

Model of Excellence Profile – The Deal Pipeline

Company Name:	The Deal	ICG#	910
Address:	105 Madison Avenue, New York, NY 10016		
Product Name:	Pipeline		
URL:	http://pipeline.thedeal.com	CEO Name:	Kevin Worth

Business and Product Overview

Business Information Framework Classification	<i>Applications Models:</i> Evaluate - Reference & Intelligence	<i>Business Model:</i> Subscription
	<i>Content Models:</i> Original Compilation - Primary Research Aggregation - Indexed	<i>Distribution Model</i> Direct Sales – Captive

Company Overview	<p>The Deal LLC covers all aspects of the global deal economy, reporting on M&A, bankruptcy, auctions and venture capital transactions. A diversified media company, The Deal LLC provides news, insights and information to the industry through its online, print and event products. Recently introduced is a new subscription service that provides access to all Deal content in one platform, called The Deal Pipeline.</p>
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Product/Service Description	<p>The Deal Pipeline</p> <p>The Deal's Pipeline content includes both buy-side and sell-side information with broad coverage of coveted middle market deals and private companies. The Deal Pipeline calls itself a platform not a product or service and that's really what it is. A clean and well designed page delivers quickly customized views of the deal economy. Controlled by either parametric search or through alerts crafted by the individual user, Pipeline delivers what's relevant just to you.</p> <p>Fine, you may say, but isn't that table stakes today? True enough. But what we find appealing in the way the Deal has approached this challenge is the design and simplicity of the interface. Moreover, it's fast. You can search the news and archive by topic, industry, size, region or editor's picks at the click of one button. Or you can dig deeper into the Database, searching for deals by type, company or people involved – getting at the data that backs up the news on the site. And you can totally change the view with just one click. It's easy to tell what comes from their own proprietary content and what comes from Web aggregation and indexing.</p> <p>Set up in a dashboard layout, it's all about who's doing what and what have they done lately – essential insights for business development activities. The default information display is about recent deals done but can be sorted on either a keyword or parametric basis to get a closer look. The richness and depth of the parametric search make the narrowing process easy and fast to access. But the keyword search is just as fast. All the set-up is easy enough for even the most senior exec to figure out on their own.</p>
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