

Model of Excellence Profile – Panjiva			
Company Name:	Panjiva Inc.	ICG#	11090
Address:	20 West 22 nd Street, Suite 801, New York, NY 10010		
Product Name:	Panjiva		
URL:	www.panjiva.com	CEO Name:	Josh Green
Business and Product Overview			
Business Information Framework Classification	<i>Applications Models:</i> Locate – Buying Guides	<i>Business Model:</i> Subscription – Subscription	
	<i>Content Models:</i> Aggregation – Public Domain	<i>Distribution Model</i> Direct Sales -- Captive	
Company Overview	Panjiva is an excellent example of how a number of data products can be built off the same underlying dataset, in this case public domain customs manifest data. Panjiva has constructed an innovative and sophisticated data product designed to help companies discover, evaluate and monitor offshore vendors. Then they layer on third-party data to make the resulting product even more useful as a powerful tool for supply chain management.		
Product/Service Description	<p>Panjiva collects and normalizes public domain customs manifest data to build a database of companies actively shipping goods to the United States, all fully searchable by product. This in itself constitutes a useful data product, but Panjiva goes much further. A score is assigned to each company to indicate company trading risk. The score utilizes an algorithm that considers in part how much and how often the company has been shipping over time. Subscribers can set alerts to monitor active and prospective suppliers based on this score. Full parametric search is also offered, allowing subscribers to filter vendors by recency of relevant shipments, country, total number of relevant shipments, and ports of origin for shipments.</p> <p>Associated with each supplier record, in addition to contact information, is a full list of what relevant products the supplier has shipped, in what quantities and to whom. Panjiva also allows subscribers to search by recipients of shipments, giving it some value for competitive intelligence purposes as well.</p> <p>To further enhance supplier sourcing, Panjiva has partnered with Sinosure and DP Information Group for credit reports, and has overlaid certification data from a number of third parties that attest to supplier sustainability and labor practices, among others. Panjiva also screens against third party databases for potential product diverters, and government prohibited entity databases.</p> <p>Panjiva encourages subscribers to contribute comments to its supplier profiles, and also provides a mechanism for users to associate private notes with supplier listings to encourage workflow integration.</p>		
Year Founded:	2006	BizDev Contact:	Case Dorkey, case@panjiva.com
Employees:	10	Main Telephone:	212-763-2125

Profile Date:	August, 2009	Primary Market Served:	General Business
Ownership:	Private	Funding Source:	Self-Financed
MofE Class:	2009	MofE Status:	NOMINEE

