



Media Growth Summit

Publishing is Dead.
Long live the platform.

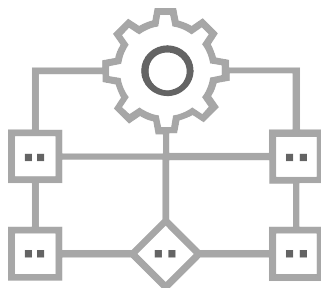
Keynote Presentation

April 22, 2020

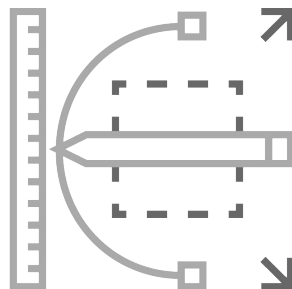


Tony Uphoff

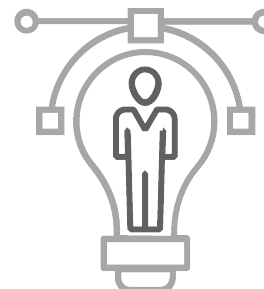
President & CEO, Thomas



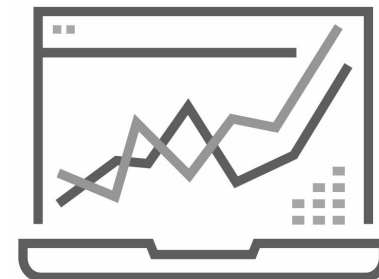
Thomasnet.com



Product Data Solutions



Marketing Services



Industrial Data

About Thomas

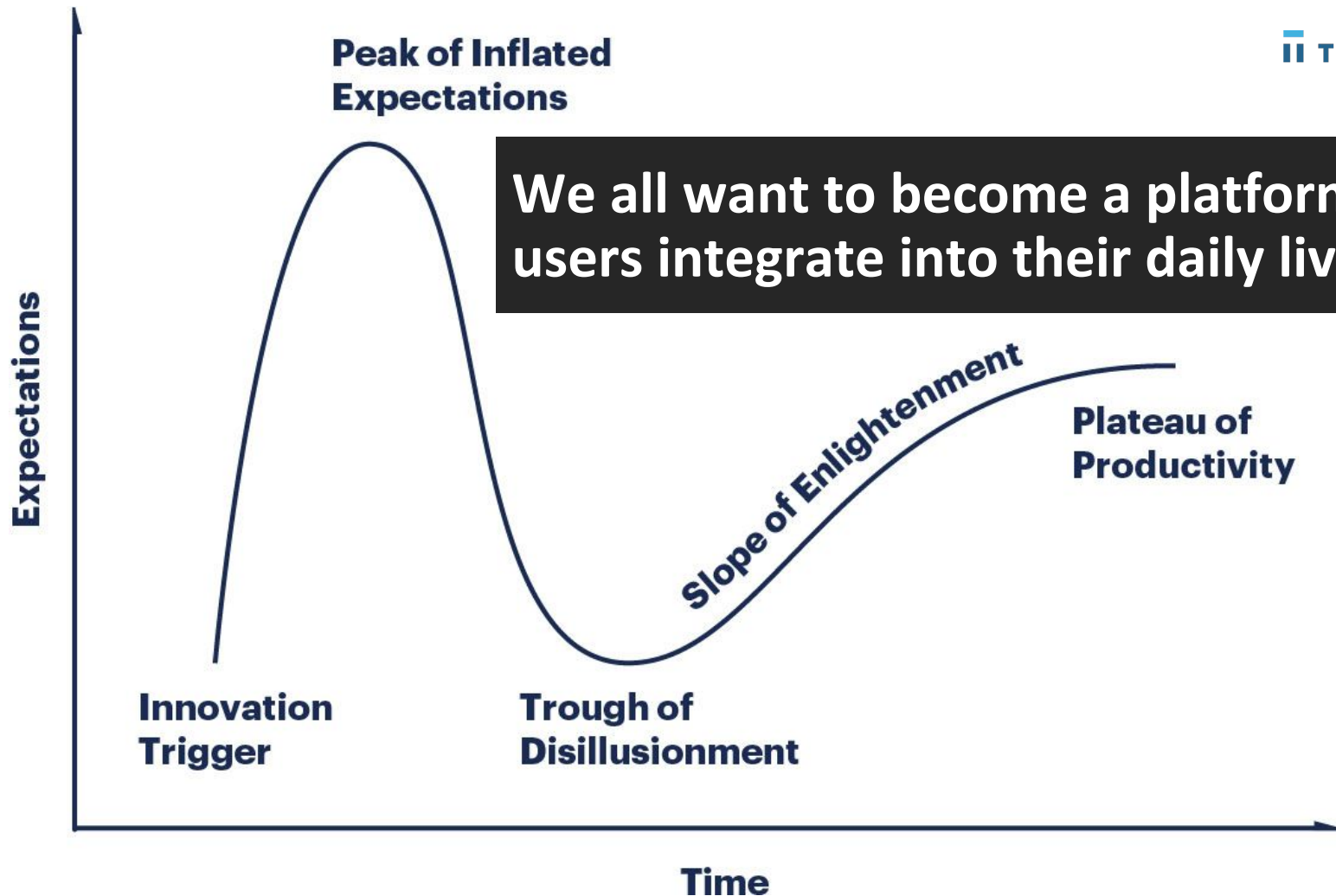
ooo

Thomas generates in-market opportunities for industry. Four core Thomas areas of expertise uniquely serve the industrial buyer and other purchase decision makers' needs, from the early research and design phase, through to supplier selection and purchase.

Building And Growing A Data & Platform Company In A Post-Publishing World







Industrial Search — Search ThomasNet, the mo

Se

Browse Categories

[Adhesives & Sealants](#)

[Tapes, Adhesives, Sealants](#) , [more...](#)

