

InfoCommerceReport

MONTHLY

Eliyon Becomes Zoom Information

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Rebranding Effort Signifies Continued Focus on Individual User Market

Last month, *ICR* reported that business search engine Eliyon was working to stake a claim in the individual business user market. That plan has led to a major initiative that kicked off this month with a new flagship product and the total rebranding of Eliyon. The company name Eliyon has been retired and replaced by Zoom Information Inc. The organization's new product is a people-finding search engine called ZoomInfo.

"This is taking us out of being known as a database for recruiters and moves us into the search engine space," said Brian Payea, director of corporate communications of the Cambridge, Mass.-based company.

President Gary Halliwell told *ICR* there were several reasons for retiring the Eliyon name. ZoomInfo is easier to spell than Eliyon, and the company leaders feel the new name embodies a consumer brand identity—one that is more friendly—that the organization wants to project. The company plans to promote its new name and product through public relations efforts as well as online marketing. "We've got a lot of work to do with awareness," said Halliwell. "I think it is an opportunity to reach more people. We're going to push hard with marketing to get [the word] out there."

But the company is hardly starting over. Halliwell stressed that the company's subscription B2B product (Eliyon's flagship database offering geared toward corporate recruiters) is not going away. And the company will continue to offer its services through partnerships similar to one with

Eliyon Becomes Zoom Information	1
Random Thoughts: A Crisis of Confidence	3
Commonwealth Business Media Signs China Marketing Deal	5
New D&B Service Offers Deeper Corporate Linkage Data	6
LexisNexis Martindale-Hubbell Launches Attorney Match	6
Data Reseller Deals Bring New Revenue For Billian	7
BurrellsLuce Launches MediaConnect	9
Chain Store Guide Launches Next Generation Online Product	10
LexisNexis Adds New Features to D&B Reports ..	11
The ICR Monthly Round-Up	14
Grey House Acquires New York State Directory ..	15
Medstat Enhances Market Position With Product Acquisitions	16

CareerJournal.com, the Wall Street Journal's career Web site, that yielded the January launch of the "Executive Locator" search tool (which *ICR* reported on last month). Halliwell said the company, which also has partnerships with many other media entities, such as *BusinessWeek*, InfoUSA, business.com and find.com, plans to launch other on-demand products at different price points.

The Zoom Information team feels it offers a cleaner solution in ZoomInfo than other, more



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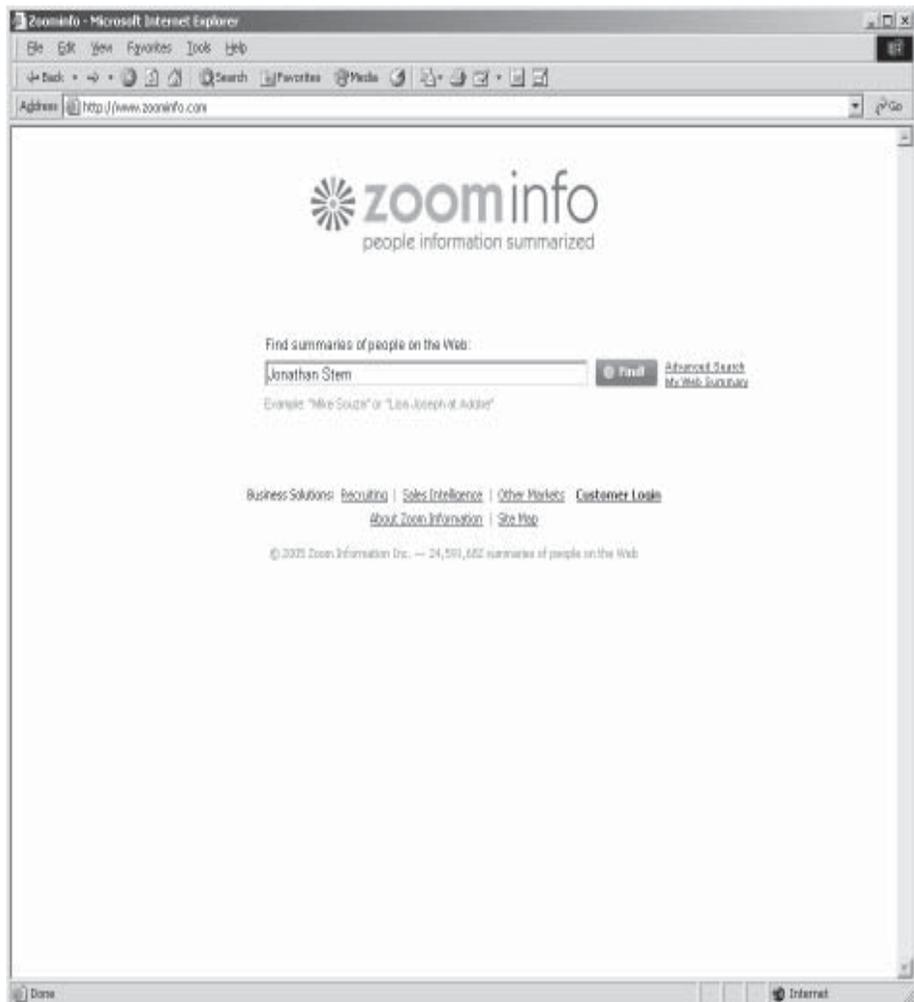
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The new Zoom Information search screen sports the simple, uncluttered look favored by users.

general, search engines such as Google. When a user enters a name into a Google-type search engine, they typically receive a wide array of results (from press releases to other documents in which a person's name appears). While these results may not provide the answers the user is searching for, ZoomInfo promises more relevant results.

