



## Model of Excellence

epipeline

Company:

Business Model:

**epipeline Inc.**  
Herndon, VA  
[www.epipeline.com](http://www.epipeline.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

**epipeline** bases its content offering on a feed of government contracting and business opportunities. But rather than stop there, with a product of moderate value in a competitive market, **epipeline** has pushed further, with the goal of creating a true business intelligence offering that offers extremely high value to subscribers.

The process starts with **epipeline** analysts reviewing new contract opportunities, and creating an Opportunity Summary Report for each one. These reports have seven key sections: Summary, background, scope, forecast, players, related information and documentation. In addition to these summaries, **epipeline** provides subscribers with access to procurement contract histories so they can gauge pricing and assess contract incumbents and other potential competitors. It provides abstracts of relevant federal contracting regulations. It offers corporate profiles on potential competitive bidders. It offers detailed contact lists within the relevant government agencies.

In addition to this rich content repository, **epipeline** also offers a private communications platform to its subscribers. This allows bid teams to easily exchange real-time notes while centralizing background bid information, thereby providing a complete, fully electronic environment for rapid bid assessment and response. It also includes a sales management capability to easily review and manage a company's governmental contracting sales pipeline.