



The Following are actual scorecards generated from completed assessments in North Carolina and Nebraska in 2013/2014.

The names have been changed to protect anonymity.

Each scorecard provides invaluable insights to make business decisions based on their peers' experience.

This scorecard compares your current level of Internet use to other organizations of similar size in your industry sector. The Digital Economy index (DEi) is a score based on the Internet-enabled applications (e-solutions) that you use.

By using this scorecard you can uncover additional e-solutions that can bring the greatest potential impact to your organization through improved efficiencies, innovation, and increased profitability.

The Digital Economy index (DEi) measures your current use of Internet-enabled applications (e-solutions) on a scale from 0 (none) to 10 (maximum).

**Your DEi score: 5.2**

**Consulting Co**

Charlotte NC

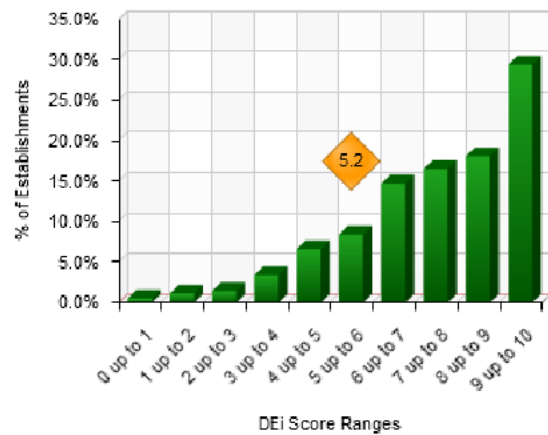
Industry sector: Professional & Technical Services  
Organization size: 10 - 19 employees

Your Industry Sector: Professional & Technical Services  
Sector DEi: 7.2

**Opportunities to improve your score**

Increasing use of e-solutions (and your DEi score) improves your organization's productivity, competitiveness, and bottom-line - and how you rank against your peers.

Statewide DEi Distribution for your industry



Below are the top three e-solutions identified for your organization where the opportunity to drive new revenues and/or cost savings are the most significant.

Percentage of organizations in your industry sector and region with same or higher DEi score:

**85.5%**

e-Solution	Annual Impacts*	
	Percent	Amount
<b>Selling goods or services</b>		<b>\$ 186,120</b>
New revenues	9.8%	\$ 185,280
Cost savings	0.07%	\$ 840
DEi increase		<b>0.78</b>
<b>Deliver services and content</b>		<b>\$ 158,310</b>
New revenues	8.3%	\$ 157,310
Cost savings	0.08%	\$ 1,000
DEi increase		<b>0.78</b>
<b>Advertising and promotion</b>		<b>\$ 155,590</b>
New revenues	8.1%	\$ 154,720
Cost savings	0.07%	\$ 870
DEi increase		<b>0.58</b>

**Getting started**

To get started now, please contact **Samantha Jackson**

your Program Administrator at

**NC Broadband**

email: [srjackson@nccommerce.com](mailto:srjackson@nccommerce.com)

phone: 919-715-0830

To take the next step please contact your advisor above.

For more information about your Scorecard and how you can benefit from e-solutions, please follow the links below.

**NC Broadband Portal website:**

<http://ncbroadband.gov/pilot>

**Total annual impacts from NEW e-solutions \$500,020 per year**

\* Based on averages for your industry and size. Actual results may vary.

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**Your DEi score: 4.2**

**Tech Company**

Raleigh NC

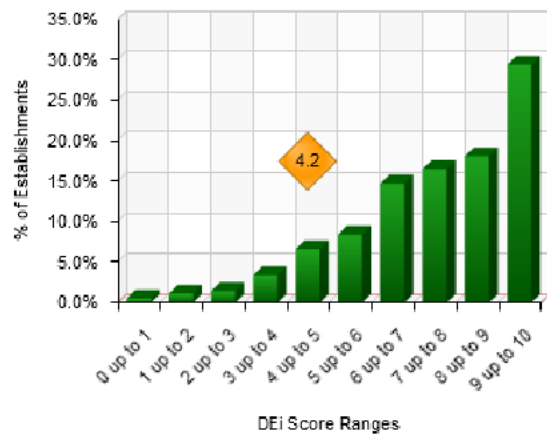
Industry sector: Professional & Technical Services  
Organization size: 1 - 4 employees

Your Industry Sector: Professional & Technical Services  
Sector DEi: 7.2

**Opportunities to improve your score**

Increasing use of e-solutions (and your DEi score) improves your organization's productivity, competitiveness, and bottom-line - and how you rank against your peers.