ZoomInfo's advanced search tool allows users to search by name and company. They can also search for employees by company (which yields results of past and present employees),

alumni by university and ranked by Web popularity.

The company also allows users to edit their profiles so they can control how they are listed (and found) on the Web. "With the ability to edit and update profiles, we give people the ability to manage their profiles," said Halliwell. "We are very keen on the issue of managing profiles and the whole issue of reporting back to users how popular they are on the Web." People want control over how they are portrayed on the Web, said Halliwell, especially with issues such as identity theft so

Random Thoughts by Russell Perkins: Pricing is Moving in the Right Direction

As I write this, we're putting the final touches on a new research report called *Database Subscription Pricing Benchmarks*, based on InfoCommerce Group's Subscription Price Index database. The SPI database allows us to examine how the marketplace has changed between 2000 and 2004, and that change is fascinating.

What's particularly noteworthy is the shift in attitudes in just four years. In 2000, publishers were being relentlessly pressured by a marketplace that honestly believed it could find anything it needed on the Web for free. With so many ill-fated Web start-ups, along with a lot of established publishers, indeed offering their content for free, the move toward a world of free content seemed inexorable. Needless to say, it wasn't a happy time for subscription-based publishers. Those that continued to charge for their content were in no position to seek premiums for their Web offerings, and the trend at the time was towards "parity pricing," with print and Web versions priced identically. Indeed, many publishers were having such difficulty with their sales that the idea of the bundled offering – buy the print version, get the Web version for free – became a marketing staple. This bundled offering neatly sums up the thinking at

the time: I can't charge for my Web content, but I can give it away in order to spur sales of my print version, which is tangible and still has value.

Where were we at the end of 2004? In many respects, the situation has flipped: publishers still market the bundled offering, but now it's buy the online version and get the print version for free. No difference in economics, but a huge difference in perception. Publishers have realized that the market is moving to the Web, so they are increasingly putting the emphasis on their online products. Even more importantly, people are increasingly willing to pay for Web-based information.

Inherent in this is a massive shift in user perception since 2000. The "culture of free" that had ruled the Web is dead or dying, at least among serious users of information. I attribute this shift less to new insight and maturity on the part of users than the reality that so many formerly free sources have either gone out of business or converted to paid. The new reality of the marketplace has made it okay for users to pay for data again, and it's about time.

This change has reflected itself in pricing. Publishers are moving away from parity pricing to charging significantly more for their

Web products, reflecting their inherently higher value. With solid evidence now that users both want Web products and are willing to pay for them, we're seeing more and more publishers starting to invest in their Web products, adding new features, functionality and content, which allows them to charge even more. It's a new virtuous circle: users are willing to pay more for higher quality Web products, spurring publishers to keep rolling out ever more sophisticated and powerful products.

So is all truly well in the world now? Not entirely. The issue that is quickly moving to the forefront for most publishers is data quality. Compared to significantly improving data quality and depth, adding new Web functionality is a snap. Ultimately, however, user demands in terms of depth and quality must be addressed, and the vast majority of publishers aren't ready for this, with the industry's traditional annual update mentality still defining the way we think and the way we businesses are organized.

The other area of weakness is multi-user pricing. While publishers have regained their confidence and their footing on single user pricing, most continue to feel they have limited pricing power in the

continues page 4

area of enterprise licensing. Indeed, the pricing strategies currently employed by many publishers are nothing short of giant giveaways, with some publishers charging the same amount whether an organization has 20 or 20,000 employees. Presumably this new confidence on single user pricing will eventually reflect itself in enterprise license pricing, and not a moment too soon.

The news overall though is positive. We're returning to an environment where users once again value what we do and are willing to pay accordingly. The challenge now is to keep up with the demands of our subscribers. While they've now demonstrated they will pay more to get more, it's not as clear that they will settle for less even if they are charged less.

