

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

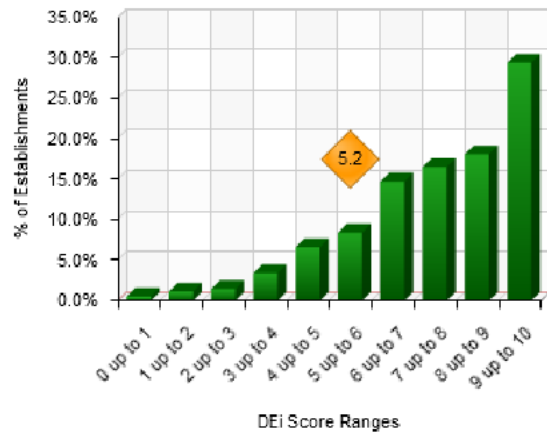
Industry sector: Professional & Technical Services  
Organization size: 10 - 19 employees

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**

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**Your DEi score: 4.2**

**Tech Company**

Raleigh NC

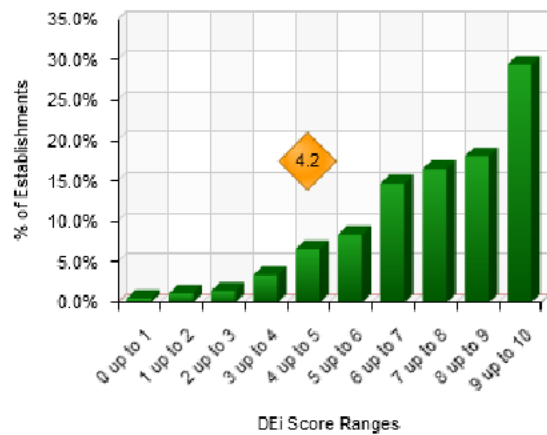
Industry sector: Professional & Technical Services  
Organization size: 1 - 4 employees

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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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

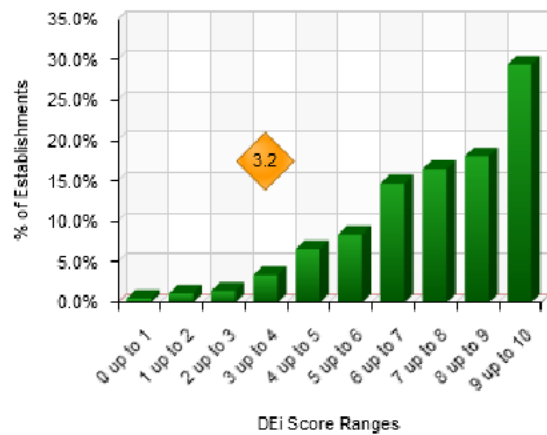
Industry sector: Professional & Technical Services  
Organization size: 20 - 49 employees

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**

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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: 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.

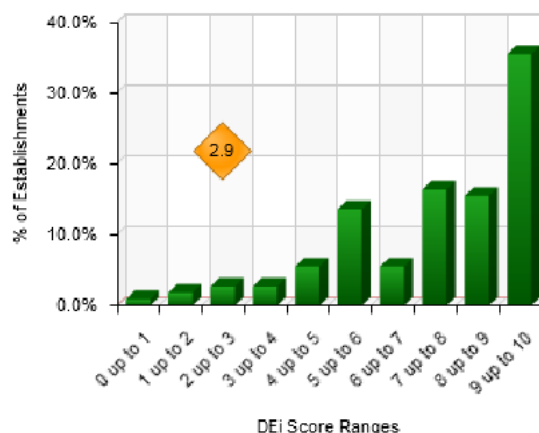
e-Solution	Annual Impacts*	
	Percent	Amount
<b>Selling goods or services</b>		<b>\$ 107,640</b>
New revenues	8.6%	\$ 107,350
Cost savings	0.02%	\$ 290
DEi increase		<b>0.78</b>
<b>Customer service and support</b>		<b>\$ 86,470</b>
New revenues	6.6%	\$ 82,870
Cost savings	0.28%	\$ 3,600
DEi increase	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

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email: [jkeeler8@unl.edu](mailto:jkeeler8@unl.edu)

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.

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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: 2.9**

**XYZ Inc**  
 Omaha NE

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

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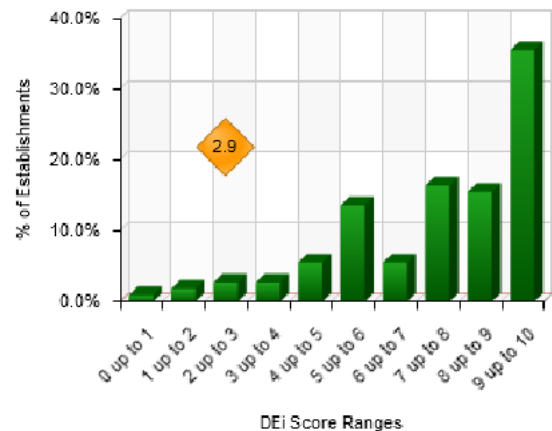
e-Solution	Annual Impacts*	
	Percent	Amount
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**Total annual impacts from NEW e-solutions \$249,230 per year**

\* 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**

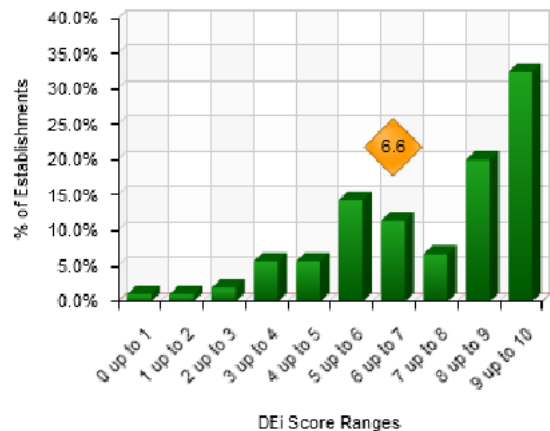
Industry sector: Retail Trade  
 Organization size: 20 - 49 employees

### 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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**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.

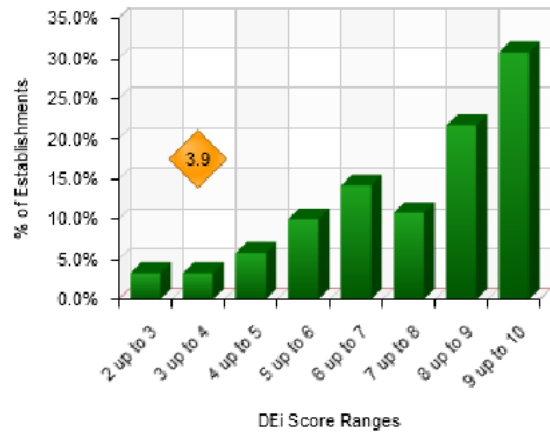
e-Solution	Annual Impacts*	
	Percent	Amount
<b>Selling goods or services</b>		<b>\$ 127,060</b>
New revenues	12.6%	\$ 126,380
Cost savings	0.14%	\$ 680
DEi increase		<b>0.78</b>
<b>Deliver services and content</b>		<b>\$ 73,290</b>
New revenues	7.2%	\$ 72,410
Cost savings	0.18%	\$ 880
DEi increase		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