Statewide DEi Distribution for your industry



Below are the top three e-solutions identified for your organization where the opportunity to drive new revenues and/or cost savings are the most significant.

Percentage of organizations in your industry sector and region with same or higher DEi score:

**92.8%**

e-Solution	Annual Impacts*	
	Percent	Amount
<b>Selling goods or services</b>		<b>\$ 17,360</b>
New revenues	9.8%	\$ 17,300
Cost savings	0.07%	\$ 60
DEi increase		<b>0.78</b>
<b>Deliver services and content</b>		<b>\$ 14,770</b>
New revenues	8.3%	\$ 14,690
Cost savings	0.08%	\$ 80
DEi increase		<b>0.78</b>
<b>Advertising and promotion</b>		<b>\$ 14,510</b>
New revenues	8.1%	\$ 14,450
Cost savings	0.07%	\$ 60
DEi increase		<b>0.58</b>

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**Total annual impacts from NEW e-solutions \$46,640 per year**

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By using this scorecard you can uncover additional e-solutions that can bring the greatest potential impact to your organization through improved efficiencies, innovation, and increased profitability.

The Digital Economy index (DEi) measures your current use of Internet-enabled applications (e-solutions) on a scale from 0 (none) to 10 (maximum).

**Your DEi score: 3.2**

**Services Inc.**

Gastonia NC

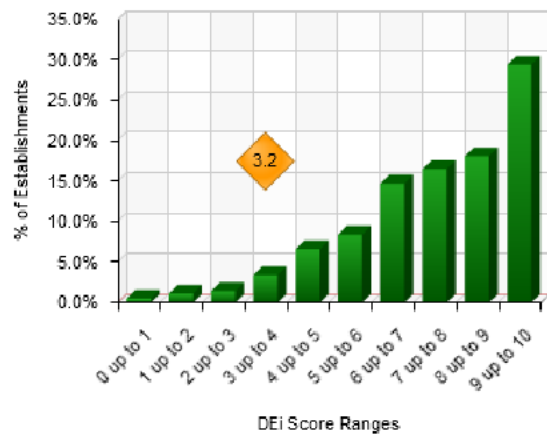
Industry sector: Professional & Technical Services  
Organization size: 20 - 49 employees

Your Industry Sector: Professional & Technical Services  
Sector DEi: 7.2

**Opportunities to improve your score**

Increasing use of e-solutions (and your DEi score) improves your organization's productivity, competitiveness, and bottom-line - and how you rank against your peers.

Statewide DEi Distribution for your industry



Below are the top three e-solutions identified for your organization where the opportunity to drive new revenues and/or cost savings are the most significant.

Percentage of organizations in your industry sector and region with same or higher DEi score:

**96.6%**

e-Solution	Annual Impacts*	
	Percent	Amount
<b>Advertising and promotion</b>		<b>\$ 223,190</b>
New revenues	5.8%	\$ 222,880
Cost savings	0.02%	\$ 310
DEi increase		<b>0.58</b>
<b>Deliver services and content</b>		<b>\$ 164,430</b>
New revenues	4.3%	\$ 164,150
Cost savings	0.02%	\$ 280
DEi increase		<b>0.78</b>
<b>Selling goods or services</b>		<b>\$ 153,670</b>
New revenues	4.0%	\$ 153,540
Cost savings	0.01%	\$ 130
DEi increase		<b>0.78</b>

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**NC Broadband Portal website:**

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**Total annual impacts from NEW e-solutions \$541,290 per year**

\* Based on averages for your industry and size. Actual results may vary.

This scorecard compares your current level of Internet use to other organizations of similar size in your industry sector. The Digital Economy index (DEi) is a score based on the Internet-enabled applications (e-solutions) that you use.

By using this scorecard you can uncover additional e-solutions that can bring the greatest potential impact to your organization through improved efficiencies, innovation, and increased profitability.

The Digital Economy index (DEi) measures your current use of Internet-enabled applications (e-solutions) on a scale from 0 (none) to 10 (maximum).

**Your DEi score: 2.9**

**ABC Inc**  
 Omaha NE

Industry sector: Manufacturing / Processing  
 Organization size: 5 - 9 employees

### Opportunities to improve your score

Increasing use of e-solutions (and your DEi score) improves your organization's productivity, competitiveness, and bottom-line - and how you rank against your peers.

Below are the top three e-solutions identified for your organization where the opportunity to drive new revenues and/or cost savings are the most significant.