Zoom Information (cont'd)

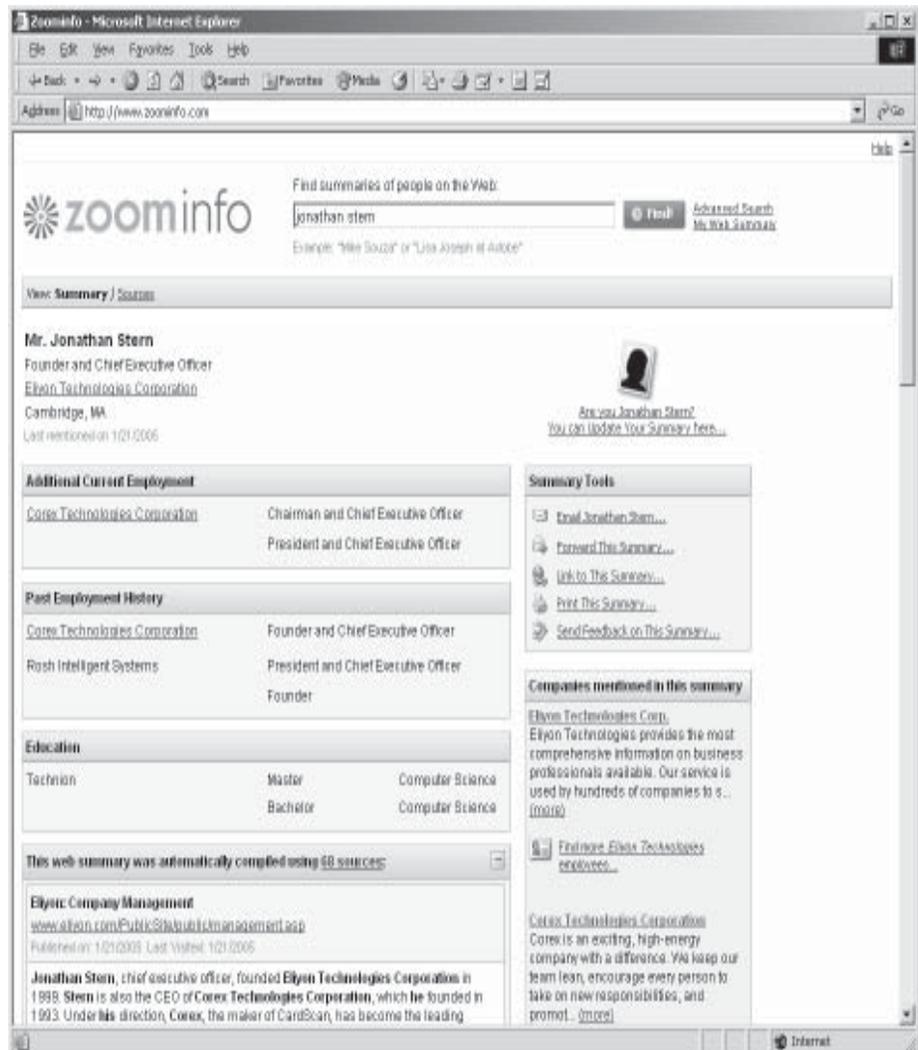
prominent. "We think this is a large, unmet demand."

For now, Zoom Information's individual user strategy involves launching the free ZoomInfo service. Several revenue generating models will be tested, including advertising, subscriptions and end user products and services. Future plans call for more value added services. "We're looking beyond the people search," said Halliwell. One option is product search capabilities.

Commentary: This re-branding signifies a fundamental business shift for the company, from a provider of high-end B2B data, to more of a consumer focus. ZoomInfo has a number of things going for it: a unique and exciting database generated and maintained at an extremely low cost; a strategy to position itself as a vertical search provider, a market about which *ICR* is quite bullish, and a category of

data (personal information) that holds continuing appeal both in the B2B and B2C markets. *ICR* expects to see a lot of ongoing innovation from ZoomInfo as it hits the B2C space and refines its business model.

Zoom Information Inc.
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Cambridge, MA 02139
617-588-7500
www.zoominfo.com



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Commonwealth Business Media Signs China Marketing Deal

Joint Sales Agreement Covers Marketing of Trade Data in China and the United States

Commonwealth Business Media has announced a deal with Beijing-based East Port Technology Co., Ltd., to market and sell the U.S. import/export trade information and commercial intelligence products provided by Commonwealth's PIERS subsidiary in the People's

Republic of China. PIERS is the leading source of U.S. waterborne import-export trade data.

East Port Technology Co., Ltd., was jointly founded by China E-Port Data Center, China Telecom Group Corp., and CITIC Industry Group. The company is the designer, architect and maintenance operator of the China E-port platform, which is the enabling technology for the P.R.C. Golden Customs Project, which facilitates business dealings with Chinese companies by linking the data centers of the banks, customs, taxation, and other PRC

authorities that oversee foreign trade.

"Companies in each country face enormous opportunities and challenges capturing the dynamic growth of international trade," said Alan Glass, Chairman, President & CEO of Commonwealth Business Media. "This unique cooperation between East Port and PIERS not only opens new markets for the critical trade information each company can provide, but it will make it easier for more companies in China and in the U.S. to engage in and profit from trade worldwide."

Commentary: Mark this a significant win for Commonwealth. Its PIERS operation is already the dominant player in U.S. trade data, collecting and processing millions of customs manifests covering virtually all goods entering and leaving the U.S. by water. This marketing deal will now give it access to trade data from one of the world's fastest growing economies, providing PIERS with an even deeper insight into who is buying and selling goods globally. In addition, PIERS gains a marketing channel in China for sale of its existing products, which have a number of applications there.