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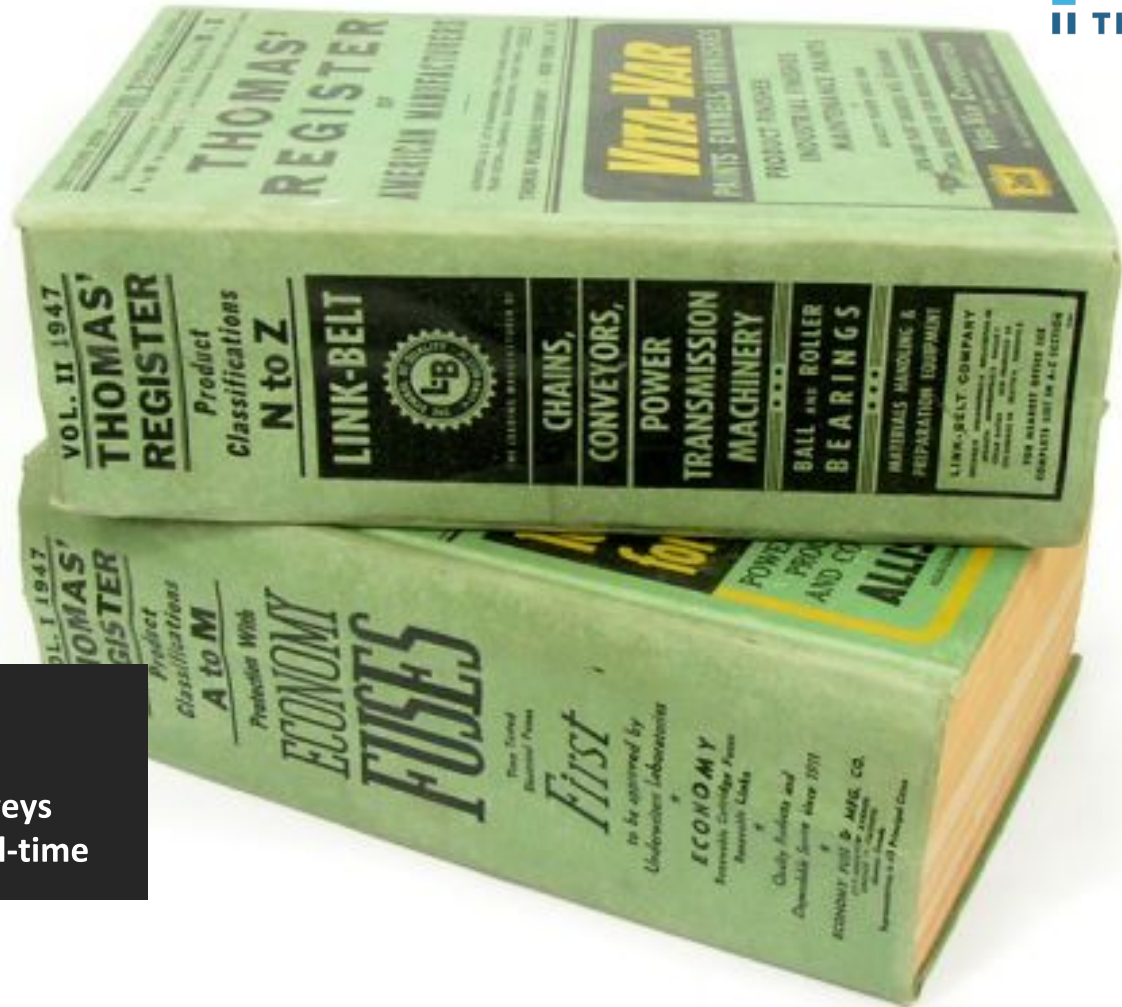
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Factory video provided by [ESI Engineering Specialties Inc.](#)

COVID 19: Example to illustrate different levels of user/societal impact

Print Media

- Very little data
- Subscription list
- Feedback cards and surveys
- No ability to react in real-time



Print Media

Impact to Support COVID-19 Challenges

- Lagging
- Minimal



Industrial Search — Search ThomasNet, the most comprehensive resource for industrial information. Go straight to the source of product, company information, CAD drawing

Search for: (e.g.: hydraulic fittings)

Product/Service, Company or Brand?

Where?

Browse Categories

[Adhesives & Sealants](#)

[Tapes, Adhesives, Sealants](#) , [more...](#)

[Automation & Electronics](#)

[Automation, Electronics, Electrical](#) , [more...](#)

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Download CAD Drawings

- [Visit PartSpec®](#) - Find over 1,000,000 pre-drawn mechanical and electrical parts and data that can be downloaded into your CAD system.

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Additional Resources

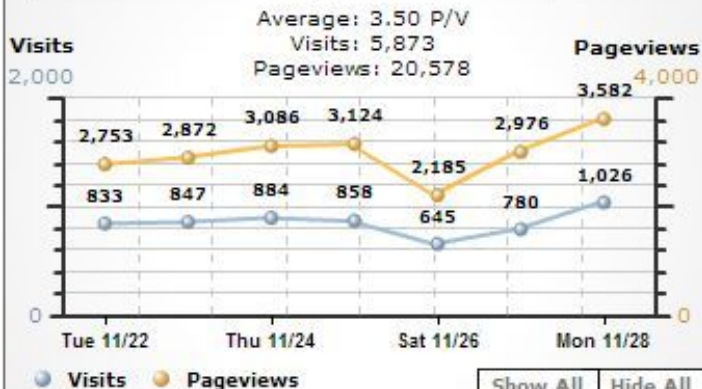
- [Business Service Center](#) - Here you'll find information and special offers exclusively for Thomasnet.com users. Get competitive quotes on medical and dental coverage, access to attractive equipment financing

The MyThomas Advantage

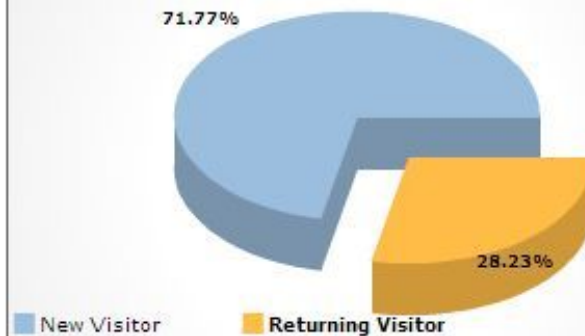
MyThomas lets you take full ad

- **Save** time and energy
- **Store** search results, comp

Visits and Pageviews



Visits by New and Returning

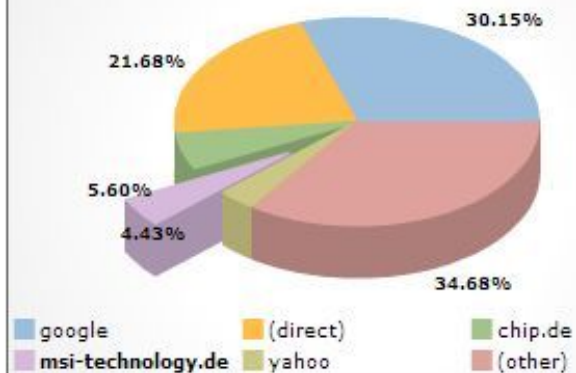


Website

Geo Map Overlay

- Clicks
- Keywords
- Contact us submissions
- Reliant on Google for visitors/traffic

