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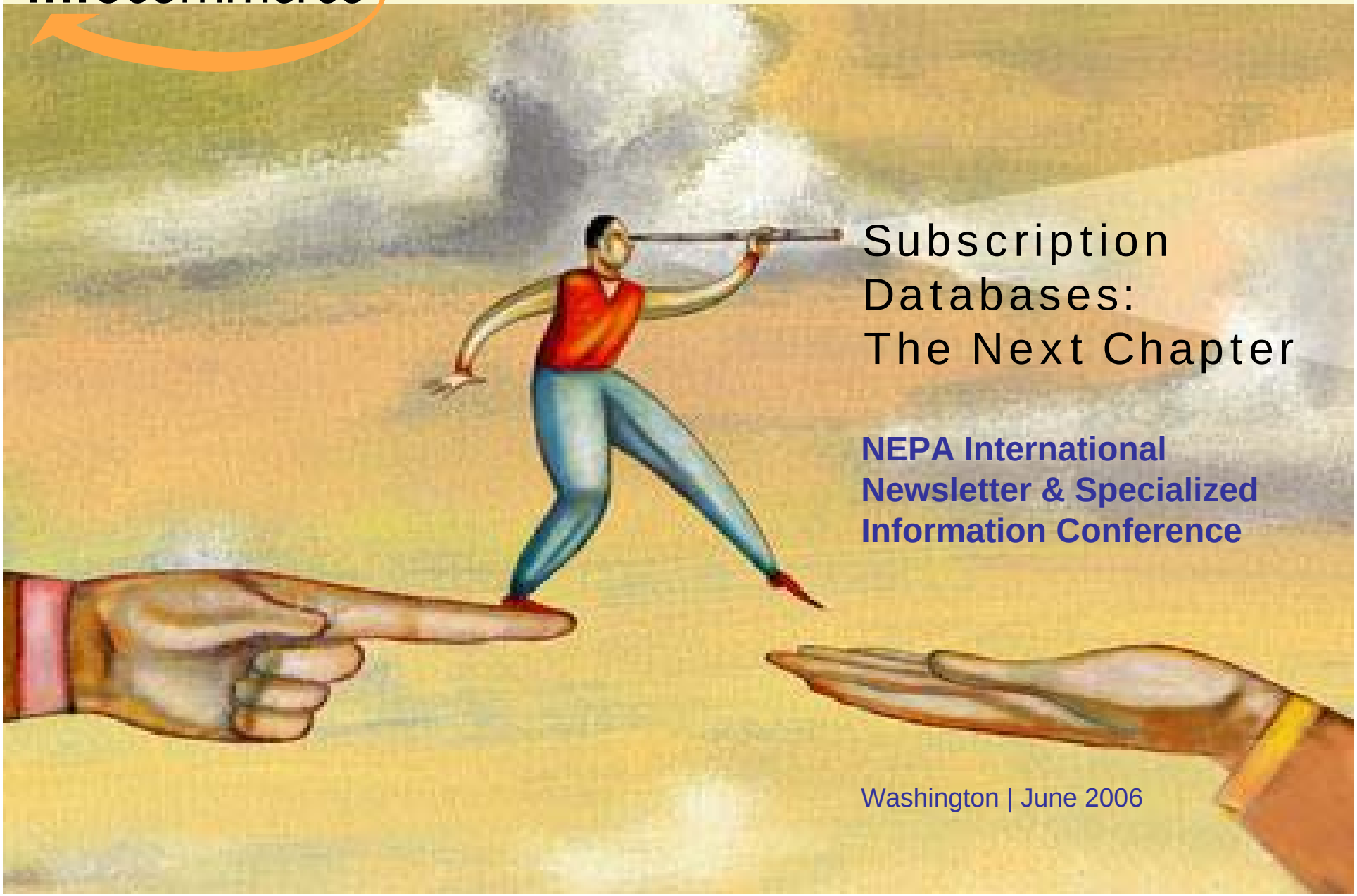
InfoCommerce Group Inc.



Subscription Databases: The Next Chapter

NEPA International Newsletter & Specialized Information Conference

Washington | June 2006

Users today are really
using data as they never did before.

As a consequence, they are now demanding better and deeper data, and strong tools to make use of that data.

Our business is changing, probably for the better, provided we deliver the goods.

