



## EDOs Frequently Asked Questions

### Overall Product / Company Information

#### ● **Who is the subscriber?**

There are several groups within a community whose needs emunicipality meets, including Economic Development Organizations (EDOs), Chambers of Commerce/Boards of Trade, Tourism Bureaus, and Regions managing Cluster development. Ultimately emunicipality supports economic development activities for a region. Any one of these groups can purchase a subscription to emunicipality.com at minimal cost. Once a community has signed on, businesses are offered the opportunity to purchase upgraded listings.

#### ● **What business problems does emunicipality solve?**

emunicipality saves EDOs money and time by providing a means of gathering real-time economic & labor information and comprehensive information on business' products & services. This solution includes more efficiently providing information to the public, site selectors, businesses and local organizations/stakeholders. The tool houses data from multiple sources and provides an effective search and report capability. emunicipality works in support of regional interfaces/portals, allowing greater functionality, working behind the public interface to better collect, organize, access, analyze, map and report economic data. emunicipality assists in data collection and analysis without having to worry about infrastructure, firewalls and software development costs. Overall, emunicipality solves the problem EDOs face in trying to make evidence based decisions about economic development activities within their region.

#### ● **What are the benefits of the emunicipality software application to a region or community?**

There are five key benefits:

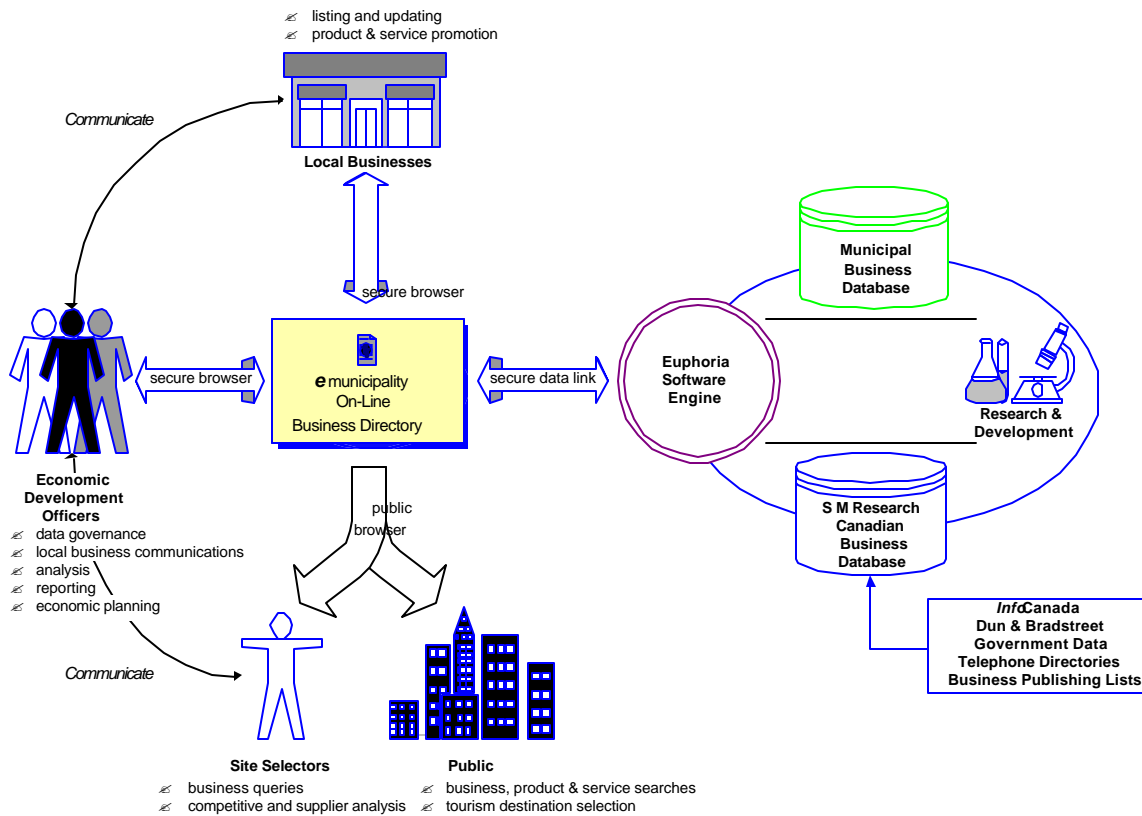
- 1) Data collection is made easy. emunicipality automates data collection, generating more accurate and up-to-date data, saving municipalities time and money versus current collection methods. The resulting data is more up-to-date and complete than any directory that can be purchased.
- 2) Regional B2B potential is enhanced and business retention and expansion is promoted. emunicipality is the only system that facilitates the promotion of local trade by allowing businesses, governments and consumers to intelligently search for products, services and tourist attractions in your region.
- 3) emunicipality provides support for business attraction. EDOs can better market their region and offer customized information for site selectors, consultants, developers and agents. Assembling information packages for these contacts is much easier and faster with emunicipality.
- 4) emunicipality improves intra-municipality communications. With the software, EDOs can quickly provide valuable information to specific subsets of the business community and local groups. This information can be targeted based on a variety of data, for