Visits by Source



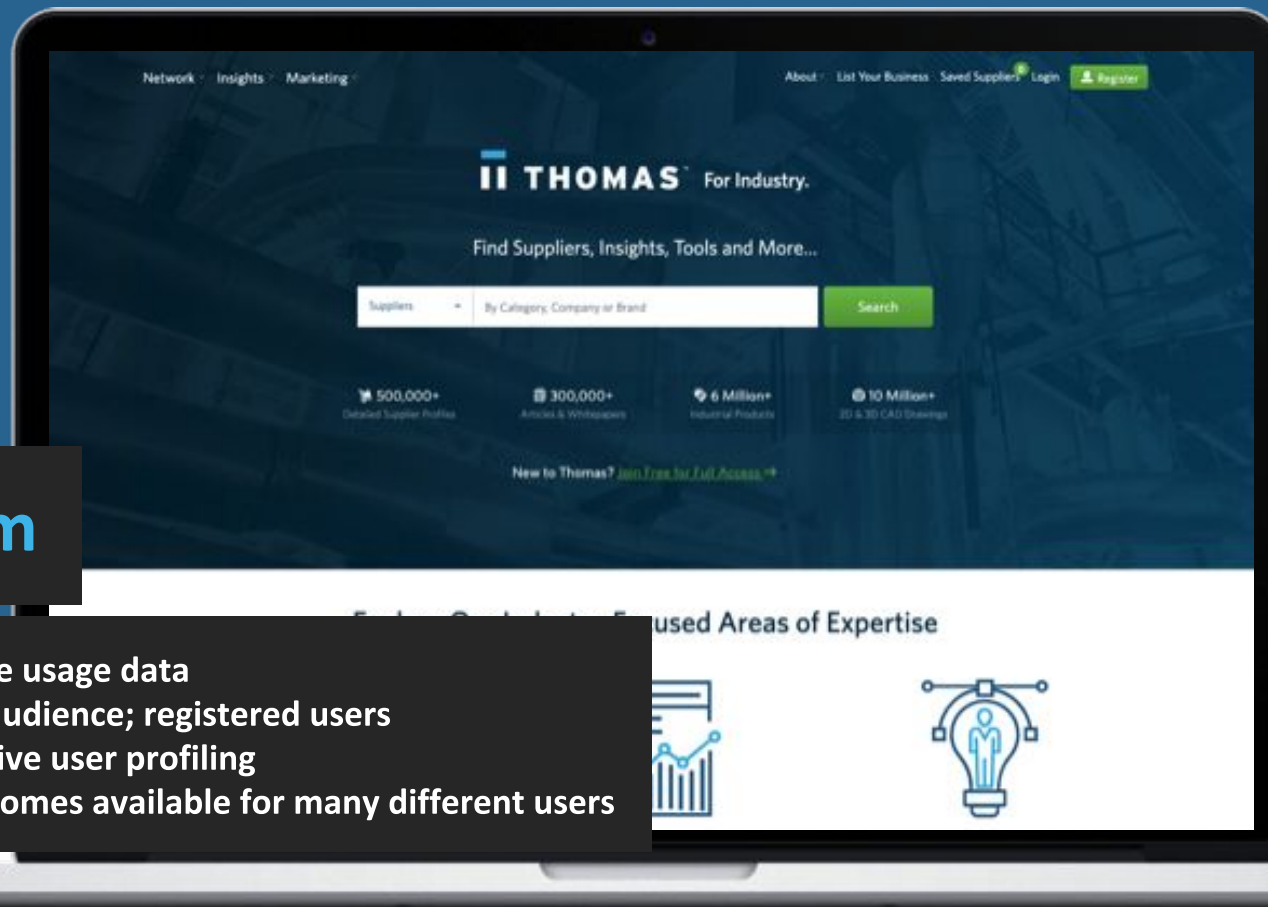
Website

Impact to Support COVID-19 Challenges

- Post information
- Inform
- Publish quickly
- No dedicated audience or data

Platform

- Real-time usage data
- Owned audience; registered users
- Progressive user profiling
- Data becomes available for many different users



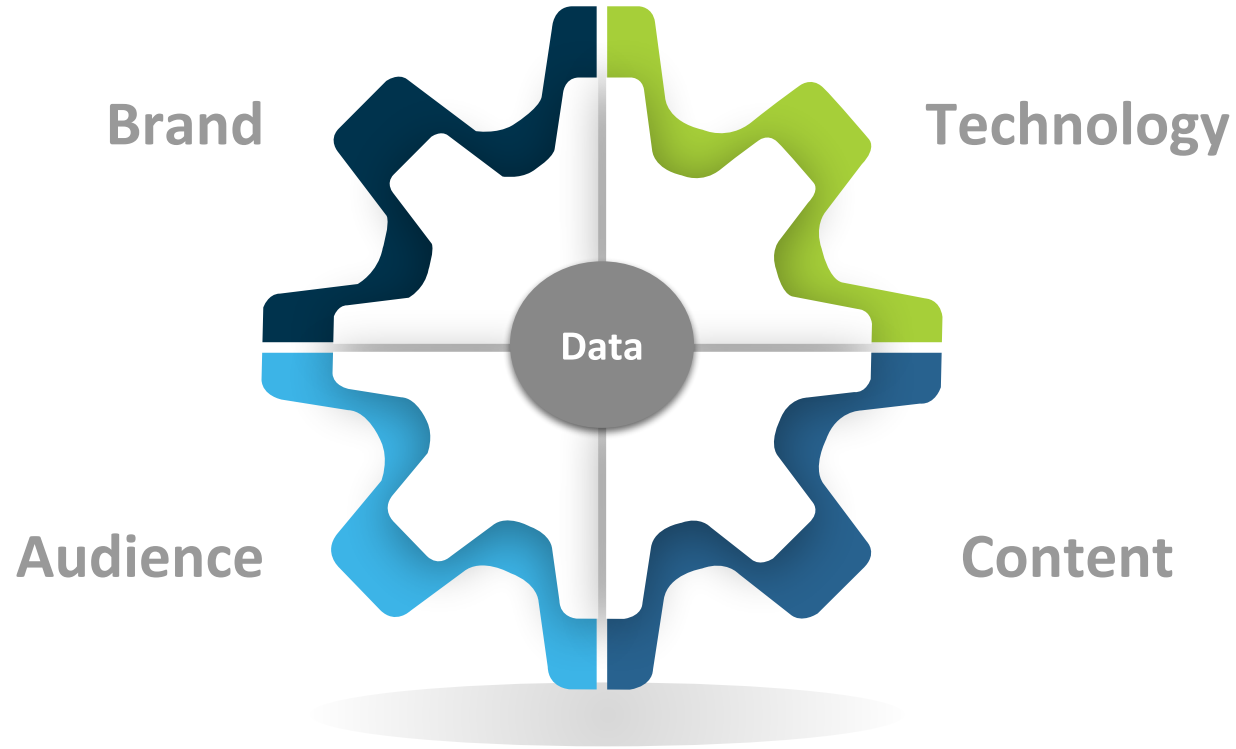
The background of the slide is a photograph of a person's hand pointing at a computer monitor. The monitor displays a financial candlestick chart with a yellow and green color scheme. The person is wearing a light blue shirt. The overall lighting is dim, with a teal-blue tint on the right side of the image.

