

ASIDIC

Association of Information Dissemination Centers

Presented by:

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Member Benefits

- *“learned it first at ASIDIC”*
- *venue to create a “presence”*
- *forum to learn about the market*
- *sources for packaging, distribution and re-distribution*
- *forum to “Test Market”*

Case Study: Online Hosts

- *Dialog, SDC, BRS and others*
- *content providers present*
- *user lobby present*
- *“Test Market” for content*
- *“Test Market” for pricing*
- *“Test Market” distribution*

Case Study: CD “Host”

- *SilverPlater & others*
- *content providers present*
- *user lobby present*
- *“Test Market” for content*
- *“Test Market” for pricing*
- *“Test Market” distribution*

Case Study: Specialty Broker

- *Telebase*
- *information brokers*
- *online hosts present*
- *database producers present*
- *“Test Market” for pricing*
- *“Test Market” distribution*

Case Study: A Company Sale

- *Dynamic Information attended since 1985*
- *learned about all facets of the industry*
- *met with database hosts*
- *met with database producers*
- *met with large users*
- **focused business plans**

Case Study: A Company Sale

- *Dynamic Information transacted new business since 1985*
- *large users signed up as clients*
- *database hosts structured use deals*
- *started private label services*
- *learned about competitor activities*
- **focused marketing/sales plans**

Case Study: A Company Sale

- *Dynamic Information met with key industry leaders since 1985*
- *venture capitalists approached DI*
- *partnerships were discussed with DI*
- *started private label services grew*
- **visibility of DI was enhanced**
- **DI received press coverage**

Case Study: A Company Sale

- *visibility*
- *success of private label services*
- *industry contacts*
- *large clients continued to sign up*
- **Dynamic Information was sold to EBSCO Industries in March of 1994**

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[Next](#) [INFORMATION WARFARE: Snake Eaters Meet Net-Heads, by Mr. Neil Munro, Correspondent, Washington Technology \(previously with Defense News\)](#)

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