

CGR “Product” Initiative

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Purpose: Unrestricted revenue

- Govistics
- Community Profiles
- Economic Impact Models

Focus on Cost

- **Community Profiles**
 - Common database
 - Re-usable web shell
 - Lock in updates/renewals
- **Govistics**
 - Platform for data delivery
 - Develop structure that facilitates mashup of multiple series/sources
- **Economic impact model**
 - Provide useful & reliable information
 - Protect the brand from inappropriate use

Govistics Marketing

- **Who will use?**
 - Individual
 - Classroom
- **Where is “effective demand?”**
 - By experimentation, identified college & univ market
 - Individual market disappointing
- **How to reach?**
 - Subject librarians
 - Professors
- **What to charge?**

Govistics Marketing

- **What functionality to include?**
 - Customers provide feedback
 - Balance what is possible w/ what is affordable
- **What do we offer on “free” layer?**
 - Useful data or only “demo?”
 - Geography, tools, detail

Govistics Marketing

- **How to sell**
 - Email blasts
 - Phone followup w/ free access period
- **Pricing**

GRA

CGR



We'll let you know how it works out. . .