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New D&B Service Offers Deeper Corporate Linkage Data

D&B, a leading source of global business information for more than 160 years, recently launched *Corporate Family Tree Plus* to deliver in-depth views of companies by extending family trees (details on companies and all their subsidiaries) beyond legal ownership criteria and affiliations.

According to Preston Williams III, Product Manager of Global Data Collection for D&B's Sales & Marketing Solutions (VAPS) division, these new expanded views

enable D&B customers to better sell to these companies. Connecting corporate data in a useful manner has long been a complex and tedious process. D&B has one department that is solely responsible for corporate linkages and family trees which covers over 7,000,000 businesses and locations.

Corporate Family Tree Plus enables customers to better understand global relationships and affiliations beyond the traditional view by offering details on franchises, minority interests, agents and dealerships, subsidiaries and non-profit chapters, all tied together by the D-U-N-S Number, a unique identifier in the D&B database. Pricing is offered on both a subscription and usage basis.

"*Corporate Family Tree Plus* customers can now uncover new revenue opportunities by cross-selling to business prospects they discover are within the same dealer or franchise network," says Williams. "It also allows them to maximize Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP) investments by integrating data more comprehensively, focus marketing resources where they will have the greatest impact, and align sales initiatives on the types of corporate affiliation that most closely match their business models. There currently is no product in the marketplace that offers these capabilities. Moreover, this product leverages D&B's global

database of over 92 million records."

While *Corporate Family Tree Plus* was expected to debut in late 2005 as *Corporate Linkage Plus*, the product was actually unveiled in early February under the different brand name.

Another product, *Customer Defection Alert*, which claims to identify businesses that are actively seeking credit or are current active buyers, was also launched last month.

D&B
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www.dnb.com

LexisNexis Martindale-Hubbell Launches Attorney Match

New lead generation service connects attorneys and clients via email

LexisNexis Martindale-Hubbell last month launched *Attorney Match*, a service designed to deliver high quality leads to the company's customer base of attorneys. The new lead generation service, which connects attorneys and potential clients via email, is accessible from the lawyers.com Web site.

"[*Attorney Match*] is an extension of our lawyers.com business," said Paul Gazzolo, chief operating officer of New Providence, N.J.-based

LexisNexis Martindale-Hubbell. "It's a different way to shop for attorneys using e-mail. Not everyone shops the same way. While some are happy looking at a search page, others would rather send an e-mail."

Gazzolo noted that *Legal Services by Request*, a LexisNexis Martindale-Hubbell product that has been around for about two to three years, was a predecessor to *Attorney Match*. "It proved there was a market for this," he said. "[Legal Services by Request] had some similarities to this product, but it wasn't as smooth or elegant."

For potential clients, the process of finding an attorney through *Attorney Match* is simple to complete. A user first enters the zip code of the area in which they would like to locate an attorney with a particular expertise. Then, they are asked to fill out a form that describes his legal needs. The questions presented on this form vary depending on the area of legal expertise the potential client seeks. For example, the questions regarding a bankruptcy case would be different from ones about a real estate matter. The result is a detailed query that is ultimately sent to the attorneys. "If you're going through this process, you're serious about your legal issue," said product manager Peter Previte.

Attorney Match provides the user with the contact information of the 10 closest attorneys. The user, who can

also view each attorney's profile at this point, then selects which attorney or attorneys they wishes to receive their inquiry. "These are people who know what they need," said Gazzolo of the *Attorney Match* users. "They are high-quality leads. Delivering qualified prospects is what we're all about."

When asked how *Attorney Match* helps set the company apart from the competition, Gazzolo noted the main competition for such a service is the traditional Yellow Pages, which doesn't have the sophisticated interactivity of services such as *Attorney Match*. "Because you can enter in a legal issue, it's a much better way to find an attorney than by looking in the Yellow Pages," Gazzolo said. However, LexisNexis Martindale-Hubbell's strongest competitor in the legal information space, Thomson Corp., does boast a similar product in its FindLaw service.

Gazzolo said that while attorneys who don't prefer e-mail communication may not choose to subscribe to *Attorney Match*, e-mail is becoming a preferred way of doing business. Attorneys who sign on to this new service are typically serious about receiving the leads, and they can respond to potential inquiries via e-mail or telephone.

Previte said LexisNexis Martindale-Hubbell expects usage to continue to increase. The company plans to

promote *Attorney Match* to its current slate of attorney customers. It is also sending direct mail promotions, and the company's sales force is actively selling the product as well. The cost for an attorney to participate in the *Attorney Match* service is \$450 a year.

Commentary: As recently as ten years ago, it would have been unimaginable to believe that a B2B directory publisher such as Martindale Hubbell would one day be providing serious competition to the big consumer yellow pages publishers. What made this change possible is the Internet, which provided a platform to re-purpose traditional business content for the much larger consumer marketplace. Only a handful of publishers had both the data and the foresight to chase this huge opportunity, and Martindale Hubbell was one of them. By aggressively working to develop consumer traffic, it then leveraged its trusted relationship with attorneys to rapidly build advertising revenue, putting pressure on yellow pages publishers nationwide as it took more and more revenue from one of their most lucrative categories. Martindale's move to B2C was neither risk-free nor inexpensive; but it's clearly now beginning to reap the rewards of its strategy.

