



Digital Economy Analytics Platform (DEAP) Overview

Enhancing Utilization and Impacts of
Broadband Enabled
Applications and Processes

What is DEAP?

Online platform provided by **SNG**, the world leader of broadband econometrics. **DEAP** is built on SNG's **database** – the world's largest on broadband utilization and impacts



DEAP was designed for :

- Regional Planning and Economic Development
- Policy and Program Development – Senior Government
- Improving Productivity and Competiveness of Individual Organizations and Businesses
- ISPs and Public Utilities

The SNG Approach for evidence-based decision making:

- **Digital Economy Analytics Platform (DEAP):** Online intelligence platform for real time comparative analysis of key categories by SNG personnel and clients.
- **Digital Economy index (DEi):** A composite rating of broadband utilization by individual users and any grouping of users.
- **Digital Economy Database:** More than 13,000 responses from businesses /organizations and 5,500 households over the last two years.
- **e-Solutions Benchmarking:** Gathers unique and extremely detailed data directly from Internet users.



How Deep is DEAP?

- **Insights** for leveraging broadband for regional and economic development
- **Unique Regional Data** not available through other avenues
- **Comparative analysis** of region(s) and industrial sectors
- **Actionable intelligence** :
 - Identification of barriers, gaps and opportunities
 - DEi scorecards for sectors, regions and individual businesses



Identification of impacts for a more compelling adoption / utilization policy

- Online access for **authorized** users
- **User friendly** interface!
- See **multiple metrics** on one page
- Each page has **predefined** reports

