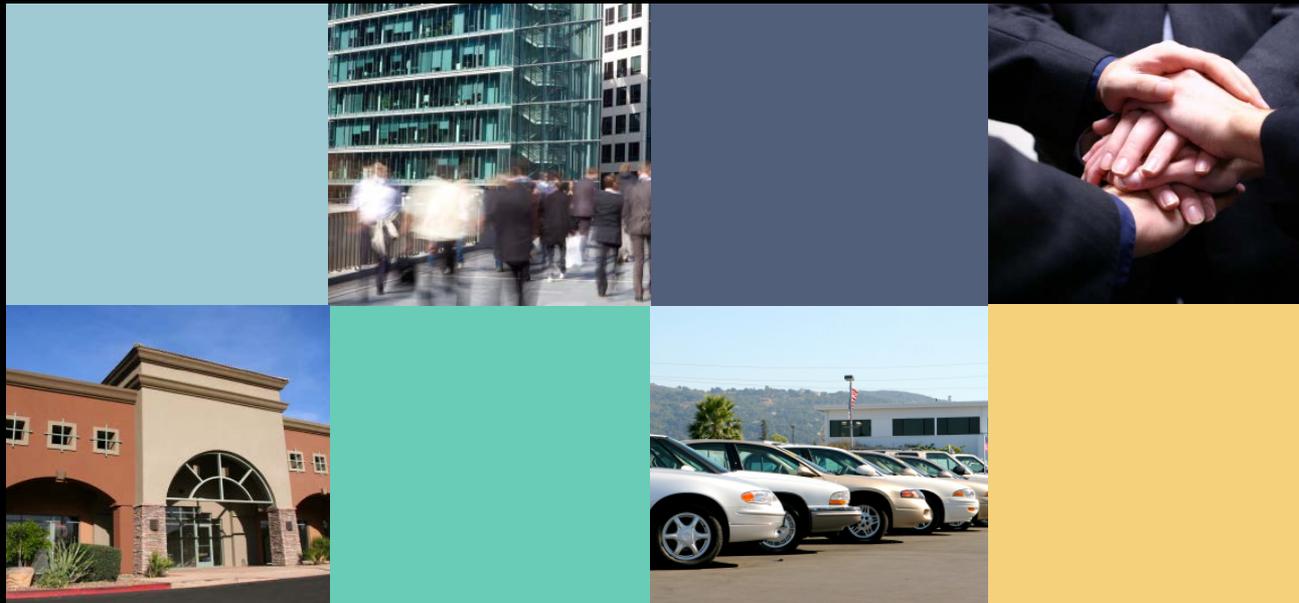


Connect - BIEN

Building an International Economic Network



Economic Development Committee

January 7, 2014

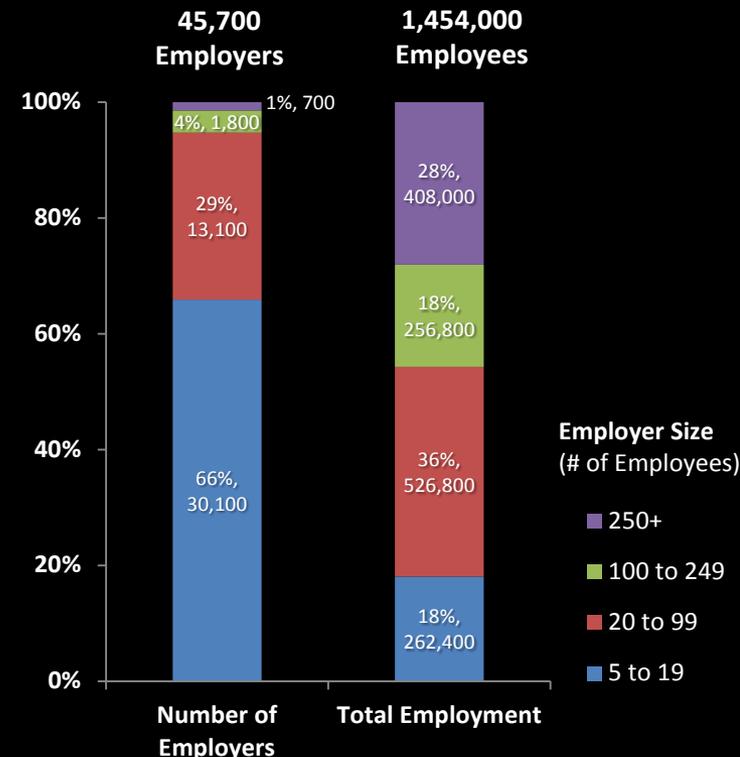
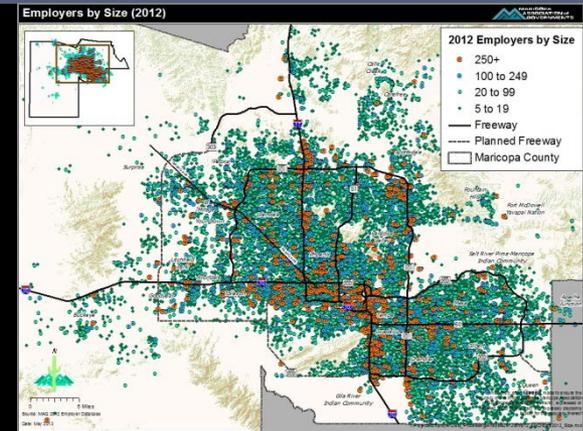
Business to Business network

