



## Model of Excellence

Company:	Business Model:
<b>Microsoft Corporation</b> <b>Redmond, Washington</b> <b>www.microsoft.com</b>	<b>Subscription Supported:</b> <b>By the Slice</b>

### Overview of General Business Model Characteristics

**The Subscription Supported: By the Slice** business model represents publishing's "holy grail." It allows users to purchase individual or small groups of data records rather than subscriptions, thereby delivering the huge and elusive market of "casual users" who either need the data in small quantities or infrequently and thus cannot justify a subscription to a full database.

### Models of Excellence Benchmark

**The Microsoft Office Research Task Pane** is a remarkable and audacious new capability within the **Microsoft Office®** product suite that provides users seamless access to external data sources. While the technology allows users access to databases to which they have pre-subscribed, there is a capability to purchase data on an a la carte basis. Some key attributes of this new capability within Office:

- Ability to link to a remote, third-party database
- Ability to identify, locate and retrieve context-specific records
- Supports both pre-paid subscription and a la carte purchasing models
- Operates within the most popular word processing software, providing content owners with exposure and a direct link to millions of users
- An "at time of need" approach that merchandises data at the exact time and in the exact point in a document, when the user needs it most, thus when they are most pre-disposed to purchase it.

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