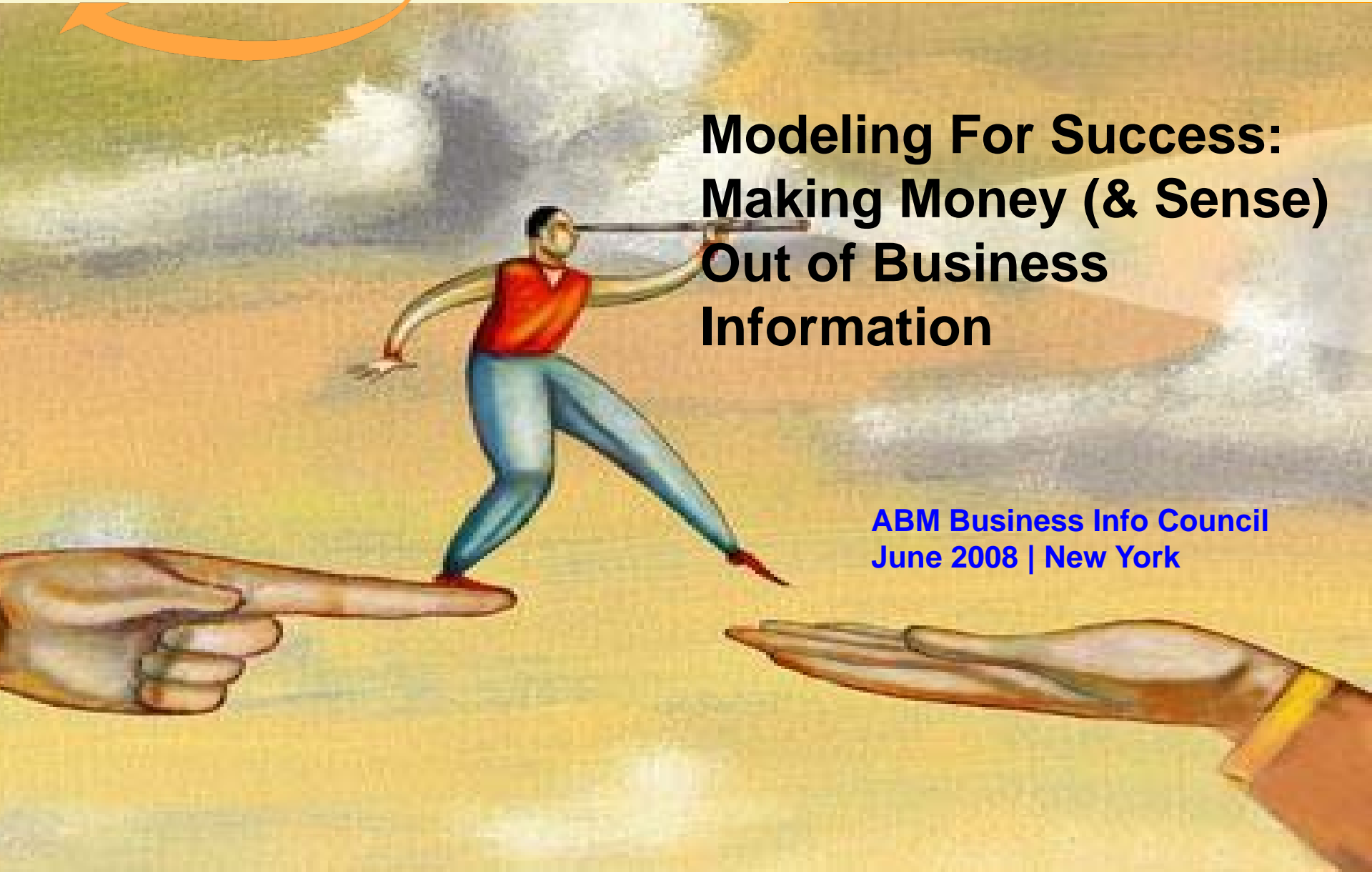




InfoCommerce Group Inc.

# Modeling For Success: Making Money (& Sense) Out of Business Information

ABM Business Info Council  
June 2008 | New York



# Business Information – what's the diff?

Why is this so hard?