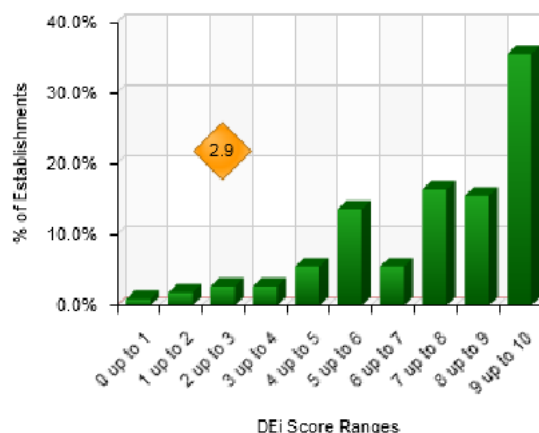
e-Solution	Annual Impacts*	
	Percent	Amount
<b>Selling goods or services</b>		<b>\$ 107,640</b>
New revenues	8.6%	\$ 107,350
Cost savings	0.02%	\$ 290
DEi increase		<b>0.78</b>
<b>Customer service and support</b>		<b>\$ 86,470</b>
New revenues	6.6%	\$ 82,870
Cost savings	0.28%	\$ 3,600
DEi increase		<b>0.78</b>
<b>Deliver services and content</b>		<b>\$ 55,120</b>
New revenues	4.4%	\$ 54,510
Cost savings	0.05%	\$ 610
DEi increase		<b>0.78</b>

**Total annual impacts from NEW e-solutions \$249,230 per year**

\* Based on averages for your industry and size. Actual results may vary.

Your Industry Sector: Manufacturing / Processing  
 Sector DEi: 7.5

Statewide DEi Distribution for your industry



Percentage of organizations in your industry sector and region with same or higher DEi score:

**95.5%**

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**Nebraska Broadband**

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phone: 402-472-4235

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**Nebraska Broadband Initiative:**

<http://broadband.nebraska.gov/>

This scorecard compares your current level of Internet use to other organizations of similar size in your industry sector. The Digital Economy index (DEi) is a score based on the Internet-enabled applications (e-solutions) that you use.

By using this scorecard you can uncover additional e-solutions that can bring the greatest potential impact to your organization through improved efficiencies, innovation, and increased profitability.

The Digital Economy index (DEi) measures your current use of Internet-enabled applications (e-solutions) on a scale from 0 (none) to 10 (maximum).

**Your DEi score: 2.9**

**XYZ Inc**  
Omaha NE

Industry sector: Manufacturing / Processing  
Organization size: 5 - 9 employees

### Opportunities to improve your score

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Below are the top three e-solutions identified for your organization where the opportunity to drive new revenues and/or cost savings are the most significant.

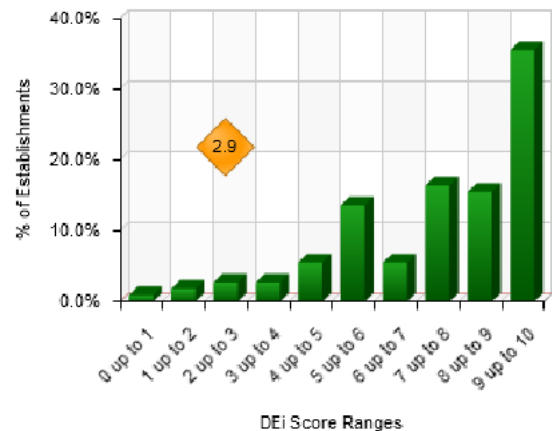
e-Solution	Annual Impacts*	
	Percent	Amount
<b>Selling goods or services</b>		<b>\$ 107,640</b>
New revenues	8.6%	\$ 107,350
Cost savings	0.02%	\$ 290
DEi increase		<b>0.78</b>
<b>Customer service and support</b>		<b>\$ 86,470</b>
New revenues	6.6%	\$ 82,870
Cost savings	0.28%	\$ 3,600
DEi increase		<b>0.78</b>
<b>Deliver services and content</b>		<b>\$ 55,120</b>
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Cost savings	0.05%	\$ 610
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**Total annual impacts from NEW e-solutions \$249,230 per year**

\* Based on averages for your industry and size. Actual results may vary.

Your Industry Sector: Manufacturing / Processing  
Sector DEi: **7.5**

Statewide DEi Distribution for your industry



Percentage of organizations in your industry sector and region with same or higher DEi score:

**95.5%**

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The Digital Economy index (DEi) measures your current use of Internet-enabled applications (e-solutions) on a scale from 0 (none) to 10 (maximum).

