

Model of Excellence Profile – Capterra

Company Name:	Capterra Inc.	ICG#	578
Address:	4350 North Fairfax Drive, Suite 850, Arlington, VA 22203		
Product Name:	Capterra		
URL:	www.capterra.com	CEO Name:	Michael Ortner

Business and Product Overview

Business Information Framework Classification	<i>Applications Models:</i> Locate – Buying Guide	<i>Business Model:</i> Advertising & Sponsorships – Free Listings with Paid Enhancements
	<i>Content Models:</i> Original Compilation – Primary Research: Manual	<i>Distribution Model</i> Direct Sales -- Captive

Company Overview	<p>The business of Capterra is simple: it’s an online marketplace that connects buyers and sellers of business software. What distinguishes Capterra is its scrupulous attention to detail to optimize the time-consuming task of product discovery and sourcing through top quality data, an outstanding user interface and an innovative approach to user reviews.</p>
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Product/Service Description	<p>Capterra is a buying guide for business software. Buyers can access information on software products by keyword, by browsing (industry, function, department or alphabetically) and by parametric search, using an on-screen checklist of selectable options that is specific to each product category. For example, the category for Food Service software allows users to select “waitstaff management” as a feature, while the category for Airport Management software allows users to select “boarding pass management” as a feature. Of course, such filtering would not be possible without a highly specific and stringent data collection effort as well. Also, to further engage the user, Capterra provides helpful resources in the form of a series of free guides to help users understand all the nuances of purchasing enterprise software.</p> <p>Capterra’s business model is based entirely on performance. Advertisers can choose from different levels of exposure and participation for a per-click fee. They can also obtain premium exposure on an auction basis. Basic listings are free. For the benefit of both users and advertisers, Capterra provides a Request for Information capability that offers user convenience and sales leads for advertisers.</p> <p>Recently, Capterra took the innovative step of adding user reviews to all its software listings, including listings of its advertisers, a move many publishers view as too risky because of the possibility of creating conflicts with advertisers. Capterra has implemented its system in a way that can again be called scrupulous. Users submitting reviews are required to identify themselves by name, title and company, and this information appears in the published review, forcing users to take responsibility for their comments while simultaneously adding substantial credibility to each review. Advertisers are allowed to preview all reviews, but can only challenge them on factual grounds.</p>
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	<p>After only a few months, this process has yielded over 1,000 user reviews of exceptional quality.</p> <p>The bottom line for Capterra is performance: it performs for users by supplying useful, normalized data in one place through a convenient interface. It delivers demonstrable ROI to advertisers by selling only on a pay-for-performance basis. But sweating all the details and through masterful execution, Capterra has built a successful business that is a testament to the durability of the online buying guide model.</p>		
Year Founded:	1999	BizDev Contact:	Jeff Pierce
Employees:	15	Main Telephone:	703-994-4500
Profile Date:	September, 2009	Primary Market Served:	51 - Information
Ownership:	Private	Funding Source:	Self-Financed
MofE Class:	2009	MofE Status:	NOMINEE