- Many forms
- Many functions
- Many revenue streams
- All marketing channels apply
- Informs action

# Scaling the Mountain

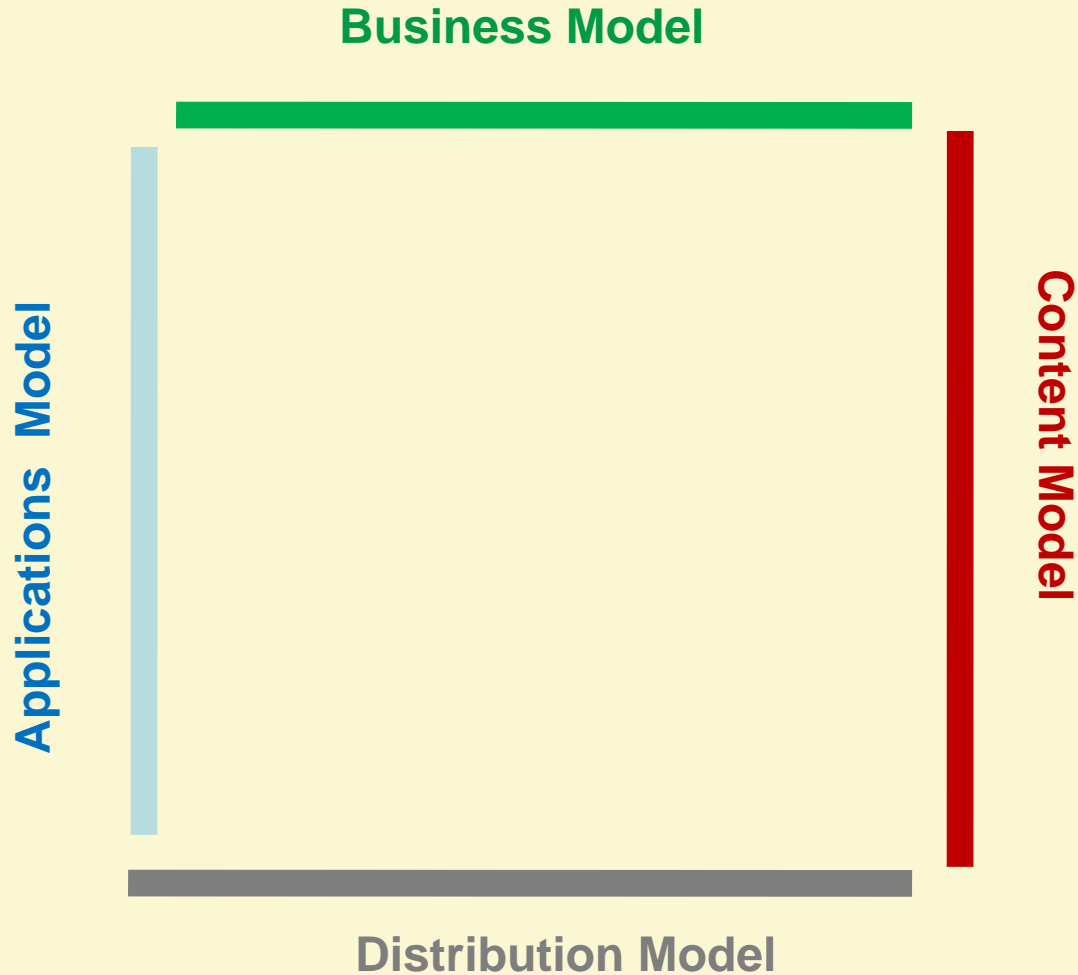
- Data:
  - Rankings
  - Stock scores
  - Industry market share
  - Directories
- Data that does stuff:
  - Identify a party that's ready to buy
  - Find lucrative opportunities
  - Locate credit worthy partners
- Data that drives stuff:
  - Taxonomies
  - Registries
  - Root Datasets

# Sorting it all out

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- How will we make money?
- How will we build it?
- How will we take it to market?
- How will it be used?

# Four Dimensions of Business Info





**A**pplication Models

**B**usiness Models

**C**ontent Models

**D**istribution Models



## Application Models

### Locate

- ▶ Buying Guides
- ▶ Central Catalog
- ▶ Market Ownership Records/Schedules

### Buy/Sell

- ▶ Lead Generation
- ▶ Opportunity Finder
- ▶ Networking

### Evaluate

- ▶ Credit and Risk Analysis
- ▶ Performance Ratings
- ▶ Reference and Intelligence

### Benchmark

- ▶ Industry Benchmarks

### Organize

- ▶ Market Registries/Organization Schemes
- ▶ Root Dataset





## **Business Models**

### **Subscription**

- ▶ **Subscription**
- ▶ **Membership**
- ▶ **By the Slice**
- ▶ **One-Shot Purchase**

