Model of Excellence Profile – Spiceworks

Company Name:	Spiceworks		ICG#	11103
Address:	9005 Mountain Ridge Dr., Ste 100, Austin, TX 78759			
Product Name:	Spiceworks Voice of IT			
URL:	www.Spiceworks.com	CEO Name		Scott Abel, President/CEO

Business and Product Overview

Business Information Framework Classification	*Applications Model:* Opportunity Finder	*Business Model:* Advertising – Advertising & Sponsorship
	Content Model: Clearinghouse/Exchange – Experiential	*Distribution Model* Direct Sales – Captive

Company Overview	Spiceworks developed the industry's first free IT management software designed to meet the unique needs of small and medium businesses. The Spiceworks system helps organizations inventory, monitor and manage the software and hardware assets in their networks. Spiceworks connects IT pros with operational information, with each other and with technology vendors. Over 1 million IT professionals now use the free Spiceworks network management application and integrated Facebook-like community to care for, research and buy their onsite technology and cloud services. Hundreds of top technology brands, including Dell, Intel and Microsoft, leverage the power of Spiceworks to conduct market research, advertise, and sell their products and services to IT professionals while they work.
Product/Service Description	Since Spiceworks software is free to users, the primary source of revenue is from media and advertising sales to marketers who want to reach IT professionals at small and medium-sized companies. Unlike more traditional media vehicles that create editorial to attract an audience, Spiceworks provides a crucial IT administration service to its users. When the Spiceworks system scans a user's IT network, it captures in-depth, nearly real-time data on IT assets. While ferociously guarding individual user and company privacy, Spiceworks has been able to successfully develop a family of market research and analysis products under its "Voice of IT" brand. MarketView provides near real-time market share reports, MarketScore provides predictive customer scoring model, and Voice of IT Panels provide a variety of survey & polling solutions. Because Spiceworks has built the audience and data at low cost they are in turn able to provide these solutions at a much lower cost than typical market research providers. Spiceworks is applying the underlying data and insight to improve its core media business and develop new revenue streams. Spiceworks today can deliver a powerfully relevant message and incentive to a specific target audience in the most appropriate context and charge a premium for that capability. They are developing a further step focused on using a level of predictive measures for targeting. For example, their system tracks printer ink levels across a business enterprise – imagine if you sold printer ink and knew when your customers were about to need more.

Year Founded:	2006	BizDev Contact:	Kevin McKeown
Employees:	65	Main Telephone:	(512) 628-8200
Profile Date:	September 17, 2010	Primary Market Served:	All
Ownership:	Private	Funding Source:	Venture Capital Backed
MofE Class:	2010	MofE Status:	Nominee