example, sending all Tourism Members new information regarding a bylaw change or printing mailing labels for all computer businesses.

5) emunicipality offers ease of generating reports and specific information packages to support economic development functions. This capability in turn allows better regional benchmarking.

**How does it work?**

Businesses update their information online. The software’s workflow engine automatically canvasses businesses for updates at set intervals (typically every six months), with local administrators “managing by exception” only those businesses who do not update their contact information. Administrators can generate reports, analyze data, etc. Site selectors and the public can go on-line to view listings and generate GIS maps. The following diagram illustrates how emunicipality works. The public and site selectors are end users and can do on-line searches. Businesses are middle users and can both input their data on-line as well as do searches and generate reports on activity associated with their business. Economic Development Officers are administrators who oversee and have full access to all of the features and benefits of emunicipality, including editing, analyzing and reporting. The Breken Group oversees the maintenance and updating of the emunicipality software suite.



● **Why wouldn't we build this ourselves?**

Your community may already have some of the components of emunicipality, whether it is a database of companies, an on-line search engine or a survey process to gather information from businesses. The challenge is in tying it all together in a single application that can then be accessed by an EDO to generate the analyses and reports needed to succeed in that role. To build a system with the capabilities of emunicipality would take up to 50-100 times the cost and time of what it takes to simply sign up.

● **What are current and best practices for business directories?**

Breken commissioned a survey of Economic Development Officers throughout the US and Canada in the Fall of 2002. The survey results found:

- almost 8 out of 10 view it as important to keep an up-to-date business directory
- while 7 of 10 have updated their directory within the past 12 months, less than half have a directory that is greater than 75% complete
- only 2 of 10 felt their current directory met the needs of their municipality
- over a third stated they are likely to adopt an on-line business directory system in the next 12 months

● **What kind of information does emunicipality collect?**

A wealth of information is collected including basic information such as organization name, address, etc.; key contact information; product and service information (including year established, organization description, product & service description, Canadian and US SIC codes and NAIC codes); and Market Information (including geographic Market Area, Target Market segments, Quality/Industry certifications, # of full time and part time employees, Annual Sales).

● **How much can this improve our municipal Web site?**

Much of the promise and value of a municipality's website is in providing a current, accurate and comprehensive listing of organizations within the community that can be easily accessed by the public in general, and other businesses considering relocating or expanding to the community. Unfortunately, this aspect of most municipal websites is often the most lacking. emunicipality provides a low cost, efficient solution.

● **We already have a website. Does emunicipality replace that site?**

No it does not. emunicipality works behind your municipality's current web site, adopting the look and feel of the existing site and avoiding worry about infrastructure, firewalls and software development costs.

● **Is emunicipality just a business directory?**

No. emunicipality contains a suite of items; the business directory is just one. Additional functionality includes contact and communication capabilities, reporting functions, community calendaring, an ability to conduct on-line surveys, and connectivity to GIS systems. There are three subscription levels that can be purchased.