Platform

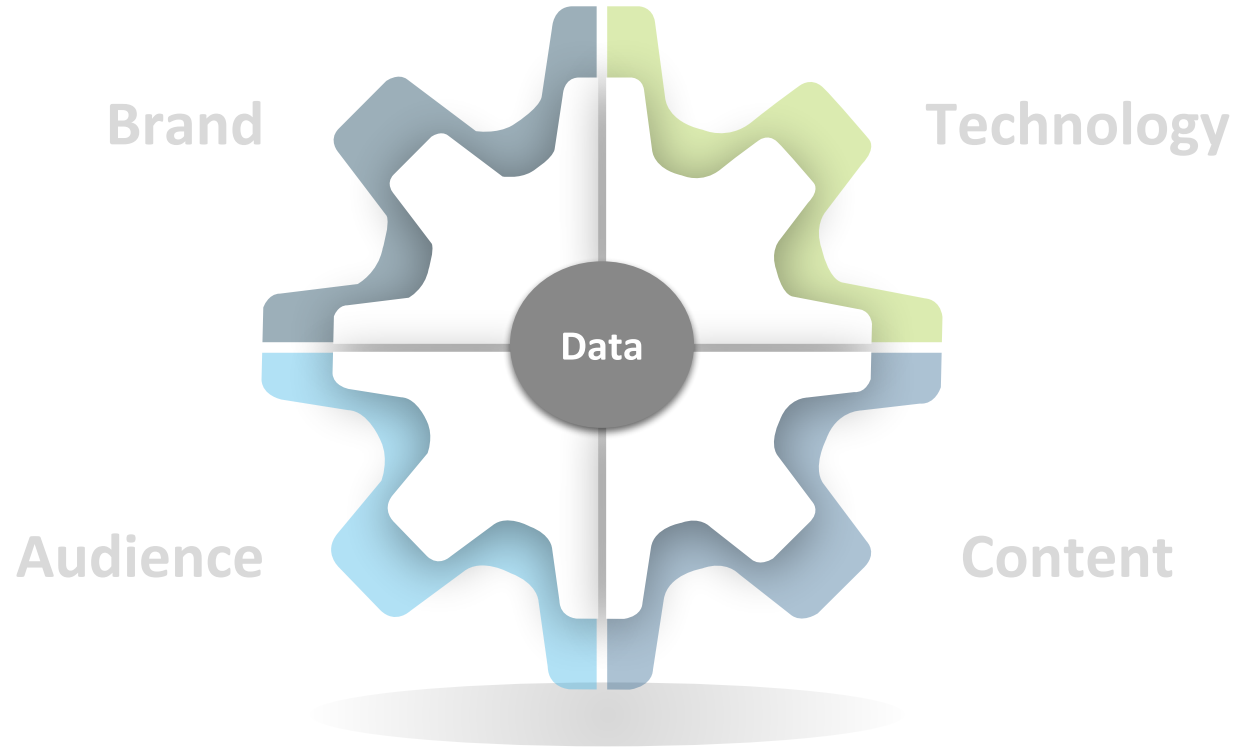
Impact to Support COVID-19 Challenges

- Post information
- Inform
- Publish quickly
- Mine data to share with media, government agencies

Steps to Becoming a Platform



Steps to Becoming a Platform



Database vs. Data Platform Company



Thomas Network



Thomas WebTrax



**Thomas Product
Data Solutions**



**Thomas Marketing
Services**

Organize Your Data

Thomas Product / Solution Platforms



Thomas Network



Thomas Product Data Solutions



Thomas WebTrax



Thomas Marketing Services

- Ingestion
- Data Hub
- Warehousing
- Analysis & Insights
- Enrichment
- Syndication



DEMANDBASE



...



Custom /
Proprietary
Data Enrichment



Thomas Data Operations

Data Lake



Data Services



Analysis / Visualization

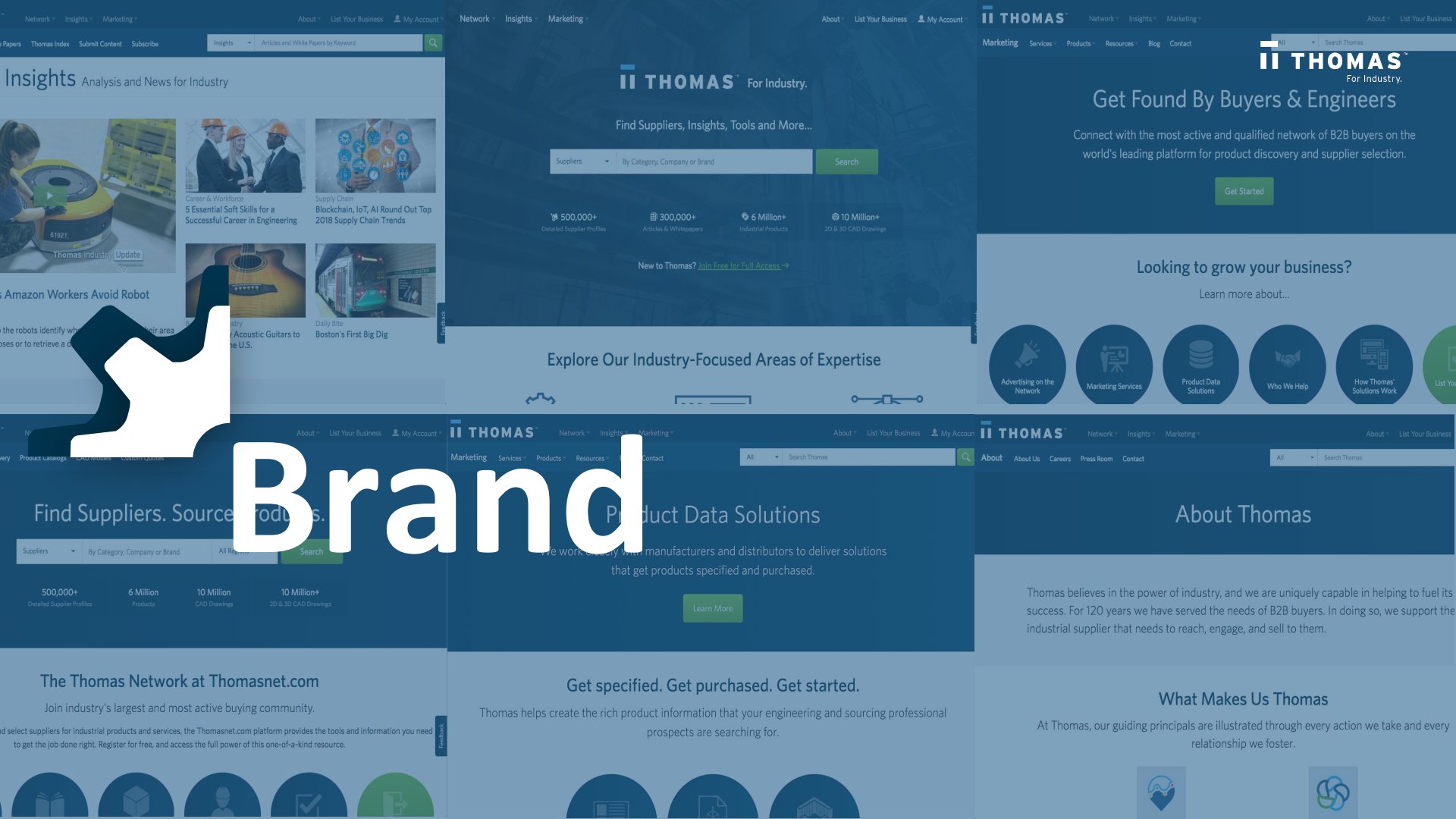


Enrichment



Data Mart / Syndication





Brand

“Your brand is what people say about you when you’re not in the room.”

- Jeff Bezos

The **CEO** Forum GROUP

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Pittsburgh's NPR News Station

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For Industry.

Data as PR -- Yahoo! Finance, CNN Coronavirus Impact on Manufacturing Sector

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BUSINESS TIMES

THE WALL STREET JOURNAL.

