Model of Excellence

Company:	Product Name:
Blue Book Services / Produce Reporter Company **Carol Stream, IL 60188** **www.bluebookprco.com**	Blue Book Online Services

ICG Models:

Applications Model: Evaluate: Credit & Risk Analysis
Business Model: Subscription
Content Model: Community: Closed Data Pool
Distribution Model: Web-based Direct Response

Overview

Blue Book Services has been providing credit and marketing information to the fresh fruit and vegetable industry since 1901. First through a print book, which continues to serve the industry for 107 years strong, and then through the Electronic Blue Book on CD-ROM, since 1994, Blue Book has been a long-time, staple in the life of produce professionals. Released in April, 2008, Blue Book Online Services is a best of breed online migration of Blue Book's print and previous electronic products.

Rather than merely moving existing content online, Blue Book took advantage of web delivery to substantially enhance its product, not the least of which was creating functionality to allow its customers to report credit experiences online, information that flows out to other subscribers on a real-time basis.

Beyond the wonderful business model of selling to subscribers information provided (and now even keyed in) by its subscribers, Blue Book provides a unique identifier for each company in its database, a numbering system widely adopted within the industry. Beyond providing a list of credit experiences (essentially, a notation of how fast customers pay their bills), Blue Book has added a proprietary rating, along with a delinquency predictor. Customers can set up email alerts for breaking news on important customers, and even tracks and reports every change made to every record in its database, allowing subscribers to monitor their customers at any level of detail. Blue Book has also moved online its industry claim system, essentially a payment dispute resolution service provided to subscribers.

The online Blue Book allows customers to enter and store custom notes and other data, that can be totally private, or shared with other within the subscriber's own company. There is also a sophisticated capability to compare up to 50 companies at once based on their credit ratings and financial ratios.

To round out the offering, the online product also allows users to generate and export marketing lists, and even includes paid advertising from companies listed in the database on portions of the site.

You can't pack much more value into an online subscription data product. More importantly, you can't do it much more elegantly either.