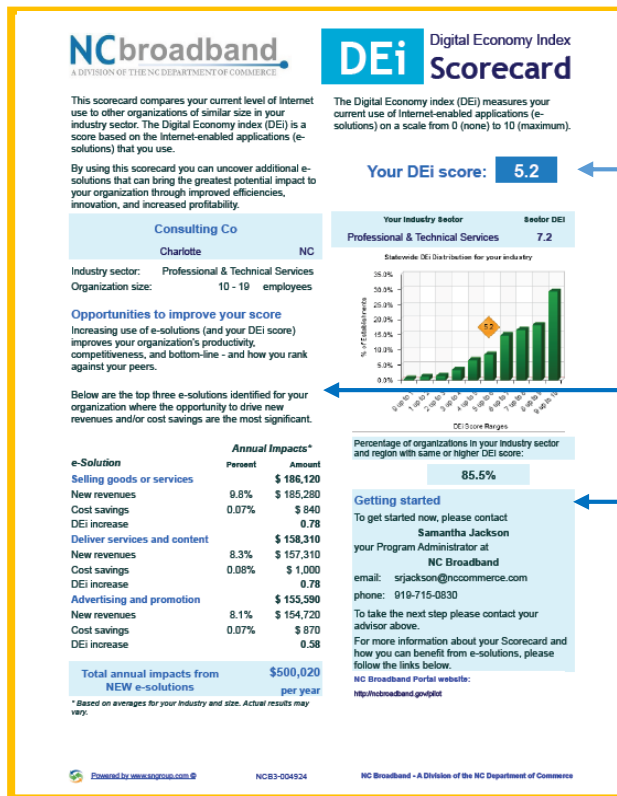


Small Business Growth Program

What is a DEi Scorecard (Digital Economy Index Scorecard)?

The **DEi Scorecard** compares the current level of Internet use to other organizations of similar size in the same industry. The **DEi Scorecard** also identifies the top three Internet tools and strategies to drive new revenues and/or cost savings for this particular business.



The **DEi Score** is based on the current Internet enabled applications that the business is using. This score can be improved by implementing the **Small Business Growth Program**.

The **DEi Scorecard** identifies the top three Internet tools and strategies for this business to yield significant revenues and/or cost savings from Internet applications.

The **DEi Scorecard** gives the contact details of the program administrator and website portal.

The **DEi Scorecard** can be reviewed 2 weeks after the business complete their online **Business Assessment**.



The following **DEi Scorecards** examples are generated from completed **Business Assessments** in North Carolina and Nebraska 2013/2014. The names have been changed.



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

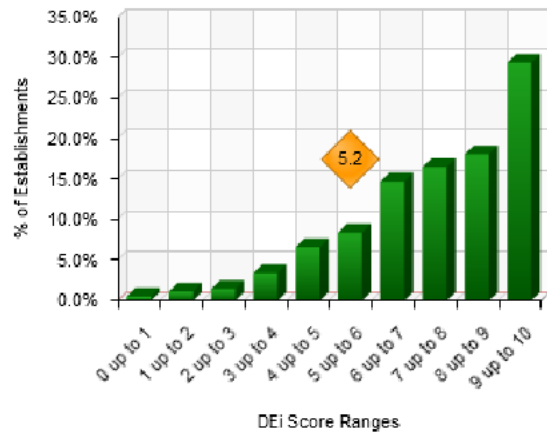
Industry sector: Professional & Technical Services
Organization size: 10 - 19 employees

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
Selling goods or services		\$ 186,120
New revenues	9.8%	\$ 185,280
Cost savings	0.07%	\$ 840
DEi increase		0.78
Deliver services and content		\$ 158,310
New revenues	8.3%	\$ 157,310
Cost savings	0.08%	\$ 1,000
DEi increase		0.78
Advertising and promotion		\$ 155,590
New revenues	8.1%	\$ 154,720
Cost savings	0.07%	\$ 870
DEi increase		0.58

Getting started

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

your Program Administrator at

NC Broadband

email: 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.