**emunicipality Subscription Levels**

emuni Basic	emuni Advanced	emuni System Management
<u>Business Directory</u> Database •Automation Engine •One Data download * •or Seed Data @ 25cent •Individual Business Internet Presence	<u>Business Directory</u> Database •Automation Engine •One Data download * •or Seed Data @ 25cent •Individual Business Internet Presence	<u>Business Directory</u> Database •Automation Engine •One Data download * •or Seed Data @ 25cent •Individual Business Internet Presence
<u>Community Calendar</u>	<u>Community Calendar</u>	<u>Community Calendar</u>
<u>GIS Mapping with Mappoint</u>	<u>GIS Mapping with Mappoint</u>  <u>Access to Standard EDO Reports:</u> •Number of Employees •Number of Sales •SICs/Industry  <u>Business Communications</u> •Mass Emails to Searches •Mass Emails to Database •Bulk Export  <u>Annual Reconciliation &amp; Data Import</u> • Annual Review for Data Reccomended	<u>GIS Mapping with Mappoint</u>  <u>Access to Standard EDO Reports:</u> •Number of Employees •Number of Sales •SICs/Industry  <u>Business Communications</u> •Mass Emails to Searches •Mass Emails to Database •Bulk Export  <u>Annual Reconciliation &amp; Data Import</u> • Annual Review for Data Requirement  <u>System Management</u> •Managing Communication Process •Helping with Marketing to Community •Managing Compliance Process •Call Center for Compliance,~ 2calls/.yr

● **We have our own databases. Can they be converted?**

The emunicipality proprietary code allows easy interchange of database applications, from the most up-to-date, best of breed databases to backward compatibility with older database systems.

● **What are the various user roles within emunicipality?**

There are three major user roles, each with different levels of access:

1. The Economic Development Office is the key Administrator for the entire region (full access to the region's data).
2. The Organization Data Manager manages information about a specific organization within the database (access only to their business' data within the database).
3. The General Internet User is any person with internet access who wishes to use the system (public access for search and mapping).

● **What motivates organizations within a community to keep their information current?**

emunicipality creates a business to business (B2B) and business to consumer (B2C) sales and marketing opportunity at the municipal level at no cost to the participating businesses or organizations. Unlike any other business listing, emunicipality includes specific product and service information. emunicipality also provides the opportunity for businesses to purchase upgraded listings with additional features such as embedded web pages and online coupons. For all businesses, the automated features of emunicipality provides necessary reminders to businesses to keep their information complete and current.

● **How do we capture the business startups as we move forward?**

There are a few different sources for this information. One, Breken can provide and update "seed" information gathered from third party list sources at frequent intervals. Two, businesses will come to the system to add themselves. Third, other groups participating in the administration of the system (e.g., Chambers of Commerce, Tourism Bureaus, Manufacturing and other associations, Cluster membership, etc.) can also provide updates.

● **We have a lot of businesses and too few staff to keep the information up to date. Who would keep this information current?**

The emunicipality software keeps the information current. Other groups participating in the administration of the system (e.g., Chambers of Commerce, Tourism Bureaus, Manufacturing and other associations, Cluster membership, etc.) can also provide updates. Lastly, for many municipalities who currently hire temporary workers to survey businesses, with emunicipality they only have to survey the exceptions. Lastly, Breken can be contracted to act as an administrator for your area.

● **We have very few businesses in our region and it is easy to keep track of them. What is the advantage to us?**

It is a way for your municipality to attract revenue from outside your region and to attract new businesses into the area.

● **How long has emunicipality been on the market? How long has the parent company been in business?**

Breken has been in the software development business since 1989, with the emunicipality software evolving since 1998. The official launch of emunicipality was at the Spring 2002 EDCO Conference in Toronto, Canada.

## Product Info: emunicipality Browser/ Reporting

- **How long does it take to complete a search for a business or list of businesses?**

Searches are conducted immediately with the subscription version of the emunicipality system. emunicipality combines extremely fast search capabilities with a secure, robust database that ensures data integrity.
- **Can we run emunicipality on our own servers?**

Yes, emunicipality can be licensed as an onsite application. However, it is far more economical (less time and money!) to simply buy a subscription and have emunicipality run on Breken's servers.
- **What level of computer savvy is required for EDOs to create and print reports?**

The ability to use a web browser is all that is required.
- **What features come with the standard reports? What customized reporting options are available?**

Reporting features include a combination of graphical and tabular options. These include standardization of a Sector Report, a Sales Report, an Organizations by Region Report and an Alphabetical Listing of Organizations. There is also an option to download all of the raw data for off-line analysis in Excel or other statistical software applications.
- **How is report data accessed? Is there a limit to the number of people allowed to access report data?**

The Administrator(s) are able to easily access the reporting function. The limits on the number of people allowed to access reports is determined by the chief Administrator for the region or municipality.
- **Can the data be exported in standard formats (i.e. pipe or comma delimited)?**

Yes, the data is exportable in standard formats in order to allow ease of connection to other applications.
- **For the GIS data supplied with the reports, can it be appended to the data set and incorporated into any analysis?**

Yes, the GIS data currently included is Microsoft's MapPoint application which is fully compatible with all existing Microsoft applications such as Word, Excel and PowerPoint.
- **Will emunicipality work with our GIS software?**

Through connectors, emunicipality has been designed to work with any other GIS packages that allow access to their data sets.
- **Can emunicipality be customized (message, logo, etc.)?**

The software is designed to assume the look and feel (i.e., the "skin") of each municipality's website.

