

Model of Excellence Profile – KnowWho Directory Solutions

Company Name:	KnowWho	ICG#	30122
Address:	PO Box 62, Mt. Vernon, VA 22121		
Product Name:	KnowWho Salesforce Directory Solutions		
URL:	www.knowwho.com	President Name:	Bruce Brownson, President & Founder
Business and Product Overview			
Business Information Framework Classification	<i>Applications Models:</i> Evaluate – Reference & Intelligence	<i>Business Model:</i> Subscription -- Subscription	
	<i>Content Models:</i> Original Compilation – Primary Research, Manual Original Compilation – Primary Research, Harvested	<i>Distribution Model</i> Direct Sales -- Captive	
Company Overview	KnowWho offers political contact information and profile data. Its primary function is to help advocacy organizations and lobbyists make contact and manage relationships with officials and elected representatives at the federal, state and local levels.		
Product/Service Description	<p>KnowWho Salesforce Directory Solutions is an umbrella offering, composed of a number of applications. A user first selects the desired dataset. From there, they can subscribe to any number of functional applications.</p> <p>What really sets KnowWho apart is its native integration into Salesforce. KnowWho data appears in Salesforce as if the user had entered it via the keyboard. This integration is important because it allows the Salesforce user to fully leverage the power of the Salesforce platform. KnowWho can thus deliver tremendous power and flexibility with substantially reduced development costs. But KnowWho goes far beyond simply providing contact information via the Salesforce platform. KnowWho can also map all of a clients' customers or contacts to Congressional districts, allowing users to easily leverage these relationships for lobbying or advocacy purposes, such as a letter writing campaign. It also provides powerful list building functionality. Applications include Map Wizard, Zip-to-District Matcher, and an innovative Lobbying Activity Tracker that helps lobbyists easily prepare government mandated disclosure reports.</p> <p>And of course all the standard Salesforce capabilities come into play as well. Lobbyists can keep contact notes on individual Congressional staffers, all of which roll up to the appropriate Congressperson. And when staffers move, KnowWho cleverly maintains these records so these relationships can be leveraged in the future. KnowWho's Salesforce Directory Solutions is a strong data product in and of itself, but by fully leveraging the Salesforce platform, it moves the product suite to a whole new level.</p>		
Year Founded:	1999	BizDev Contact:	Bruce Brownson, 703.619.1544
Employees:	41)	Main Telephone:	703.619.1544
Profile Date:	3/26/2014	Primary Market Served:	92 – Public Administration
Ownership:	Private	Funding Source:	Self-financed
MofE Class:	2014		