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: 4.2

Tech Company

Raleigh NC

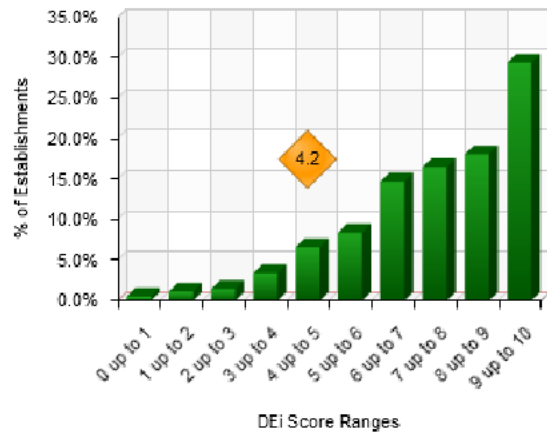
Industry sector: Professional & Technical Services
Organization size: 1 - 4 employees

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
Selling goods or services		\$ 17,360
New revenues	9.8%	\$ 17,300
Cost savings	0.07%	\$ 60
DEi increase		0.78
Deliver services and content		\$ 14,770
New revenues	8.3%	\$ 14,690
Cost savings	0.08%	\$ 80
DEi increase		0.78
Advertising and promotion		\$ 14,510
New revenues	8.1%	\$ 14,450
Cost savings	0.07%	\$ 60
DEi increase		0.58

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NC Broadband Portal website:

<http://ncbroadband.gov/pilot>

Total annual impacts from NEW e-solutions \$46,640 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: 3.2

Services Inc.

Gastonia NC

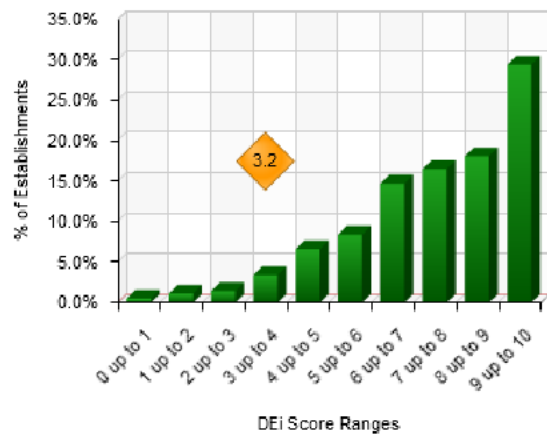
Industry sector: Professional & Technical Services
Organization size: 20 - 49 employees

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
Advertising and promotion		\$ 223,190
New revenues	5.8%	\$ 222,880
Cost savings	0.02%	\$ 310
DEi increase		0.58
Deliver services and content		\$ 164,430
New revenues	4.3%	\$ 164,150
Cost savings	0.02%	\$ 280
DEi increase		0.78
Selling goods or services		\$ 153,670
New revenues	4.0%	\$ 153,540
Cost savings	0.01%	\$ 130
DEi increase		0.78

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NC Broadband Portal website:

<http://ncbroadband.gov/pilot>

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.

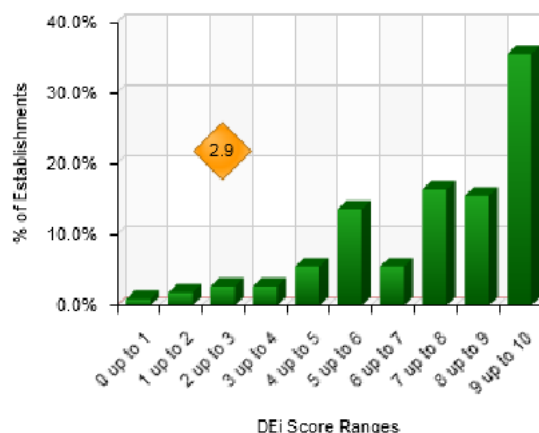
e-Solution	Annual Impacts*	
	Percent	Amount
Selling goods or services		\$ 107,640
New revenues	8.6%	\$ 107,350
Cost savings	0.02%	\$ 290
DEi increase		0.78
Customer service and support		\$ 86,470
New revenues	6.6%	\$ 82,870
Cost savings	0.28%	\$ 3,600
DEi increase		0.78
Deliver services and content	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

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%

Getting started

To get started now, please contact

Jim Keeler

your Program Administrator at

Nebraska Broadband

email: jkeeler8@unl.edu

phone: 402-472-4235

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.

