



Model of Excellence

Account Profile

Company:

Business Model:

Primary Intelligence Inc.
Draper, UT
www.primary-intel.com

Subscription Supported:
Pure Subscription

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

Primary Intelligence cleverly and seamlessly combines primary and secondary research to create highly detailed dossiers in a consistent format for clients who may wish to have detailed insights on their prospects, current customers or competitors.

Account Profiles offer a phenomenal level of depth, including such items as:

- Business Initiatives
- Financial Overview
- Partners and Alliances
- Sales Organization
- Acquisitions
- Products and Services
- Pricing Strategies
- Implementation/Support
- Customers
- Capital Expenditure Plans

Mix an on-the-fly report model with robust data collection capabilities and you can offer your customers tremendously deep and current data in a recognizable package without the cost of building and maintaining a massive national database.