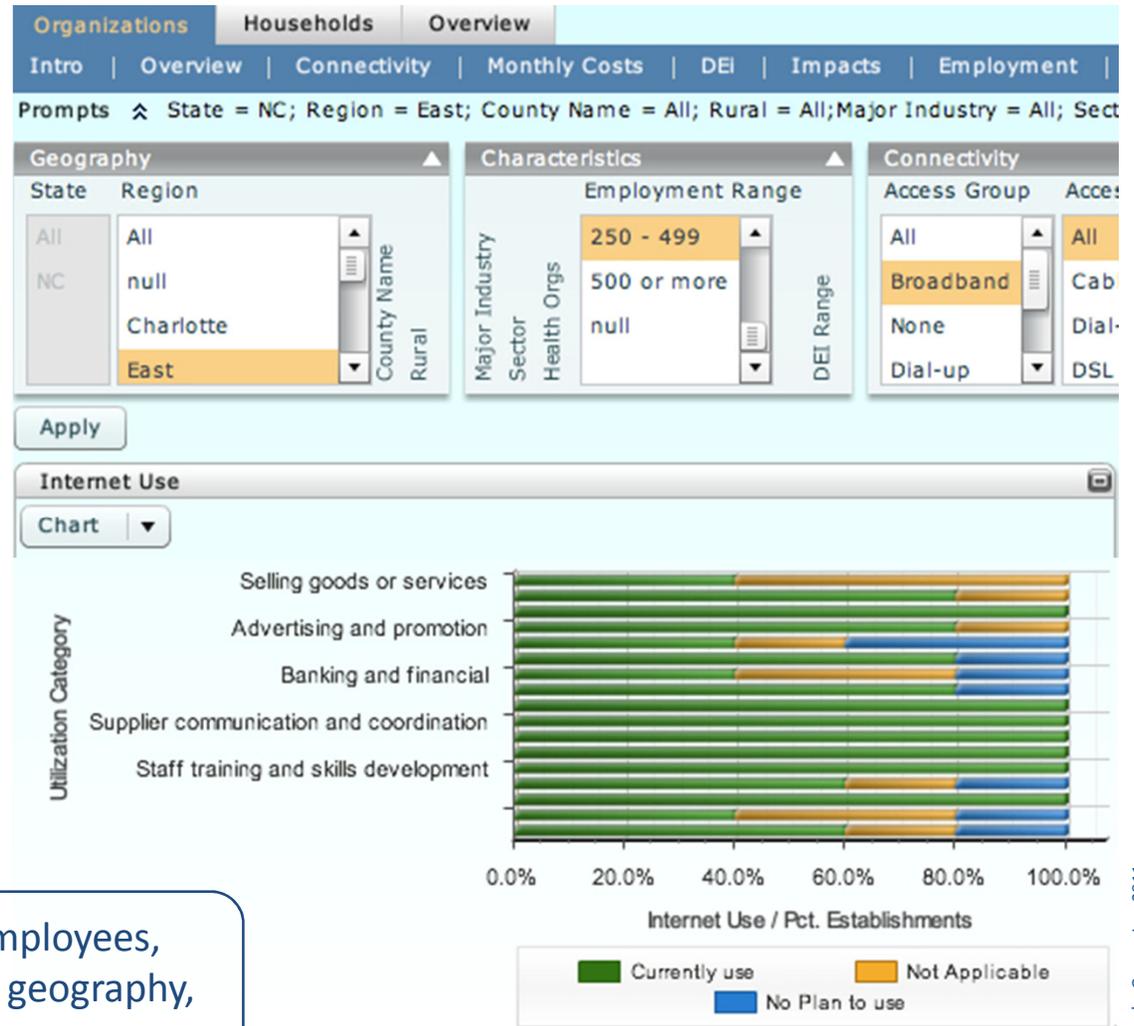


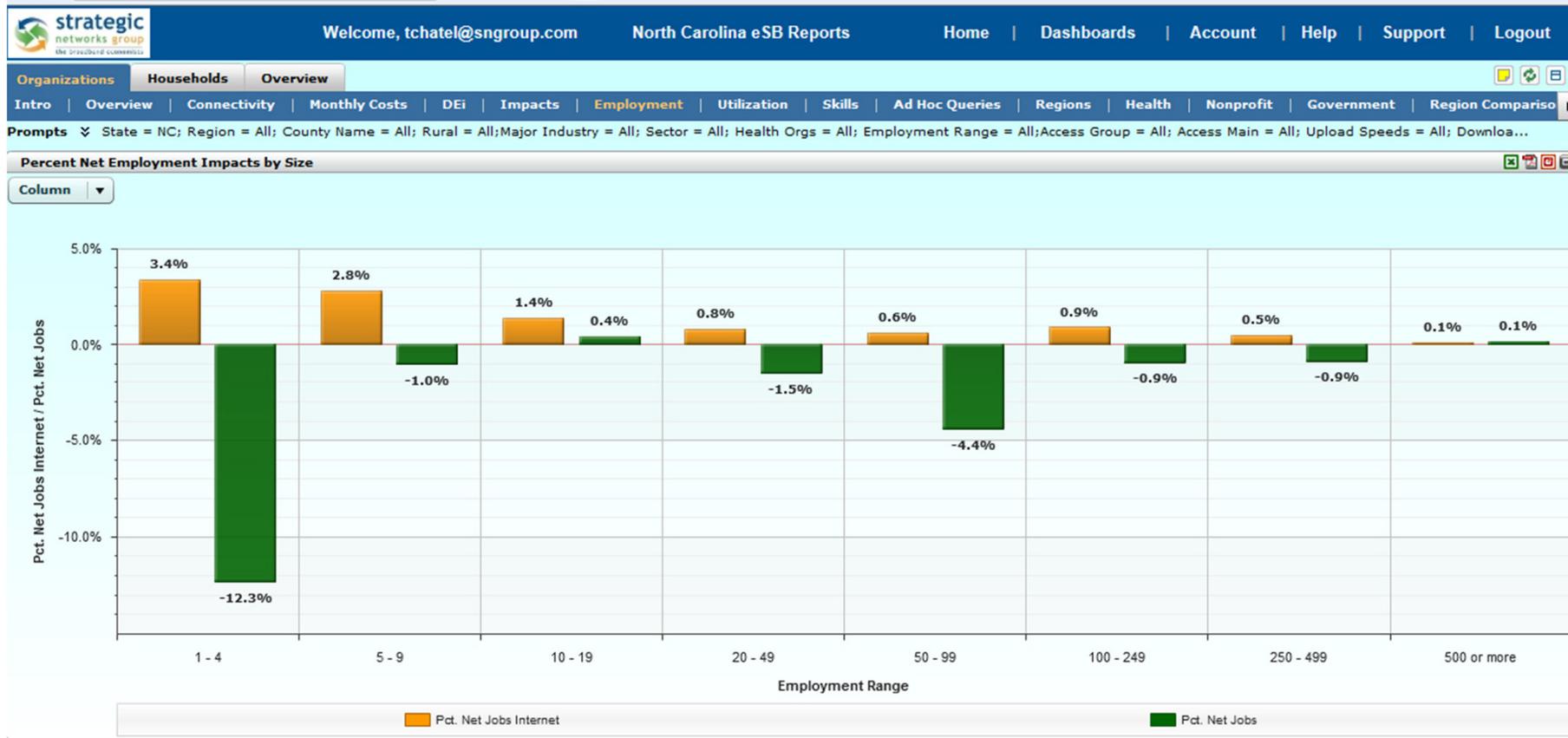
Dashboards organized into **pages** focused on specific topics (e.g. Connectivity, Utilization, Impacts, etc.)

