



**GovSearch Suite**

**Model of Excellence**

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Company:	Business Model:
<b>Carroll Publishing</b> <b>Bethesda, MD</b> <a href="http://www.carrollpub.com">www.carrollpub.com</a>	<b>Subscription Supported:</b> <b>Pure Subscription</b>

Overview of General Business Model Characteristics

The **Subscription Supported: Pure Subscription** business model, while it appears simple and straightforward, often proves much more difficult to execute. There is much more to it than simply making your content available on a password-protected basis via the Web. There are technological issues, such as fighting inappropriate use, password-sharing and mass downloading. There are also business challenges such as establishing and maintaining high perceived value, habituating users to the online product, and adapting the editorial process to an environment where real-time updating is an expectation.

Models of Excellence Benchmarks

Carroll Publishing continues to push the envelope with its effort to define and deliver high-value subscription data products, of which GovSearch is a shining example.

GovSearch, a database of federal, state, county and municipal employees, offers over 700,000 individual government contacts. But GovSearch is more than a simple contact database. It has been enhanced with photos and biographies, offers email addresses and agency URL's, and allows searching by name, title and function across the entire database. In addition, full-text databases, such as Defense R&D programs, have been linked to personnel records to help easily identify management and program lines of authority. There is also the ability to track personnel changes and a variety of data overlays, such as political party affiliation for elected officials.

The piece de resistance of the GovSearch Suite is the ability for users to see personnel records expressed as organizational charts, all constructed on a real-time basis, an invaluable feature for those selling to the government, and anyone else needing to work with complex agency bureaucracies.

Daily updating, a news service devoted to government personnel announcements, and other specialized data elements, all contribute to the full power of the GovSearch Suite.