**Your DEi score: 6.6**

**Ace Bikes**  
Omaha NE

Your Industry Sector: Retail Trade  
Sector DEi: 7.3

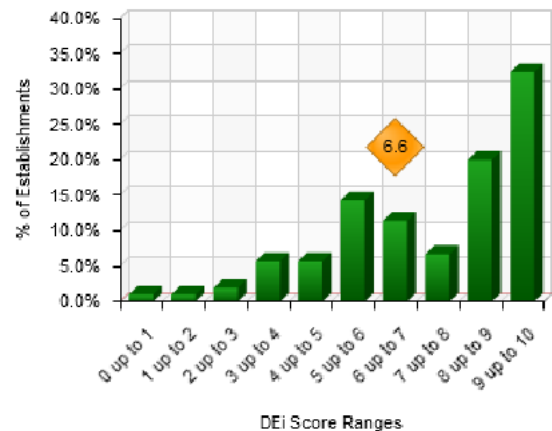
Industry sector: Retail Trade  
Organization size: 20 - 49 employees

### Opportunities to improve your score

Increasing use of e-solutions (and your DEi score) improves your organization's productivity, competitiveness, and bottom-line - and how you rank against your peers.

Below are the top three e-solutions identified for your organization where the opportunity to drive new revenues and/or cost savings are the most significant.

Statewide DEi Distribution for your industry



Percentage of organizations in your industry sector and region with same or higher DEi score:

**63.8%**

e-Solution	Annual Impacts*	
	Percent	Amount
<b>Selling goods or services</b>		<b>\$ 394,600</b>
New revenues	7.9%	\$ 394,090
Cost savings	0.03%	\$ 510
DEi increase		<b>0.78</b>
<b>Deliver services and content</b>		<b>\$ 229,490</b>
New revenues	4.6%	\$ 228,960
Cost savings	0.03%	\$ 530
DEi increase		<b>0.78</b>
<b>Purchasing goods or services</b>		<b>\$ 8,220</b>
New revenues	0.0%	\$ 0
Cost savings	0.41%	\$ 8,220
DEi increase		<b>0.39</b>

**Total annual impacts from NEW e-solutions \$632,310 per year**

\* Based on averages for your industry and size. Actual results may vary.

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The Digital Economy index (DEi) measures your current use of Internet-enabled applications (e-solutions) on a scale from 0 (none) to 10 (maximum).

**Your DEi score: 3.9**

**XYZ Insurance**

St. Paul NE

Industry sector: Finance & Insurance  
Organization size: 5 - 9 employees

**Opportunities to improve your score**

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Below are the top three e-solutions identified for your organization where the opportunity to drive new revenues and/or cost savings are the most significant.

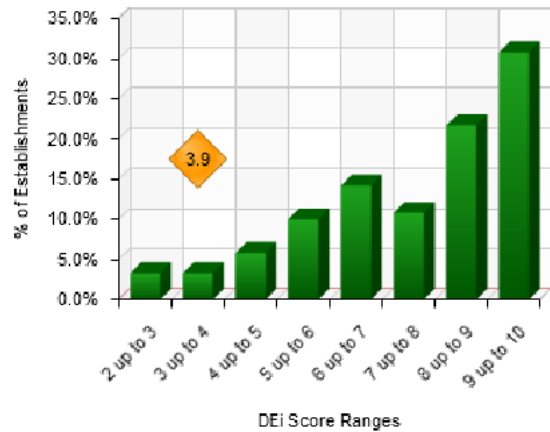
e-Solution	Annual Impacts*	
	Percent	Amount
<b>Selling goods or services</b>		<b>\$ 127,060</b>
New revenues	12.6%	\$ 126,380
Cost savings	0.14%	\$ 680
DEi increase		<b>0.78</b>
<b>Deliver services and content</b>		<b>\$ 73,290</b>
New revenues	7.2%	\$ 72,410
Cost savings	0.18%	\$ 880
DEi increase		<b>0.78</b>
<b>Rich media or service creation</b>		<b>\$ 23,880</b>
New revenues	2.3%	\$ 23,250
Cost savings	0.13%	\$ 630
DEi increase		<b>0.78</b>

**Total annual impacts from NEW e-solutions \$224,230 per year**

\* Based on averages for your industry and size. Actual results may vary.

Your Industry Sector: Finance & Insurance  
Sector DEi: **7.6**

Statewide DEi Distribution for your industry



Percentage of organizations in your industry sector and region with same or higher DEi score:

**94.2%**

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