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Data Reseller Deals Bring New Revenue For Billian

Billian's HealthDATA Group has maintained information about hospitals for about 40 years. Like most directory publishers, Billian has offered its information to customers in the traditional print format (via its flagship directory *The Hospital Blue Book*) as well as online and it continues to serve customers with whichever formats they choose. The company has recently uncovered yet another revenue stream by licensing segments of this data to resellers, opening the door for an important source of new revenue for the Atlanta-based unit of Billian Publishing as well.

Two recent alliances highlight a way in which Billian plans to further grow its business by licensing its hospital data to organizations that will use the Billian content to bolster products and services for their own customers. Healthehire, a healthcare industry sourcing company, in December 2004 licensed the *Hospital Blue Book* database for one year. Billian announced a similar partnership with market research firm Porter Healthcare in February in which Porter intends to provide a complete package of healthcare data and market research for the industry. Porter Healthcare specializes in assisting healthcare

organizations with lead generation and has roots in the IT industry.

"The thing we do best is collect and manage data," said John Brooke, director of sales and marketing. "We sell information about healthcare organizations to multiple companies, and we sell it in multiple formats."

The Healthehire deal allows its clients to use Billian's data online to view comparisons of all 6,600 hospitals in the U.S. (which are listed in the *Hospital Blue Book*). The data enables them to compare many different facets of the hospitals, from training programs to accreditations and statistics. In addition to traditional contact information such as hospital name, address and phone number, *Hospital Blue Book* listings also data such as number of employees, total square footage and names and titles of key hospital personnel.

The information that users of Healthehire access is the same data that is contained within the pages of the *Hospital Blue Book*. For customers like Healthehire and

Porter, Billian creates a database specifically geared toward the customer's needs, and that database is hosted on that customer's server. "Healthehire licensed the database and got our permission to display certain fields," said Brooke.

Brooke said that users of Healthehire's services don't necessarily know that the information they are viewing is part of the *Hospital Blue Book* since there is no reference to Billian on the site. "We want credit for [the information], but we don't demand it," said Brooke.

Brooke said that Billian recognizes that licensing the company's data and forging alliances with various organizations does provide the company another way in which to grow its business. "But we've got our reputation to protect and we're very selective," he said.

Commentary: As these back-to-back deals from Billian show, it's possible to license your data for resale and even free access without risk of cannibalization – provided you are working with



the right partners under the right terms and conditions.

Generally, the best partners are those who will use your data to serve some very specific market niche. The broader the focus of your potential licensing partner, the more likely you'll bump into them in the marketplace. Your goal is to find partners in the same industry as you who have a loyal base of their own customers that for the most part aren't your own customers. That might be tough in some verticals, but in a market as large as healthcare, it's pretty easy. Further, you generally want partners who are only interested in a sub-set of your database. Any potential licensing partner that wants all your data is going to end up selling to your existing customers, because that's the group that values it the most. Being the sole source for your full database is fundamental to protecting your existing customer base.

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BurrellesLuce Launches MediaConnect

New portal provides intelligence tool that utilizes data-text integration

Media monitoring company BurrellesLuce has enhanced the features and functionality

of its offerings to its public relations professional audience with the release of its new *MediaConnect* portal. The portal, which entered beta testing on March 1, is expected to be ready for sale by mid-April.

MediaConnect represents the integration of two current BurrellesLuce products: the *MDOL* online media database and *InSight*, an electronic content delivery platform. This means that media contact information and clipping content are combined into one tool, making user monitoring and analysis easier. Users don't have to move from back and forth from each program to find the journalists and clips they are looking for. The *MediaConnect* database, which is updated regularly, contains listings for more than 300,000 press contacts and 60,000 media outlets.

"We're now taking those clips and putting them at the front to help [public relations professionals] reach that journalist [they're seeking]," editorial director Kay Guindon told *ICR*. In addition, users now have the ability to search for a journalist who covers a specific, rather than general, area. For example, instead of just searching for a business writer, a user can target only those journalists who cover employment issues.

However, executives at Livingston, N.J.-based BurrellesLuce seem even more excited about another feature of the *MediaConnect* portal. Through an agreement with

Norwalk, Conn.-based eNR Services Inc., the portal will feature a news analysis engine called Media/Q. Media/Q allows users to access a journalist's most recent stories (either through just a headline, an abstract of a particular story or the entire text of a story). Now, public relations users can know for sure what beat a journalist covers and the exact topics he has covered lately. "The integration with Media/Q provides users insight into what a journalist is writing about today," said Guindon. "What could prepare a public relations person better than having the articles [written by a particular journalist] in front of them? That's where we feel we have something innovative and meaningful to take to the public relations market."

"Something public relations professionals wanted all along was to be able to identify journalists who were relevant to them," said senior vice president Steve Shannon. "There are ways you can accomplish what Media/Q does, but you would have to do it piece meal" and it would take much longer to achieve the same results. "We provide it in one continuous loop," he added. "Media/Q helps us maintain better and accurate data and helps public relations people find relevant journalists and relevant information to talk to them about."