Arizona-Mexico Small and Medium Sized Business Connections - Thunderbird School

- Leverage technology to inform MAG business community
- Explore development of B2B digital platform
- Encourage companies to upload content

Target: Small & Medium sized businesses

- **Largest sector in Maricopa County**
 - 95% employers
 - 55% employees (jobs)

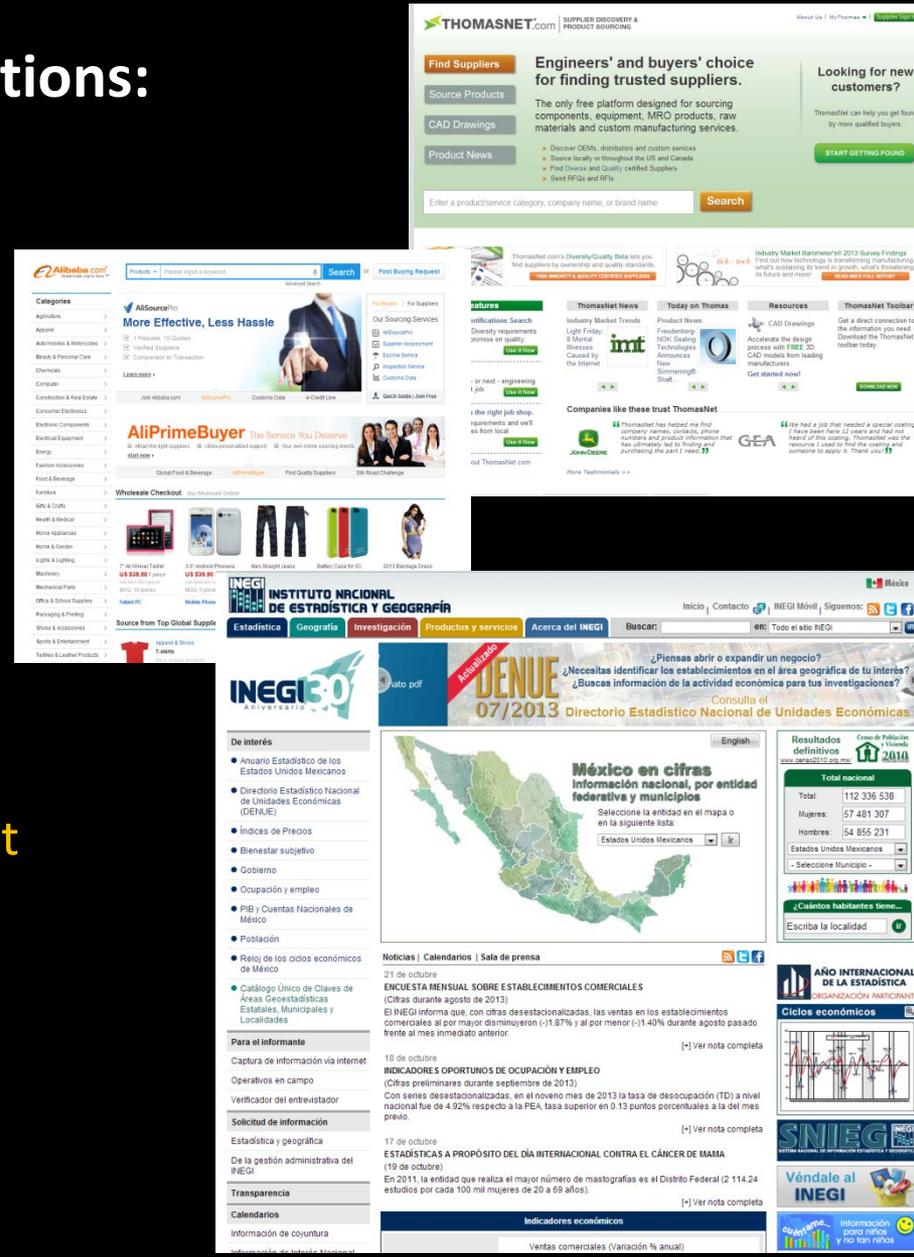


* Regional employment for 2012 includes employers with 5 or more employees per location