- **Is emunicipality available in other languages?**

Currently only English is available but the system has been designed to allow the use of other languages.

## Technology

- **What are the minimum system requirements administrative users must meet to participate in emunicipality's benefits?**

Administrators simply require browser access.

- **What browsers does emunicipality support?**

emunicipality is effective in either Microsoft Explorer or Netscape Navigator browsers, Versions 5 and higher.

- **Does this require our client to install software on their servers to make this work?**

No. To run emunicipality all that a client requires is standard software to access the internet.

- **What are the advantages of the subscription model versus hosting the software on our own servers?**

There are several advantages including lower costs, automatic updates, no on-site maintenance requirements and enhanced security against system crashes/information losses through automatic server back-ups.

- **How much time does it take to manage the system?**

Very little time is required as Breken manages it for you.

- **Our data is incomplete (or old)? How long would it take to build up the data in the system?**

Immediately. We provide the opportunity to "seed" your data from a list source of basic company information from which our software picks up to begin populating the rest of the database information.

- **We have multiple communities and some major groups that would like to participate. How does the system handle these separate communities or groups?**

emunicipality is ideal for regional municipalities with multiple towns, counties, communities, etc. Typically a "super administrator" is assigned as well as local administrators for each community or group.

- **Who owns the data?**

Each municipality owns their own data. Breken warrants never to resell or provide the data to others outside the scope of agreed upon services outlined in the original contract.

## Services

● **In addition to the emunicipality tool, what services does Breken offer to assist in analyzing the data?**

The Breken Group offers a number of services in support of the emunicipality tool. In addition to providing software engineering expertise, Breken offers management consulting with both analytical support and education.

● **Does Breken provide consultation services in areas other than emunicipality?**

Yes, Breken’s senior consultants consult to both private and not-for-profit organizations in the areas of process improvement, organizational design and leadership development. Breken professionals provide strategic planning and cluster development consulting.

● **Does Breken provide assistance in conducting municipal surveys to populate “tombstone” data for business directories? Can we conduct ad hoc surveys?**

Yes, the software surveys businesses to update their information on-line. Future enhancements to the emunicipality suite include a function to facilitate ad hoc surveys.

● **Is training included with emunicipality?**

Only minimal training is required to run emunicipality by the local Administrator. Breken provides a toll free number and arranges for this training at the outset as well as providing on-going access to expert staff should any questions arise at any time.

## Pricing

● **What is the cost structure for emunicipality, and for the consulting services? Are the costs bundled or unbundled?**

The costs for emunicipality, in a Subscription model, are as follows:

emuni Basic Free	emuni Advanced Annual Fee	emuni System Management Annual Fee
	\$500 < 500 Bus	
	\$1,000 < 1,000 Bus	
	\$2,000 < 10,000 Bus And >= 1,000 Bus	TBD
	\$3,000 >= 10,000 (add ~\$500 /+10,000)	

● **What other costs are involved?**

OPTIONAL additional services municipalities may wish to consider include the following:

- Data Conversion \$1,200/diem (Optional)
- Seed Data \$0.25/organization
- Customized Portals \$1,200/diem (Optional)
- Graphics and Website Development \$750/style sheet (Optional)
- Custom Workflow \$1,500/diem (Optional)



- **We make money from our printed business directory. Will this compete?**  
emunicipality is not intended as a competitive offering to the printed business directory. In fact, emunicipality will improve your current directory substantially, allowing for greater sales and profit from the printed directory you create.
  
- **We have been considering this type of project but there is pressure to build it in house. What would the comparative costs of the buy versus build solutions be?**  
To develop an in-house solution comparable to emunicipality would be quite expensive in terms of cost and time, approximately more than \$500,000 and over 4,000 hours.
  
- **What will new enhancements costs?**  
New standard enhancements will be covered under the yearly subscription fee. The use of the emunicipality system covers any standard enhancements and upgrades that Breken develops as part of the core system.