



Model of Excellence

Pathfinder

Company:

Business Model:

Conductive Technologies
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Subscription Supported:
Pure Subscription

Business Model

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.

Overview

Pathfinder is an online data service that aggregates air cargo and truck schedules, real-time flight status information, airport status and weather conditions into a single product, designed and delivered expressly for tight customer workflow integration.

But rather than merely displaying data, Pathfinder helps its users do their job better and faster. It doesn't just display schedules, it performs automated route planning, scoring alternate route options based on user preferences. It doesn't just take an airline's word that a given flight is on time, it correlates it against FAA tracking satellite and airport delay data feeds. It doesn't wait for user's to log into the Pathfinder system to learn that a shipment is delayed, it provides email and pager notification.

Pathfinder is all about ease of use and integration. Built on XML standards, Pathfinder was explicitly designed for easy integration into existing user systems, so users can get the benefits of Pathfinder with minimum disruption of existing business practices. Further, the product is modular, allowing users to purchase only the exact features they need, which also works to improve user adoption by minimizing learning curves.

Pathfinder takes an impressive aggregation of data sources, many of them real-time in nature, and enhances them with powerful software which can smoothly integrate into user work processes. It's infocommerce at it's best.