Model of Excellence Profile – iSell

Company Name:	OneSource		ICG#	2454
Address:	300 Baker Avenue, Concord, MA 01742			
Product Name:	**OneSource iSell**			
URL:	www.onesource.com	CEO Name:		Philip Garlick

Business and Product Overview

Business Information Framework Classification	*Applications Models:* Evaluate – Reference & Intelligence	*Business Model:* Subscription -- Subscription
	Content Models: Aggregation -- Licensed	*Distribution Model* Direct Sales – Captive

Company Overview	OneSource develops breakthrough business intelligence services for B2B sales professionals, delivering the most relevant sales opportunities personalized to each sales professional's targets. OneSource services feature simple yet powerful interfaces that save time and increase productivity by intelligently aggregating information from sales triggers, social selling, targeted prospect lists, and thousands of information feeds from the top data providers.
Product/Service Description	OneSource iSell integrates high quality business information from over 50 content suppliers into a single, well-integrated service, yielding millions of in-depth company records with complete contact profiles with bios, direct dial phone numbers, and email addresses. That alone is an achievement, but OneSource iSell goes much further. By monitoring extensive feeds of business news and social media, OneSource iSell alerts users to significant events, such as acquisitions, executive changes, and product launches, which indicate selling opportunities. OneSource also increases sales productivity and enables sales professionals to drive more revenue by automatically prioritizing prospects based on a unique combination of how well the prospect fits the sales professionals' ideal targets and on critical sales trigger events. This unique algorithm calculates a "Prospectibility" score for each prospect, enabling sales professionals to focus their efforts where there is the greatest opportunity. As a product designed to work in concert with CRM systems, OneSource wisely did not attempt to build a full-featured SFA application. While it offers integration with Salesforce.com, it also recognizes that many salespeople want to organize their prospecting efforts in a way that works best for them and offers a handful of useful organizational features to help them efficiently manage their prospecting efforts. Overall, we're impressed with OneSource iSell's fresh, clean user interface, the powerful and seamless integration of the most complete set of data sources, the addition of sales trigger functionality, social media monitoring, and a design that lets users have it their way.

Year Founded:	1987	BizDev Contact:	Colleen Honan
Employees:	100-250 (estimated)	Main Telephone:	978-318-4300
Profile Date:	5/1/2010	Primary Market Served:	General Business
Ownership:	Public Company Subsidiary	Funding Source:	N/A
Class:	2010	MofE Status:	Nominee