A Knovel Way to Build Revenue Streams

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our VISION:

to be the first PLACE engineers GO TO SOLVE PROBLEMS
Knovel is a **web-based application** integrating **technical information** with **analytical & search tools** which **drive innovation** and **deliver answers** engineers can trust.
Knovel sells subscription access

- individual subject areas
- premium content: branded offering based on specific criteria
- any combination thereof
- entire library of 25 subject areas + premium content

Renewal decisions rely on demonstration of value

- Usage data
- Added value to subscription year of year
Benefits of Subscription Model

Benefits to Customers

• Outsource collection development
• Provide just-in-time resource to engineers for problem solving, innovating
• Allow for professional development at own pace
• Make information available 24/7 seamlessly to locations worldwide

Benefits to Publishers

• Earn recurring revenue
• Steadily increase penetration in several industries
• Increase discoverability online
• Now, co-marketing opportunities
Specific areas of investment in existing accounts

Training

• In person and via webex,
• Targeted for engineering audience and completed by engineers with industry experience

Customer relations team

• To increase use of the product, inform of new features, products

Marketing to existing customers

• Campaigns to increase subscription awareness
• Market subscription to potential userbase, with purchaser involvement

Subscription model requires ongoing investment in customer accounts, educating and marketing the service
## Payment (getting paid?) Models

<table>
<thead>
<tr>
<th>B to B Professional Info</th>
<th>Subscription – Enterprise (e.g., West Law, Knovel)</th>
<th>Subscription – Professional/personal (e.g., Hoovers, Safari)</th>
<th>Transactional (pay by the drink) (e.g., D&amp;B, add on to subscription services)</th>
<th>Fee for Services – Solution Integration – Federated Search</th>
<th>Channel – Software Integration, Re-sellers</th>
</tr>
</thead>
<tbody>
<tr>
<td>B to B Software</td>
<td>SaaS (e.g., Salesforce)</td>
<td>Enterprise – Purchase/Maintenance (e.g., SAP)</td>
<td>Open Source – fees for Service (e.g., Red Hat Linux)</td>
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<td>Channel – Re-sellers</td>
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<tr>
<td>B to C Info</td>
<td>Ad-based (most on-line consumer and business media)</td>
<td>Purchase – Print, Apps</td>
<td>Transactional – Back files</td>
<td>Subscription/Pay-wall/Freemium (e.g., WSJ, NYT)</td>
<td>Channel – Ad Networks</td>
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<tr>
<td>B to C Software</td>
<td>Hybrid – Freemium/Subscription (e.g., Evernote, Dropbox)</td>
<td>Purchase/Upgrade (e.g., Microsoft, Apple, Apps...Google)</td>
<td>Ad Driven (e.g., Google Office)</td>
<td>Subscription/SaaS</td>
<td>Channel – Re-Sellers</td>
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<tr>
<td>B to B – Solutions</td>
<td><strong>Valhalla - Software and Content Integrated seamlessly into users work to provide immediate answers</strong></td>
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**Valhalla - Software and Content Integrated seamlessly into users work to provide immediate answers**
From Information Service to Solution

Steps
• Continue to develop ways to measure impact to workflow, customer bottomline
• Experiment with models that are un-proven but show promise
• Introduce “hooks” to myriad resources required by engineers on a daily basis (API)
• Additional tools, functionality to aid users in finding, developing solutions

Goals
• Protect existing institutional business
• Move to become solution provider
Questions?

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