Both Shannon and Guindon said that public relations professionals typically find that a journalist's self-reported beat, which appears in databases from organizations

such as BurrellesLuce, differs from the reporter's actual beat. With the combined capabilities of *MDOL* and *Insight* along with the Media/Q, users can quickly and easily find journalists who suit their needs. First, based on the self-reported beats, users can scan the BurrellesLuce database and then research each journalist further by clicking on a link to Media/Q. "They can click through to articles each journalist has written and go back to the list [in the database]," said Gundon. "[It represents] a true ability to link content and clips to a database."

BurrellesLuce feels the new portal puts the company ahead of the competition, which includes Bacon's and Vocus, which helps users manage their journalist contact information. Another former competitor, MediaMap, was acquired by Bacon's in late 2003 and integrated into Bacon's offerings during 2004. The result of the acquisition was an expanded media database offered to customers of Bacon's *MediaSource* and *MediaSource* premium products. According to Shannon, both Media/Q and the integrated portal are industry firsts.

BurrellesLuce is far from finished. The company has plans to continue to enhance the features and functionality of the new portal. Shannon told *ICR* that a media measurement tool, which can report on a user's media coverage, will be added later

this year. It will be integrated across the platform, Shannon said.

Commentary: The publicity/public relations industry has been a hotbed for innovation, driven to some extent by necessity. With the Internet spurring a rapid shift to electronic distribution of press releases, the need for contact databases to drive postal mail and fax press release distribution declined dramatically, forcing publishers to find ways to offer higher value in the online distribution area. PR Newswire, a major press release distribution service, has tried a reverse of the traditional media contact directory approach by instead launching databases of experts and organizational spokespeople who are available to the press. When a journalist needs a quick fact or quote, he can search these databases to find a qualified expert and be assured of a prompt response. In another approach, a whole new class of software products has emerged that attempts to identify all news reporting that resulted from public relations activity and put a value on it. This allows public relations professionals to show return on investment from their activities. Needless to say, the traditional media directory providers such as BurrellesLuce have been busy as well, adding ever-increasing depth and sophistication to their databases. Media/Q is just one example of this trend, cleverly using a data-text

integration approach to add value to its data.

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Chain Store Guide Launches Next Generation Online Product

Lebhar-Friedman subsidiary Chain Store Guide has provided its customers with retail and food service-related information for 70 years. But, like other publications, the format in which the information is received has evolved from traditional print to CD-ROM in the mid-1990s and then, most recently, to online. With the introduction of each format, the goal has been to provide information to customers in the most usable way possible. As a result, Tampa, Fla.-based Chain Store Guide in January launched a new iteration of its online information service. The new database, *CSG Online*, now provides the content customers have relied on with the functionality of the CD-ROM product and the ease of accessibility the Web provides in this next-generation searchable product. Overall, the Chain Store Guide database contains listings of more than 200,000 U.S. and Canada-based retailers, food service operators, distributors and wholesalers. This includes listings of more than 300,000

executives and buyers representing 50 retail and food service business channels.

CD-ROM customers enjoyed the search engine built for that particular product, but demanded a more mobile solution, according to Michael Jarvis, director of product development for Chain Store Guide. With the CD-ROM only available at the office, they didn't have access to the Chain Store Guide data on the road. *CSG Online* (www.csgis.com), offers the solution. Customers can select from two versions of the database. The "Pro" version, a password protected service, allows users to perform advanced queries—they can search by company name, type of business, number of stores, by state and a variety of other criteria. In essence, users can slice and dice the data any way they choose, streamlining the process of analyzing the data. The "Lite" version is really just a read-only online version of the hard copy, said Jarvis. Information can't be exported as it can with the Pro version.

The most impressive part of this new generation of Web-based tool is that customers are treated to weekly updates—a vast improvement from the annual updates previously offered. The editorial staff, using a combination of phone, fax, mail and e-mail, ensures the accuracy of the data.

Jarvis said his company's customers were increasingly demanding more accurate data, particularly individual

contact names. He said the new online product gives users confidence that the information they are using is accurate, whenever they decide to use it.

According to Jarvis, the company incurred no real added costs to change the updating structure, as it already had the manpower and capabilities in place. "Going online was the next logical step," Jarvis told ICR. "This is just a new wave of functionality. Prior to this, we had online products that were valuable, but we didn't have the best of both worlds. [The previous online products] didn't have the advanced capabilities of the CD-ROM." They lacked the advanced query capabilities and other functionality, such as the ability to export data into a user's content management system, he added.

Jarvis said Chain Store Guide will continue to focus on ways to make its data more easily accessible by its customers. He stressed that they need information and intelligence that is packaged in a usable format. "We're trying to assure customers that we've done the research for them, and we can deliver it in whatever format they need it in," he said. It's not the time to be complacent, he added, even for a company with such a long, rich tradition in directory publishing. "We really listen to our customers and how they use the information and this led to the development of our online products," said Jarvis.