### **Advertising & Sponsorships**

- ▶ **Advertising**
- ▶ **Paid Participation**
- ▶ **Free Listing with Paid Enhancements**
- ▶ **Piece of the Action**
- ▶ **Sponsorship**
- ▶ **Editorially-Driven Sales Opportunities**

### **Mixed Models**

- ▶ **Limited Free**

### **Third-Party Model**

- ▶ **Syndicated Content**
- ▶ **Multi-Client (syndicated) Funding**
- ▶ **OEM Licensing**
- ▶ **Data Exchange**



## **Content Models**

### **Original compilation**

- ▶ **Primary research: Manual**
- ▶ **Primary research: Harvested**
- ▶ **Advertiser-Supplied**
- ▶ **Advertising-Enhanced Primary Research**
- ▶ **Statistical**

### **Aggregation**

- ▶ **Indexed**
- ▶ **Licensed**
- ▶ **Public Domain**
- ▶ **Metadata**

### **User-Generated**

- ▶ **Community**
- ▶ **Survey**
- ▶ **Closed Data Pools**

### **Clearinghouse and Exchange**

- ▶ **Experiential**
- ▶ **Transactional**
- ▶ **Standardization**
- ▶ **Taxonomical**



## **Distribution Models**

### **Direct Sales**

- ▶ Direct sales –captive