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ASSEMBLY

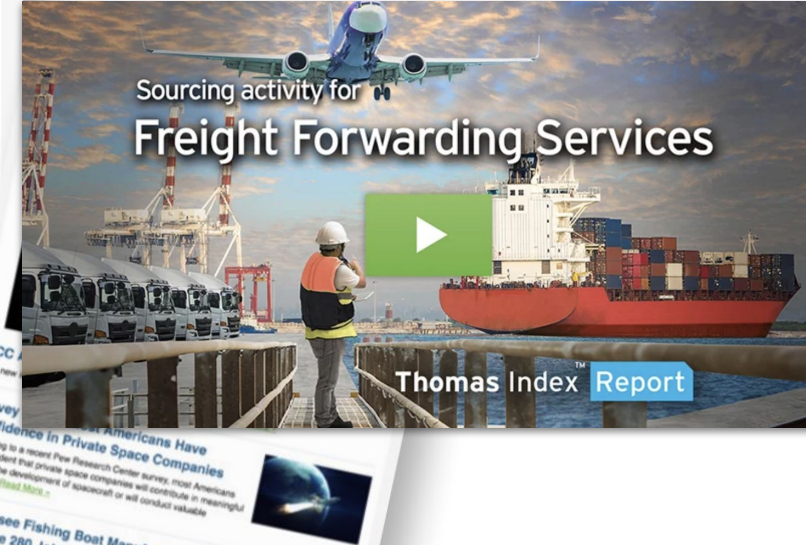
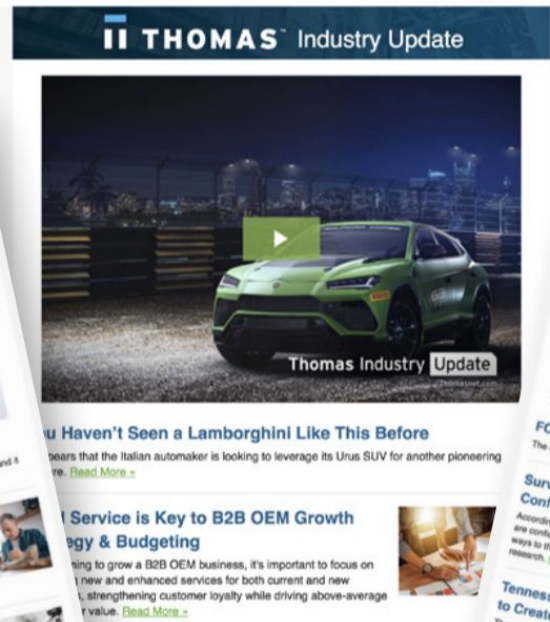
ID **SupplyChainDIVE**

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News For Electronics Purchasing And The Supply Chain

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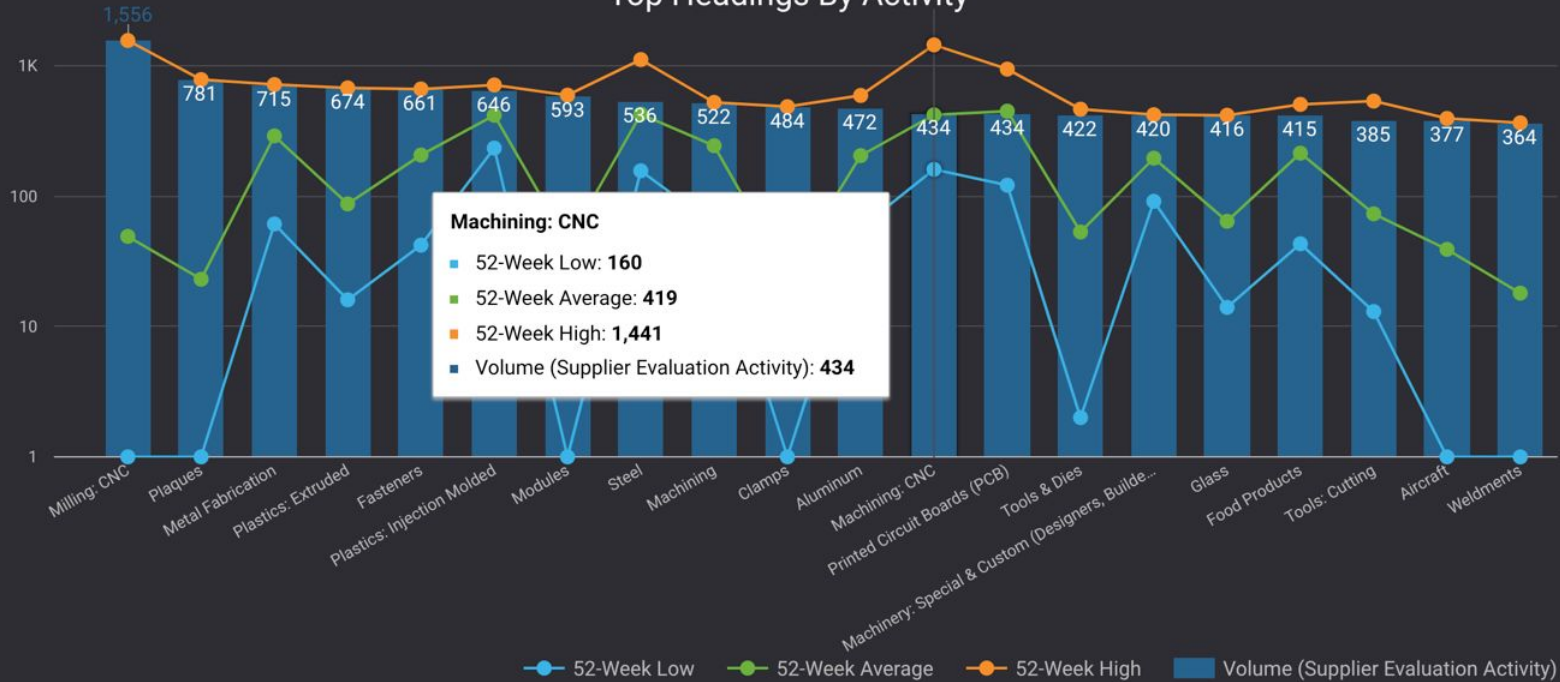
Thomas Industry Update Newsletter with Thomas Index Report Videos -- Create an owned audience

Headings Activity by Industry / Sub Industry

Heading	Industry: MANUFACTURING, BUSI... (38)	Norma...		
Heading	Industry / Sub Industry	Normally Excluded	Volume	Total Heading Volume
Copper	HEALTHCARE & MEDICAL - PROVIDERS	N	121	155
Chemicals	TRANSPORTATION & LOGISTICS - SERVICES	Y	111	452
Washers	TEXTILES - TEXTILE PRODUCTS	N	93	100
Machinery	TRANSPORTATION & LOGISTICS - SERVICES	Y	86	288
Bottles: Plastic	MANUFACTURING - RECYCLE	N	82	509
Railroad Equipment	MANUFACTURING - METAL PRODUCTS	N	73	88
Steel: Bar, Carbon Steel	TRANSPORTATION & LOGISTICS - SERVICES	Y	67	96
Machining: CNC	APPAREL - RETAIL	N	66	1,016
	... - METAL PRODUCTS	N	61	102
	ES - SANITATION	N	60	434
	... & LOGISTICS - AIR SERVICES	Y	57	150
Fabrics	TRANSPORTATION & LOGISTICS - LOCAL TRANSIT	Y	56	176
Pipe	SOFTWARE & TECHNOLOGY - DATA &	Y	54	332