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That Was Then

- We were rewarded for delivering more data
  - Print directories were often valued and priced based on their weight
- Data was scarce
  - The “better than nothing” standard
- We were references
  - Directly into libraries/information centers
  - Accessed infrequently by end-users
- We didn’t typically answer questions
  - Rather, we told users where to go to get answers

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This Is Now

- It's not a volume business anymore
  - User time is too limited and valuable
  - Much basic information has been commoditized
  - Depth is in; breadth is out
- Information is widely available and often free
  - This makes users more aware and more demanding
- Users want "data does that does stuff"
  - It has to be easy to manipulate and use
  - Ideally, it is bundled with tools to improve productivity
- Users want actions and results
  - They'll gravitate to the information source that delivers it fastest and most easily

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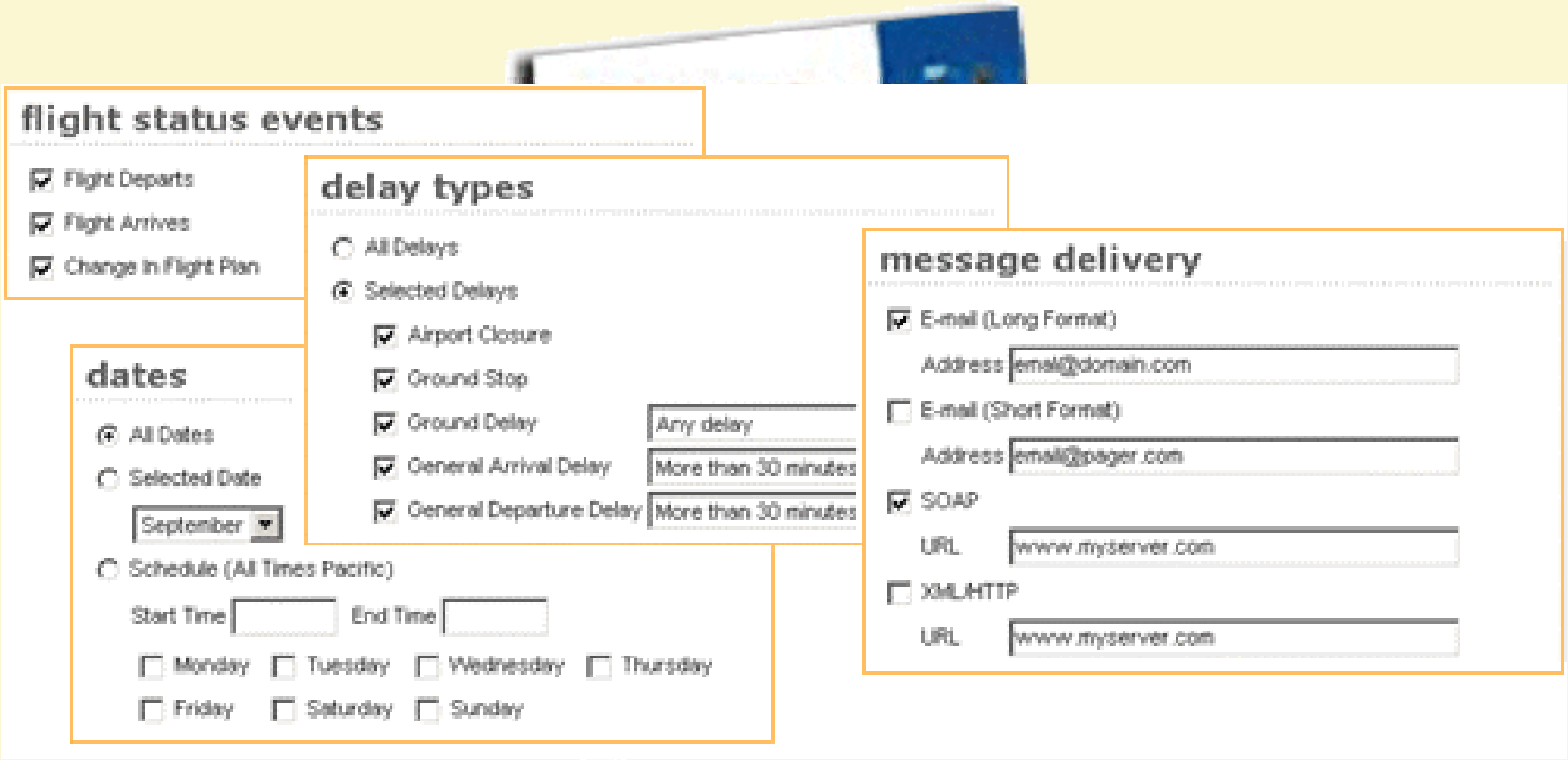
Welcome to the Evolution



