



## Model of Excellence

Spoke

Company:

Business Model:

**Spoke Software**  
San Mateo, CA 94403  
[www.spoke.com](http://www.spoke.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

Spoke offers users a potent suite of business prospecting tools, built around a database of over 30 million people at over 900,000 companies – an average of 33 contacts per company, which gives you a sense of Spoke’s deep coverage.

The core database can be searched by company name, person name, job title, industry and geography. It also offers a nifty alert feature, which notifies users when new people or companies meeting specific criteria are added. Spoke will also alert users when it uncovers new information about individuals on the open web, giving Spoke some intriguing vertical search-like capabilities.

Spoke offers rich content on individual contacts as well. Individuals can be searched by name, exact title, job recency, and even the size and location of the companies for which they work, making it both a powerful prospecting and recruiting tool. Where available, Spoke provides a detailed job history for the individual, as well as other biographical data, all neatly presented through a series of tabs. Lists built on any combination of search criteria can be easily saved and exported.

As icing on the cake, Spoke also offers a networking capability. Users are able to determine other Spoke users they may know who in turn may be able to provide an introduction to a specific individual.