Our first dashboard

Top Headings By Activity



2020

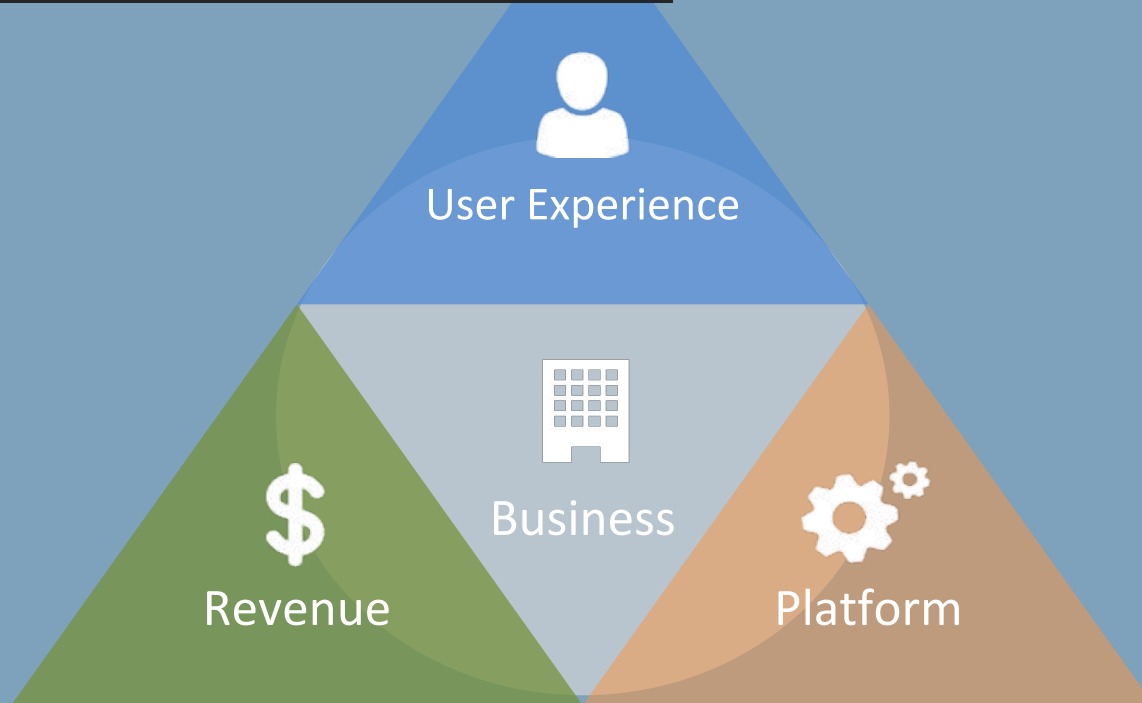
CORONAVIRUS' IMPACTS ON NORTH AMERICAN MANUFACTURERS

Thomas Industrial Survey

Technolog y



Business Systems & Processes



From Interest to Invoice



Identify Data Consumers

Users

- Require ease of use and access
- Access data embedded in apps and messaging (push or pull)

Business Analysts

- Understand complex data and business interpretation
- Use reporting, dashboard tools to access complex data

Data Analysts

- Perform sophisticated analysis of data
- Capable of exploring and translating data from curated data sources

Data Scientists

- Highest level of complexity
- Most sophisticated tools
- Consume data in any form and translate it for others

CONTENT

Content



Top Suppliers of Medical Testing Kits

Medical testing kits are a common tool in several disciplines to allow healthcare professionals to test for genetic, autoimmune, or other diseases. This includes the new covid-19, which has created a great demand for testing kits in the U.S. as shortages have kept professionals from addressing the problem. In this article, we'll be covering some of the top companies developing or selling test kits for the coronavirus, as well as the top companies selling general medical testing kits across the field, from molecular to sexually transmitted infection testing products. First, however, we'll be diving into the developing sources of coronavirus test kits.

At a glance:

1. [Resources for Covid-19 Test Kits](#)
2. [Suppliers Developing Covid-19 Test Kits](#)
3. [Top Suppliers of General Medical Testing Kits](#)

Resources for Covid-19 Test Kits

Currently, there is a shortage of covid-19 test kits in the United States, although several approaches are opening up to get test kits. It should be noted that kits should be prioritized for healthcare workers, the elderly, and those with health conditions, and can only be used after a doctor's recommendation.

The FDA has been loosening up regulations to allow academic hospital and state labs to create and use their own tests to increase the amount of testing available. As of March 6th, 69 public and state health labs covering 46 states were able to test for the virus, with another three set to start testing by the weekend. Additionally, private companies have started offering tests, with Lab Corp already

Related Resources



Business & Industry

**7 Manufacturing Newsletters
To Subscribe To Today**



Marketing

**4 Reasons Why Manufacturers
Use Video Marketing**

Top Suppliers Pages



Thomas Index

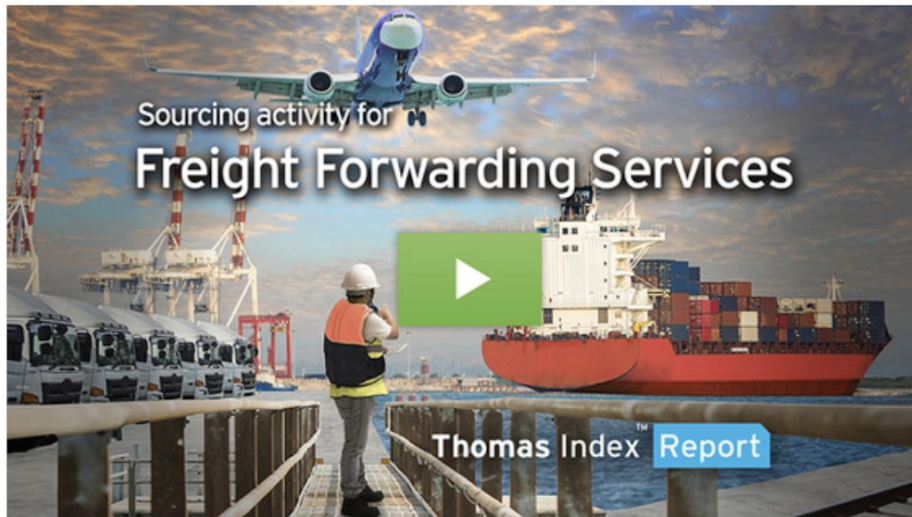
**International Trade, E-commerce Fuel Sourcing for
Freight Forwarding Services**



Business & Industry

**Subaru to Create 350 Jobs in
\$158 Million Indiana Expansion**

Thomas Insights: Analysis & News for Industry



Thomas Index

International Trade, E-commerce Fuel Sourcing for Freight Forwarding Services

Driven by an increase in international trade agreements, which directly correlates to an increase in international freight forwarding, the sector is poised for substantial growth if these trade trends continue.



Business & Industry

Why Aren't More Stores Adopting Autonomous Checkout?



