



Model of Excellence

Onvia Government

Company:

Business Model:

Onvia, Inc.
Seattle, WA 98101
www.onvia.com

Subscription-Supported:
Pure Subscription

Business Model

The **Subscription Supported: Pure Subscription** business model, while it appears simple and straightforward, often proves much more difficult to execute. There is much more to it than simply making your content available on a password-protected basis via the Web. There are technological issues, such as fighting inappropriate use, password-sharing and mass downloading. There are also business challenges such as establishing and maintaining high perceived value, habituating users to the online product, and adapting the editorial process to an environment where real-time updating is an expectation.

Overview

The Onvia Government product is a remarkable example of a data publisher closing the information loop in its market. Onvia starts by gathering unstructured data on government procurement opportunities from the web using automated tools. It supplements this with data gathered manually from a number of different sources. The result: an impressive database of over 4.5 million current and historical procurement opportunities, with an average of 3,500 new selling opportunities added daily.

But rather than simply being a lead generator for government sales opportunities, Onvia has created a true sales intelligence tool. It has gathered over 800,000 procurement-related contact names at government agencies, developed data on over 275,000 companies that have previously won government contracts, and even developed forecasting tools to identify buying trends and potential future sales opportunities. All this integrated data can be accessed through Onvia's online database, output as custom marketing lists and reports or delivered as email alerts.

And Onvia goes further by offering to government agencies free use of its DemandStar e-procurement network. DemandStar provides these agencies with powerful procurement management tools, but it also pushes all this procurement data into Onvia's database. It's a virtuous circle: government agencies broaden their pool of qualified potential bidders by broadcasting their needs to Onvia's customer base; Onvia customers see a broader range of opportunities earlier in the procurement cycle; and Onvia gets high value data it might not otherwise be able to obtain, and that data flows into Onvia's database fielded and ready for use.

The term "sales intelligence" is much abused in the marketplace today, but Onvia's unique ability to place procurement opportunities in context with rich, high-value background information truly rises to the level of sales intelligence. And enlisting government agencies to help populate its database is nothing short of brilliant.