Straight to the point!

- Each dashboard page includes a **set of prompts** used for filtering the reports in numerous dimensions
- Run **comparisons** between regions / economic sectors
- **Select your analysis** from up to **400 data fields** in SNG's data set

Type of connectivity, # of employees, industrial sector, time period, geography, household demographics, etc.





Drill down to understand employment trends and **job creation numbers** attributed to Internet use ...

... as well as varying **economic impacts**
(new revenues, cost savings, etc.).

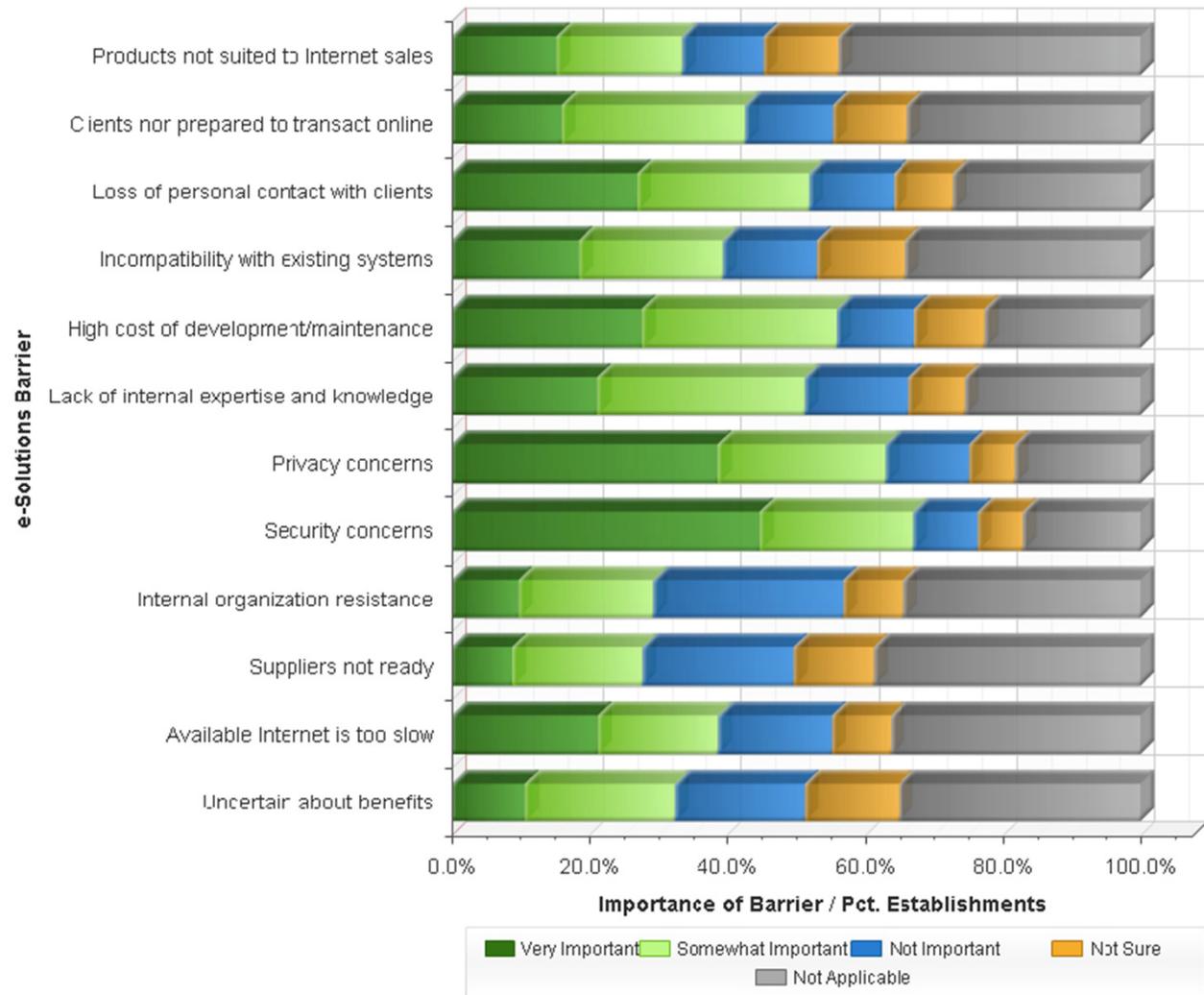
Impacts Attributed to Internet Use

	Amount (\$M)	Percentage Impact
Share of Revenues	\$3,987.9	28.4%
Operating Cost Savings	\$51.7	1.5%
Capital Expenditures	\$14.3	3.0%

Analyze barriers to utilization

Get insights !

- See utilization among **17 core applications** and processes, plus additional uses
- **Uncover barriers** to increased utilization, skills needed
- **Determine gaps and opportunities** for enhanced utilization



Here slow or unreliable Internet in NC only ranks 9th as barrier...

Uncover high job growth areas

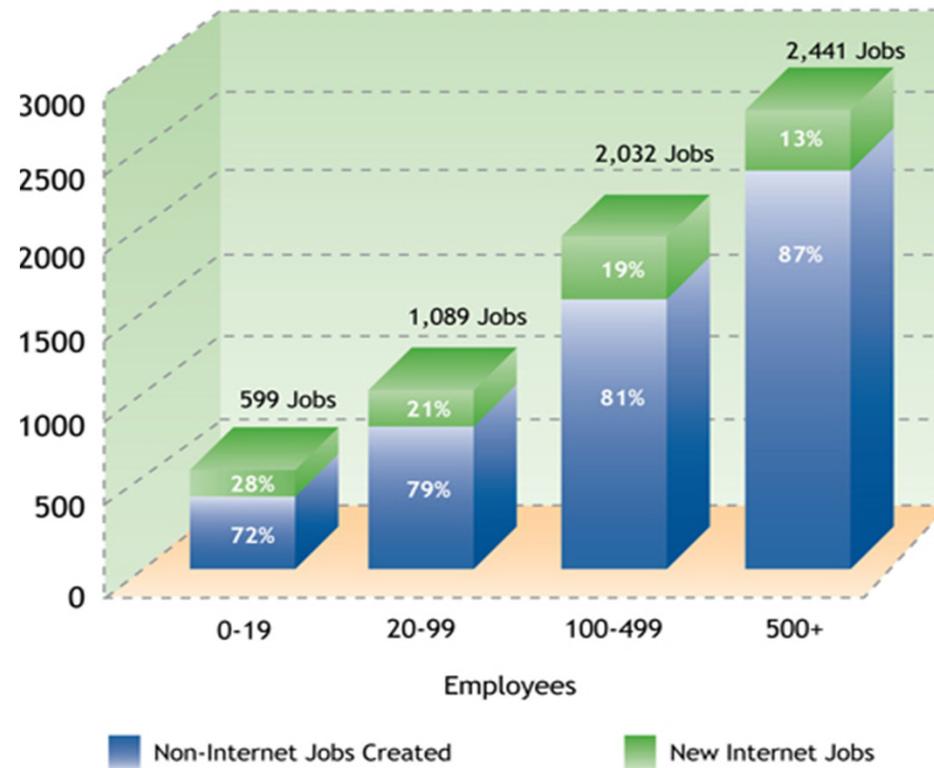
It's all about impacts

- Job **creation** by size of organization, economic sector, geographical area...
- Broadband utilization **impacts** on revenues
- Broadband **benefits** and cost savings