- ▶ Direct sales- rep'ed

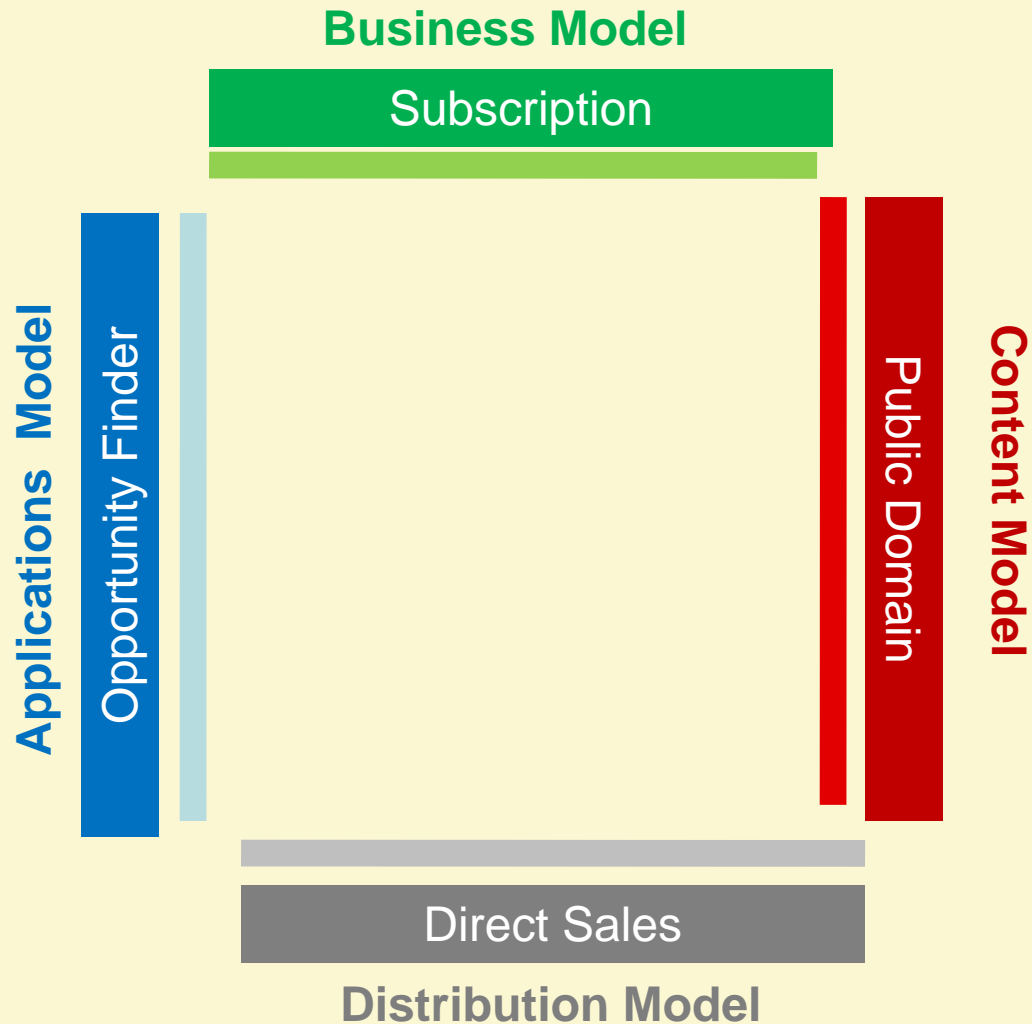
### **Direct Response**

- ▶ Direct response
- ▶ Web-based

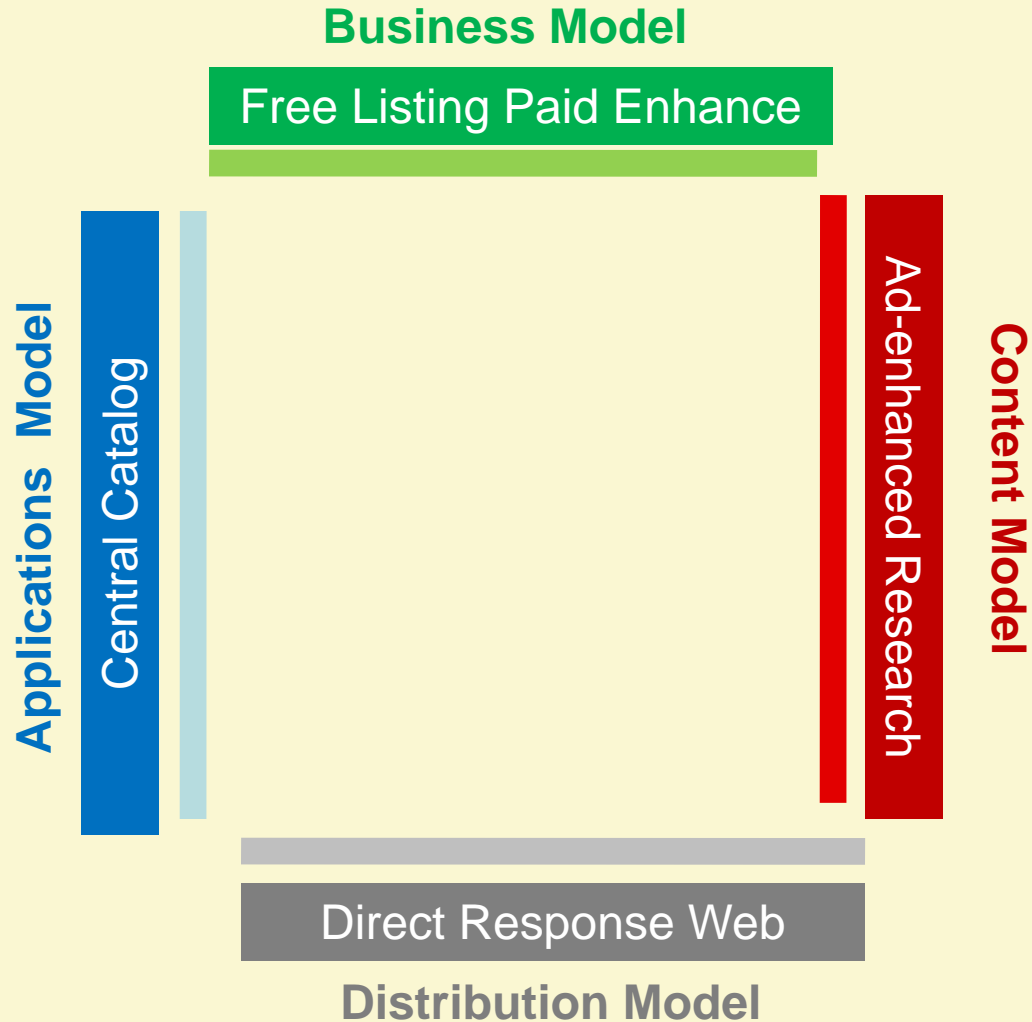
### **Third Party**

- ▶ Mandated sales
- ▶ Channel Sales

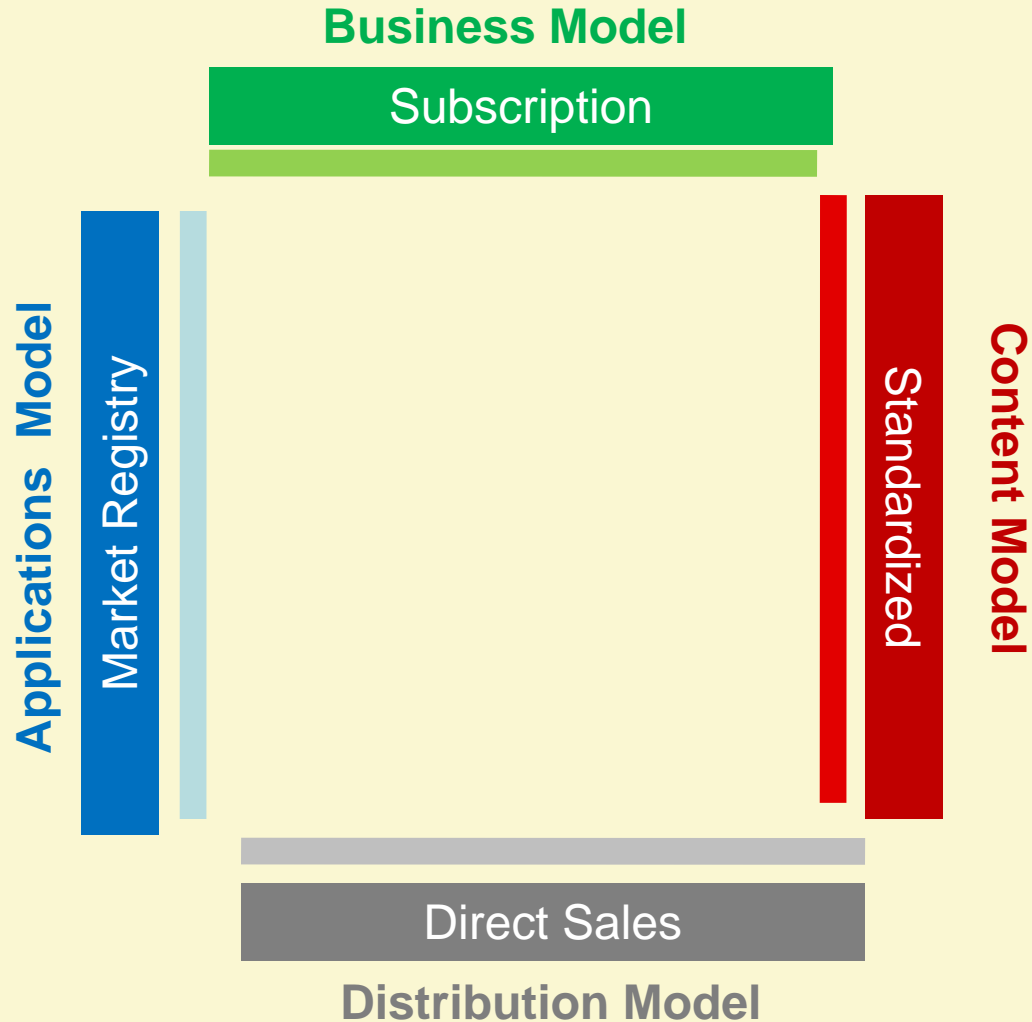
# Putting the models to use: EDA



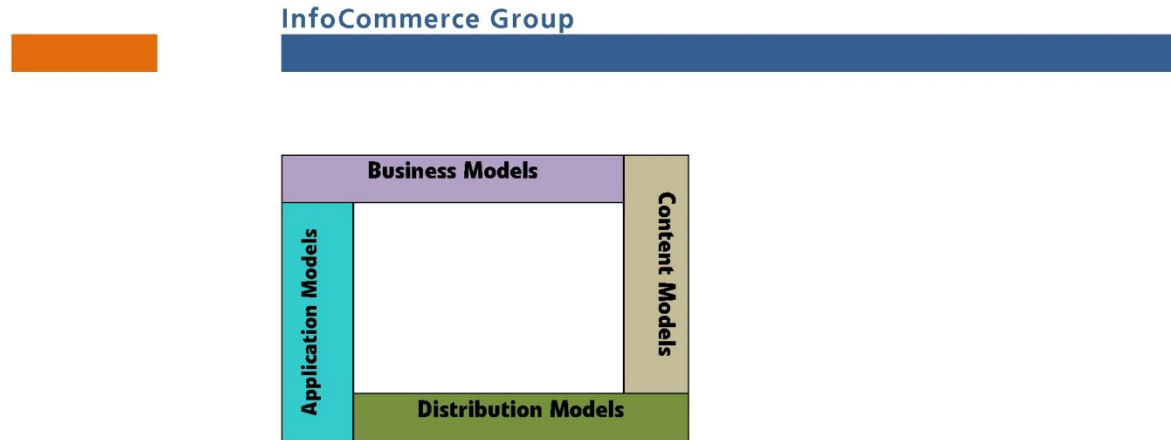
# Putting the models to use: Global Spec



# Putting the models to use: Accuity



# Modeling for Success



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