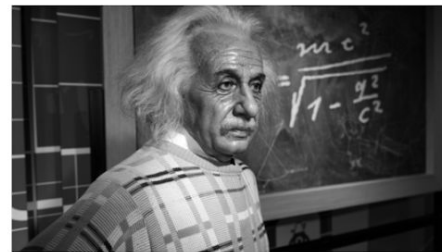
Business & Industry

U.S. Steel Acquires Entirety of Joint Venture with Korean Steel Giant



Business & Industry

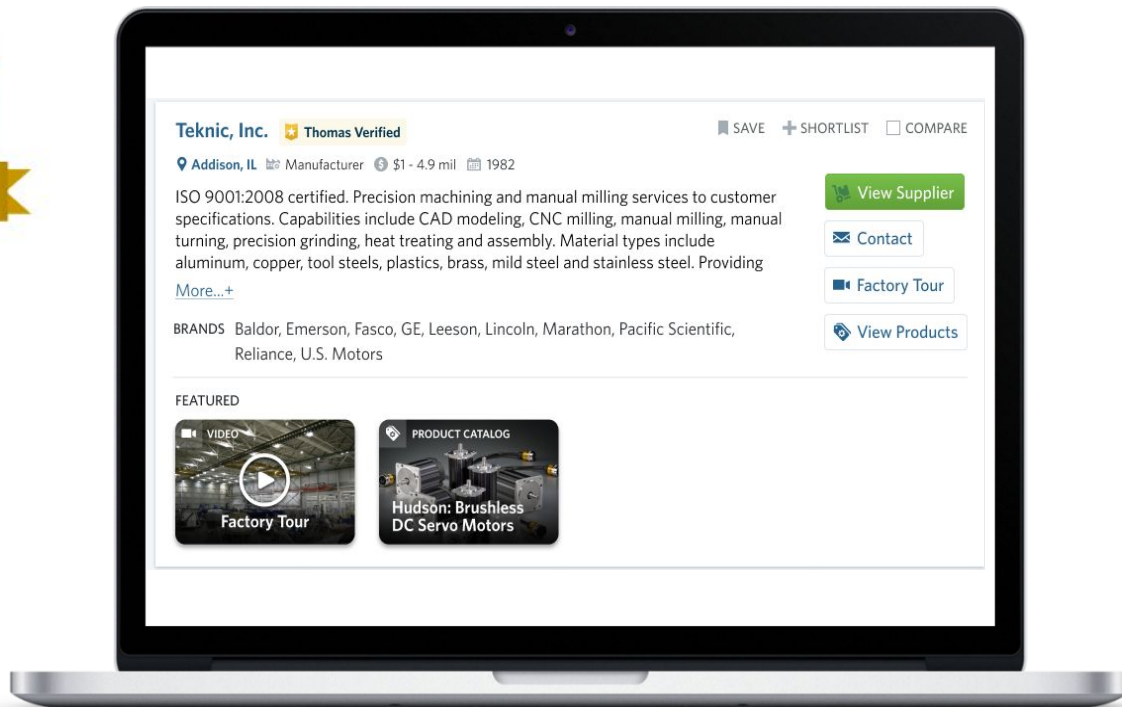
Subaru to Create 350 Jobs in \$158 Million Indiana Expansion



Daily Bite

Happy (Belated) Birthday, Albert Einstein

Thomas Registered & Verified Badges



Audience



UI/UX: User Feedback



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Suppliers Incinerators All Regions

Manufacturer of poultry and grain storage products and systems. Products include egg collectors, bird feeders, manure drying system, breeder controls, nest systems, belt roller conveyors, stiffened grain silos, bucket elevators and grain handling systems.

Action Petroleum, Inc. - Ducktown, TN
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Skimmers Work In Any Environment. To Pick Up Any Petroleum Product From Any Body Of Water With Less Than 1% Free Water. Absorbents, Booms, Incinerators, Pumps, Separators, Tanks, Drum, Belt & Disc Skimmers

Tornado Technologies, Inc. - Allevton, TX

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GO LIVE

UI/UX: User Recordings

Autoplay off · Everyone

1 of 701684

Map showing location near Mayfield Lake.

