



Model of Excellence

RigData

Company:	Business Model:
RigData Fort Worth, Texas 76182 www.rigdata.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

RigData, a division of Datawright Corporation, has drilled deeply into a single niche area – oil and gas drilling activity – to pump a steady flow of revenue.

Using an in-house research group, RigData tracks who is drilling what and where along with numerous other details important to the U.S. drilling industry. It monitors new drilling permits, and conducts regular telephone surveys to identify important activity in the field. Every business day of the year RigData tracks more than 700 oil companies, 300 drilling contractors and 2,200 drilling rigs all across the country. RigData reports the information it collects on a daily, weekly and monthly basis, in a variety of easy-to-read formats.

In addition to the timeliness and quality of all its products, RigData is recognized for the impressive ways it re-purposes its data. New activity information is sold as high-value sales leads. Activity reports and permit information are aggregated on a geographic basis to provide prospect development within driving distance of major cities. Information is grouped together by operator to provide competitive intelligence and utilization benchmarks. Overall activity results are clustered into logical datasets that are often used to view industry trends, monitor market share, identify high activity drilling areas and stimulate new business opportunities.

Whether it is raw data, analytical reports, maps or customized analysis, RigData supplies valuable information quickly. It represents an excellent example of how a tight focus on a single market yields not only superior output, but also provides the basis for an array of new products delivered in customized formats with different levels of added value and analysis. It all derives from a singular vertical focus, coupled with primary research and solid market expertise.