Commentary: The key to success in this time of rapid change is to listen carefully to your customers. You can waste a lot of money and energy if you get too far ahead of your them when it comes to the Web, but you can permanently damage your business if you get too far behind them. Working at the same speed as your customers is essential, and it's important to take nothing for granted. A number of publishers who felt that their customers were quite happy with the CD-ROM version of their databases – after all, they were paying a lot of money and renewing well – have been shocked to discover that many of these subscribers were buying reluctantly because they couldn't get the equivalent functionality on the publisher's Web site. These customers were primed to move elsewhere because these publishers were making dangerous assumptions about customer satisfaction – a problem CSG has clearly avoided with this latest move.

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LexisNexis Adds New Features to D&B Reports

LexisNexis last month bolstered its D&B products with enhanced versions of *D&B's Business Information Report* and *Comprehensive Report*, two of the most popular among customers,

Partners in InfoCommerce

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We at *InfoCommerce Report* recognize that a large part of our role is fostering relationships between publishers and the new breed of InfoCommerce vendor - and here are the best of the best. They fall into two camps - the proven and the emerging, and all have something worthwhile to offer you, whether it's hard won experience or new tricks of the trade. Look to them for the latest options to your current methods of production, editorial development, content delivery and distribution, printing and marketing . And look for them, too, at InfoCommerce 2004 -- where success breeds success.



For twelve years, **Kanda Software** has been a premier integrator of effective, efficient Digital Information Distribution and Commerce processes and solutions. Our universe of premium and mission-critical content comprises database publishers, directory and reference vendors, news and research providers, and knowledge-intensive corporations. Services from technology consulting to application integration to custom and commercial software development. Onshore design and management, offshore development and prices, superior speed and quality. Customers include Fortune 500 giants and many smaller, dynamic companies.



Mark Logic developed the first enterprise-class database specifically for content, enabling publishers to unlock the value in their content assets. Content Interaction Server is a platform for rapidly building content-centric applications on top of unstructured and semi-structured information. Applications powered by Content Interaction Server let publishers repurpose existing content by extracting, enriching, combining and restructuring it into new, value-added products and services, thus accelerating new product introductions and capturing new markets with enriched content delivery.



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The ICR Monthly Round-Up

Performance of publicly-held companies where database content represents a significant percentage of overall revenue

Company	Symbol	Category	2003	2004	1/3/05	3/18/05	Change
1-800-Attorney Inc.	ATTY.PK	Content	47.06%	-40.00%	\$3.00	\$2.75	-8.33%
BankRate.com	RATE	Content	217.44%	11.42%	\$13.32	\$13.75	3.23%
BlueBook Int'l	BBKH.OB	Content	-83.33%	3240.00%	\$5.01	\$1.35	-73.05%
ChoicePoint	CPS	Content	-5.48%	20.36%	\$45.45	\$39.15	-13.86%
CoStar Group	CSGP	Content	134.67%	9.56%	\$46.21	\$38.53	-16.62%
Dex Media	DEX	Content	N/A	N/A	\$25.01	\$22.25	-11.04%
D&B	DNB	Content	46.99%	19.66%	\$58.93	\$61.15	3.77%
DAG Media	DAGM	Content	100.00%	2.03%	\$3.57	\$3.59	0.56%
Equifax	EFX	Content	2.34%	17.23%	\$28.66	\$30.64	6.91%
HealthGrades	HGRB.OB	Content	1900.00%	436.36	\$2.85	\$4.70	64.91%
Homestore Inc.	HOMS	Content	N/A	-33.55%	\$2.98	\$2.26	-24.16%
IMS Health	RX	Content	50.12%	-7.23%	\$22.94	\$24.05	4.84%
InfoUSA	IUSA	Content	50.00%	44.02%	\$11.18	\$10.44	-6.62%
Moody's	MCO	Content	38.56%	43.55%	\$84.89	\$84.28	-0.72%
Group Total		Content			\$354.00	\$338.89	-4.27%

All prices shown are closing prices.
All prices are adjusted to reflect splits and dividends.
Stocks that did not trade on a specified date are quoted for the next date they traded

with more content and graphics. Users of nexis.com and lexis.com have access to the new content.

One of the key new features added by Dayton, OH-based LexisNexis is the addition of visual graphics to these reports. "The ability to view this type of content in an interactive, graphic format will dramatically improve how this information is used and

shared within a company," said Elizabeth Rector, senior vice president of Corporate and Federal Markets for LexisNexis. "Visual graphics help to tell a story at a glance. By showing the data in this format, we have enhanced the customer experience—making it easier and faster to get the information they need."

The *Business Information Report* also now includes 5

million more new U.S. businesses and allows users access to more than 375 million payment experiences that helps them determine credit scores for risk assessment. It also reveals if a company has done business with federal government entities and provides information to prove a registered organization's existence.

The *Comprehensive Report*, which tracks company histories, now enables users to better understand scores through supporting commentary and visuals. It also offers yearly payment trend graphs and charts. Both reports also offer a glimpse of corporate family structures. Links enable users to see lists of U.S. and global parent companies along with their branches, subsidiaries and any other related companies. In addition, more complete D&B PAYDEX information provides data on how companies have paid their creditors.