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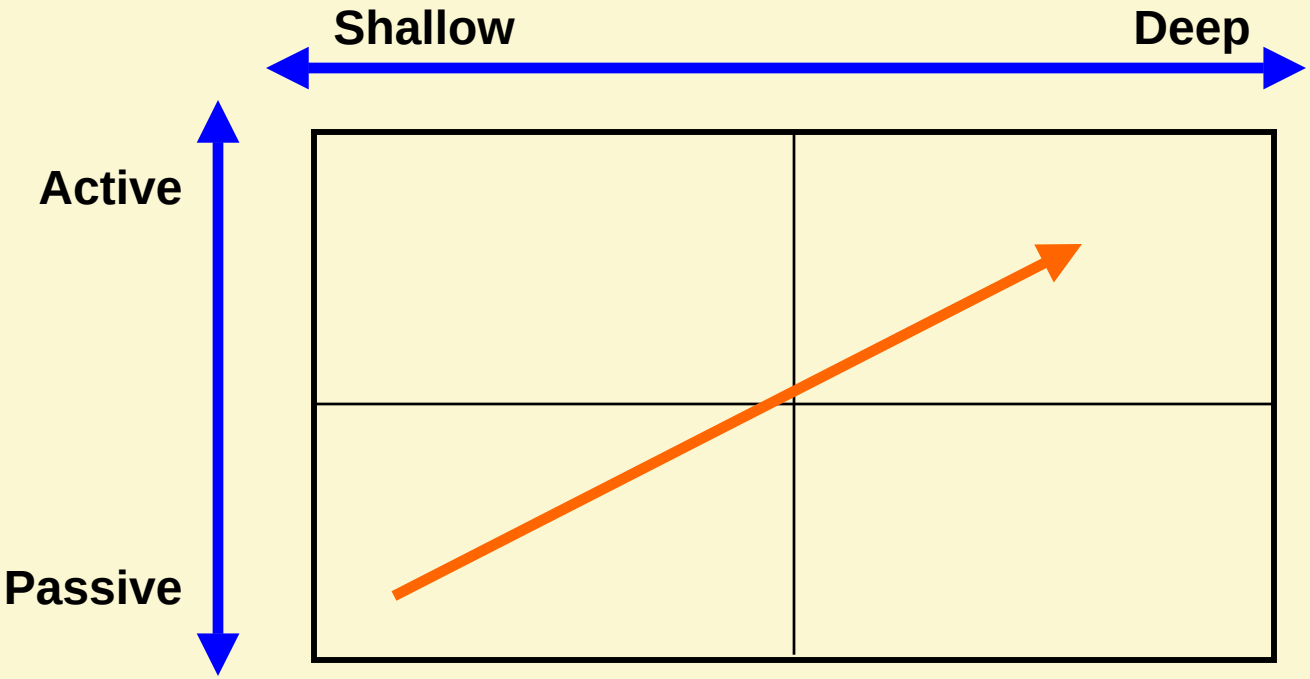
The Quadratic Equation



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Three Sustainable Product Models

- Provide valuable data that users *truly* can't get elsewhere (exclusivity)
- Provide all relevant data on a subject in one place, organized and easily accessible (aggregation)
- Bundle data with software that creates *true* added value by helping users do their work better and faster

Feel free to mix and match!

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How to Keep Up

- Automated data acquisition
- Outsourcing
- Adjust your role in the information supply chain

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Automated Data Acquisition

- Computer-Aided Editing
  - Spidering (discovery)
  - Data extraction (specific data acquisition)
  - Online updating (email and Web)
  - Automated classification (taxonomy coding)
- Data Overlays
  - Augment data by appending third-party licensed or public domain information
- Aggregation
  - Obtain and merge data from multiple sources to create entirely new products

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Outsourcing

- Like it or not, everyone is doing it
  - Over 60% of all data publishers now send some work offshore
- Never assume a particular task *can't* be done well offshore
  - New boundaries are being crossed regularly
- Never assume a particular task *can* be done well offshore
  - *Caveat Emptor* is still the rule
- Outsource intelligently and safely
  - Avoid dependence on offshore vendors
  - Keep quality control and other key tasks local

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Adjusting Your Role

- User-contributed/community data
  - Examples: Jigsaw, Linked-In
- Clearinghouse
  - Examples: Chrome Data, Produce Reporter
- Registry
  - Examples: R.R. Bowker, ASI, Accuity

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