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

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.

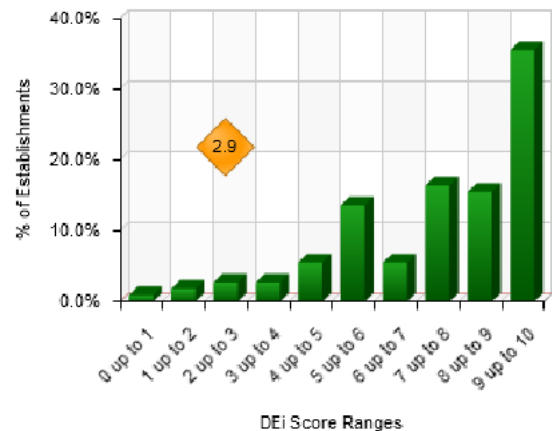
e-Solution	Annual Impacts*	
	Percent	Amount
Selling goods or services		\$ 107,640
New revenues	8.6%	\$ 107,350
Cost savings	0.02%	\$ 290
DEi increase		0.78
Customer service and support		\$ 86,470
New revenues	6.6%	\$ 82,870
Cost savings	0.28%	\$ 3,600
DEi increase		0.78
Deliver services and content	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

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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phone: 402-472-4235

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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.

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

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.

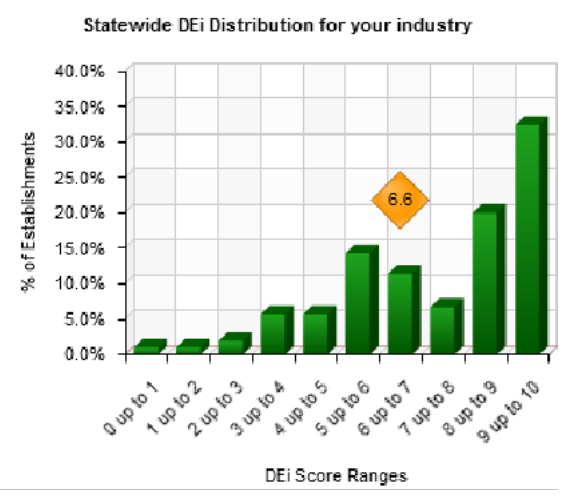
Your DEi score: 6.6

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.

Percentage of organizations in your industry sector and region with same or higher DEi score:
63.8%

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

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

Total annual impacts from NEW e-solutions \$632,310 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: 3.9

XYZ Insurance

St. Paul NE

Industry sector: Finance & Insurance
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.

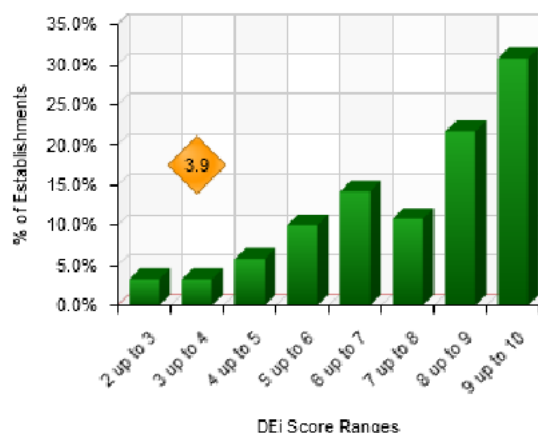
e-Solution	Annual Impacts*	
	Percent	Amount
Selling goods or services		\$ 127,060
New revenues	12.6%	\$ 126,380
Cost savings	0.14%	\$ 680
DEi increase		0.78
Deliver services and content		\$ 73,290
New revenues	7.2%	\$ 72,410
Cost savings	0.18%	\$ 880
DEi increase		0.78
Rich media or service creation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

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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