According to Rector, the reports are typically relied upon by credit management segment users to answer three main questions: Who is the business? What is their payment history? Do they have risk factors that will change your decision to do business with them? "Both [reports] are recognized within the credit management community as valued tools for evaluating business credit relationships," said Rector. Users gain access to the D&B reports through a transactional or per search model.

Overall, this added content helps LexisNexis achieve its goal of being a complete information provider. "Additional D&B content further strengthens our ability to provide our customers with a single point of access to trusted and comprehensive business intelligence information," said Rector. "LexisNexis customers also have the added confidence that

they are receiving the most up-to-date information."

Rector declined to reveal plans LexisNexis may have to expand its collection of D&B content. "But it's clear we will continue to explore other ways we can work together with D&B to benefit our customers," she said. "We've had a long-standing relationship with D&B."

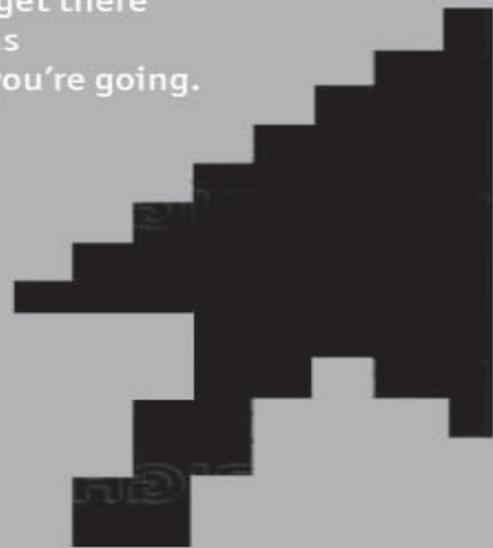
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Grey House Acquires New York State Directory

Grey House Publishing, based in Millerton, NY, has announced the acquisition of *The New York State Directory* from Walker's Research, Inc. of San Mateo, CA.

The New York State Directory, which has been published annually since 1983, is designed as a comprehensive guide to public officials and private sector organizations who influence public policy in New York

These days,
knowing how to get there
is as important as
knowing where you're going.



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State. The Directory includes information on all New York legislators, including biographies and committee assignments. It also includes staff details for all New York and federal government agencies that impact the policy process. In addition to government and legislative data, the Directory also includes information on state chambers of commerce, lobbying entities, media outlets, colleges and universities and more.

Dick Gottlieb, President of Grey House, has indicated that he is actively seeking to acquire or start similar directory titles covering other states.

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Medstat Enhances Market Position With Product Acquisitions

In a move designed to improve its market position in the healthcare payer market, Medstat last month acquired two product lines from Solucient LLC. Terms of the deal, which included the purchase of *CHAMP* and *AUTO-AUDIT*, were not disclosed.

The deal signifies an expansion in an area in which Ann Arbor, Mich.-based Medstat already had a strong presence as well as a new opportunity. Medstat, a healthcare information unit of

the Thomson Corp., had a competing product to *CHAMP* in its *Advantage Suite* solution. But the company did not have a product like *AUTO-AUDIT* prior to the acquisition. *AUTO-AUDIT* complements the capabilities of the *CHAMP/Advantage Suite* to provide a complete solution for Medstat's healthcare payer customers. This customer base includes employers, health plans and government agencies.

CHAMP and *Advantage Suite*, both software applications, are connected to integrated databases used by healthcare payers to evaluate the state of healthcare. For example, the data can help uncover reasons behind rising healthcare costs and gauge how well insurance carriers are performing. Products like *AUTO-AUDIT* help payers take the process a step further and detect any discrepancies or abnormalities.

"A lot of what we do in building these databases is, we aggregate them together," said Jon Newpol, vice president and general manager of Thomson Medstat Employer Market Group. "By leveraging the two organizations, we can build a bigger database."

Newpol said Medstat is currently looking at both *Advantage Suite* and *CHAMP* to determine how to bring both together to benefit customers. "We will use the Advantage Suite database as the foundation," he said. "We want to make sure we take the best of both worlds." At this point, the company is not sure how the product will be branded, but

Newpol said that the *CHAMP* name may eventually be retired. At this point, however, the main objective is to ensure a smooth migration for customers.

Newpol stressed that the deal was beneficial for both Medstat and its customers. "We have probably added over 100 additional customers through this acquisition," Newpol told *ICR*. "There is an opportunity to offer them the full product suite. And by having this expanded customer base and this solution, it reinforces our position in the marketplace."

Newpol added that Medstat will continue to look for opportunities that provide value for customers. "Thomson overall is committed to providing solutions across the health care continuum and Medstat is adding value to the payer community."

Commentary: The healthcare information market seems to be moving rapidly out of an extended period of slow growth that was caused in part by a glut of directly competitive products in the marketplace. With so much healthcare data derived from low-cost public sources and robust demand, new data providers poured in, and soon there were multiple sources for virtually every kind of healthcare information. Now, with healthy consolidations such as we are seeing here, along with a strengthening economy, healthcare data is poised to get very exciting again.

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