The smaller the business, the bigger the Internet's impact on jobs

Jobs Created

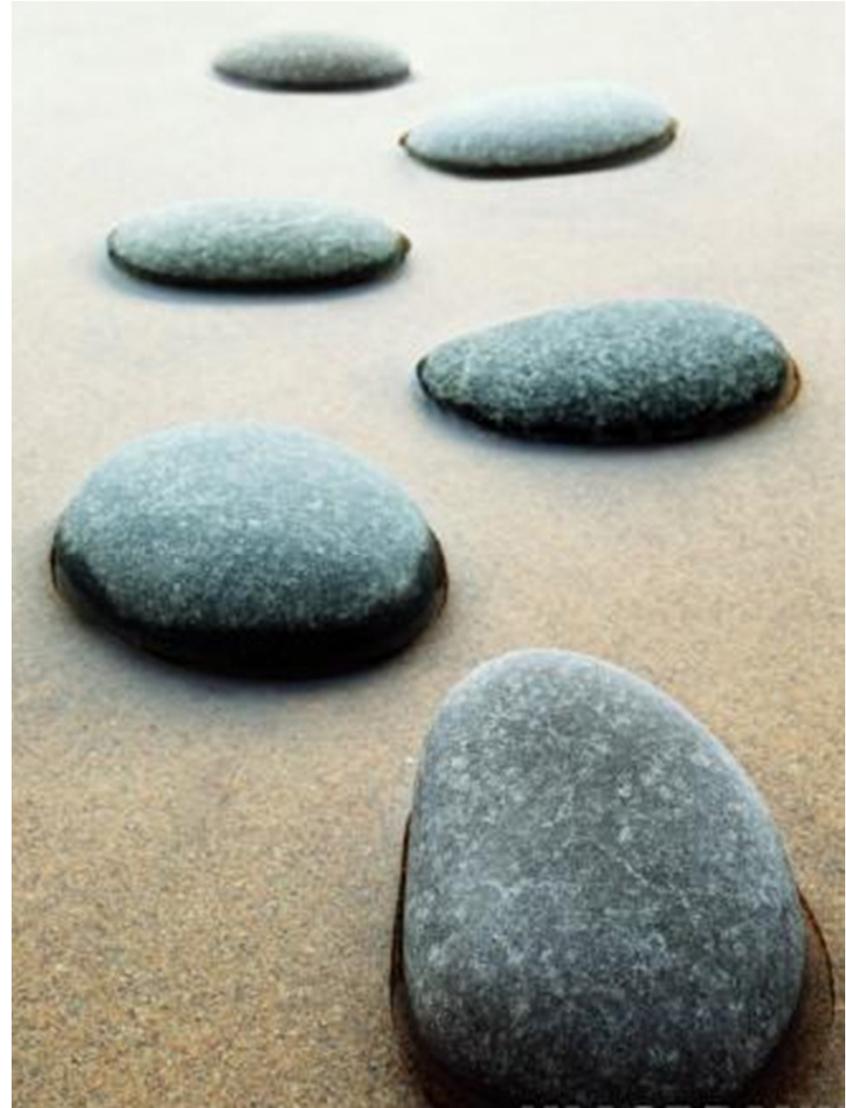
During 12 month period (2009-2010)
By 1,018 Organizations Surveyed



Take the Next Step

- **Use** your data to overcome barriers and improve utilization
- **Enhance** your citizens' quality of life
- **Grow** your region's economic opportunities
- **Create** jobs

Contact SNG and go **DEAP**
for a full demonstration !





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