User 2241802

11:41 am · Chrome, Windows · 5 events
Mossyrock, WA, US · 65.152.22.187

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Chat



0:13 / 0:33

NOTE AND SHARE

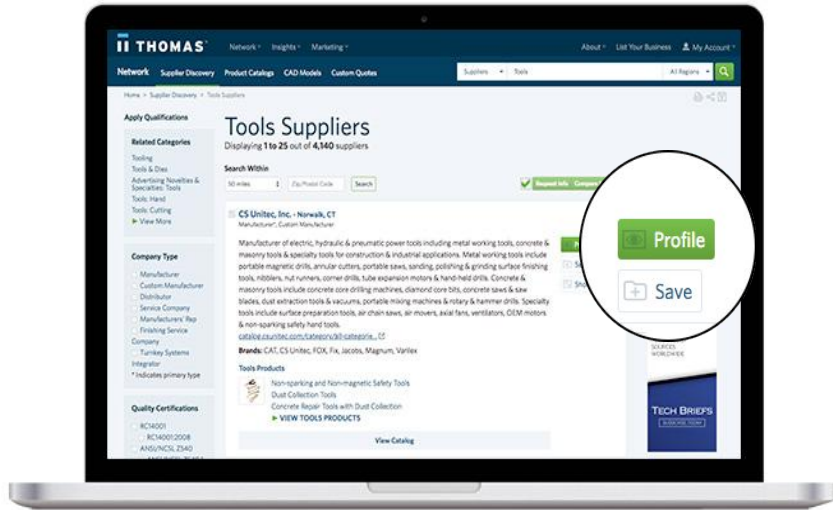
2X

✓ SKIPPING INACTIVITY

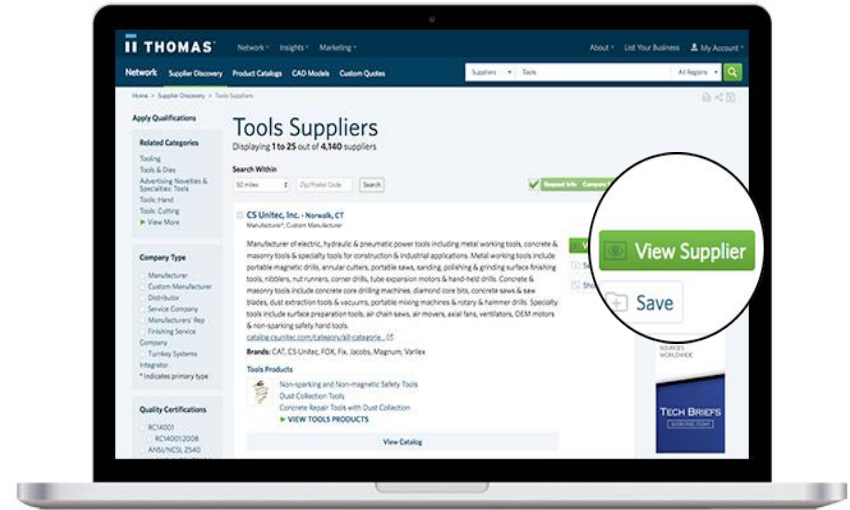
FULL SCREEN

UI/UX: User Testing

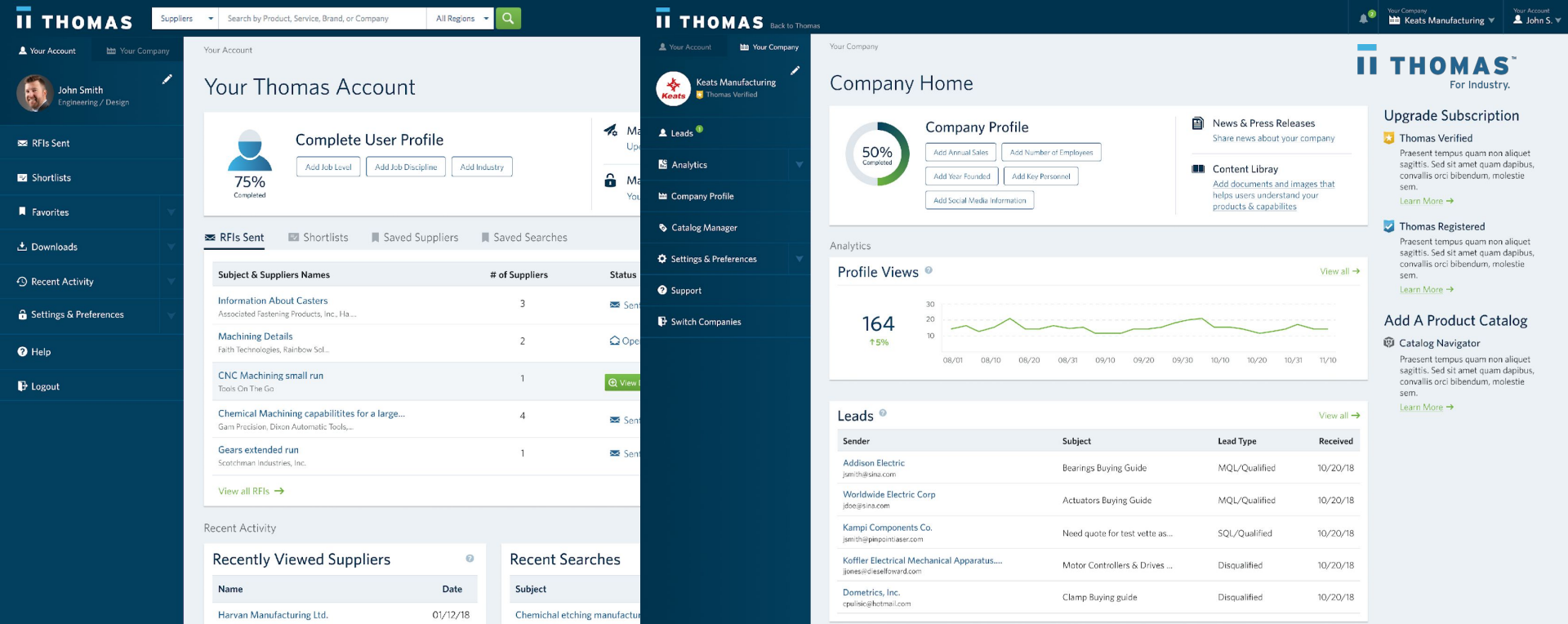
A - Control



B - Variation

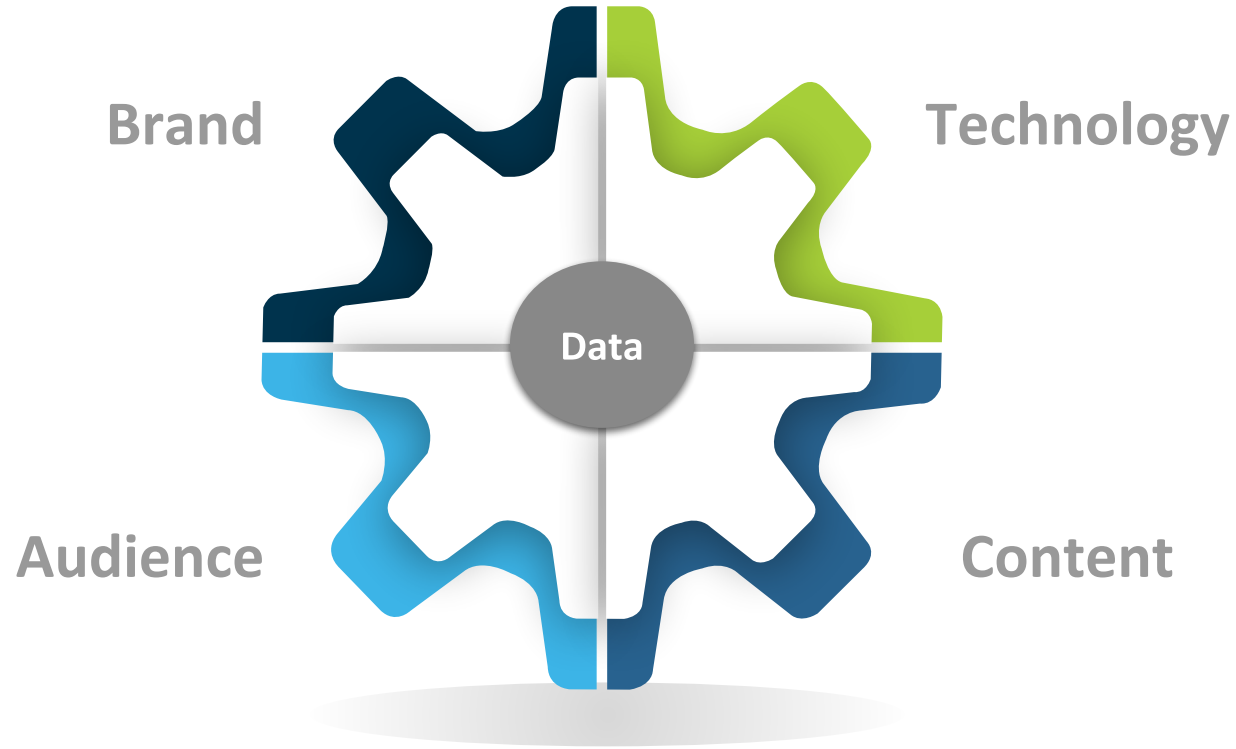


Winner
+150.72%



UI/UX: Unified Account Experience

Steps to Becoming a Platform



Thomas Industrial Data

Sourcing, Supply, and Purchase Intent Insights for Industry



Thomas offers sourcing and purchase trend data in the manufacturing sector as a source of alternative data for businesses to identify growth opportunities.

Purchase & Sourcing intent trend data from over 1,000,000 in-market industrial and commercial B2B buyers and suppliers each month

Access to this data allowed us to launch Thomas Industrial Data

First-Party Sourcing Trends & Supplier Data

Make decisions using first-party insight into North American sourcing and supply trends in the manufacturing space from the largest audience of engineers and procurement professionals actively searching for new suppliers, products, and services.



Detailed Trend Insights from the Leader in Sourcing for over 120 Years

Gain valuable insight into which products and services are seeing increased sourcing activity, which categories are falling behind, explore buyer intent by industry, and more so you can prioritize and monitor the markets that mean the most to your bottom line.

[Explore Our Trend Data](#)

Thomas Manufacturing Index (TMX)



Information for Strategic Business Professionals from Industries Including:

Manage deal flow, research new markets, identify new partners, and more...

- Private Equity
- Traditional Sales and Marketing Organizations
- Financial Lenders
- Product Distributors
- Supply Chain Solutions Providers



Tony Uphoff

President & CEO, Thomas

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