Business to Business Network

Existing B2B linkage implementations:

- Thomas Net
- Arizona Small Business Association
- www.azaerospace.com
- Alibaba.com & Tradekey.com
- www.inegi.org.mx
- Based upon national datasets
- Specific to manufacturing and supply associations
- Trade/supplier print directories
- Targeted to specific business segment
- Usually membership fee based



The image displays three screenshots of B2B networks. The top right screenshot is for ThomasNet.com, featuring a search bar and navigation options like 'Find Suppliers', 'Source Products', and 'CAD Drawings'. The middle screenshot is for Alibaba.com, showing a search bar, a category list on the left, and a featured 'AliPrimeBuyer' service. The bottom screenshot is for INEGI's DENUE 2013 directory, showing a map of Mexico and a sidebar with navigation options like 'Estadística', 'Geografía', and 'Investigación'.

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- **Digital Platform Design**

- Self-reported database of businesses that operate in Arizona - Sonora - Canada
- Regional business databases used to generate participation - Annual update to information
- Data on: size, type of activity, scope of operations, contact
- Customized search – spatial or parametric
- Encourage development of direct connection
- Similarities to Made in NY Digital Map (mappedinNY.com)



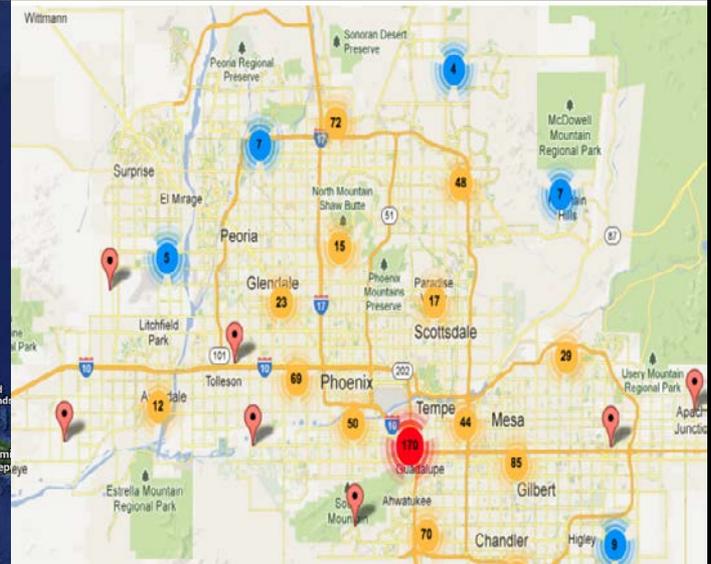
BIEN

BUILDING AN INTERNATIONAL ECONOMIC NETWORK



 Español  English

[SEARCH FOR A BUSINESS](#) | [MY PROFILE](#) | [COMPANY PROFILE](#) | [ABOUT US](#) | [MAINTENANCE FUNCTIONS](#)



Business Search

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Join

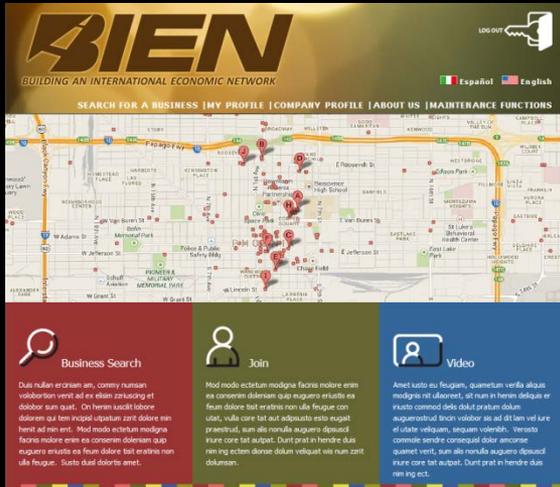
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Video

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Connect - BIEN



Home Page

- Login : For registered users or setup profile
- Search: Do not need login to search
- News/Events
- Links
- About us
- Contact



Create A New Account

Enter your primary email account.
This email account will serve as your username/login for your account. Please note that this email address will have to be verified before you can use Connect BIEN Account functions.

E-mail Address

Choose a password.
Passwords are required to be a minimum of 6 characters in length, no more than 20 characters. Additionally, passwords must contain a capital letter, a lowercase letter and a number.

Password
Confirm Password

Enter your name.
Tell us who you are. Required.

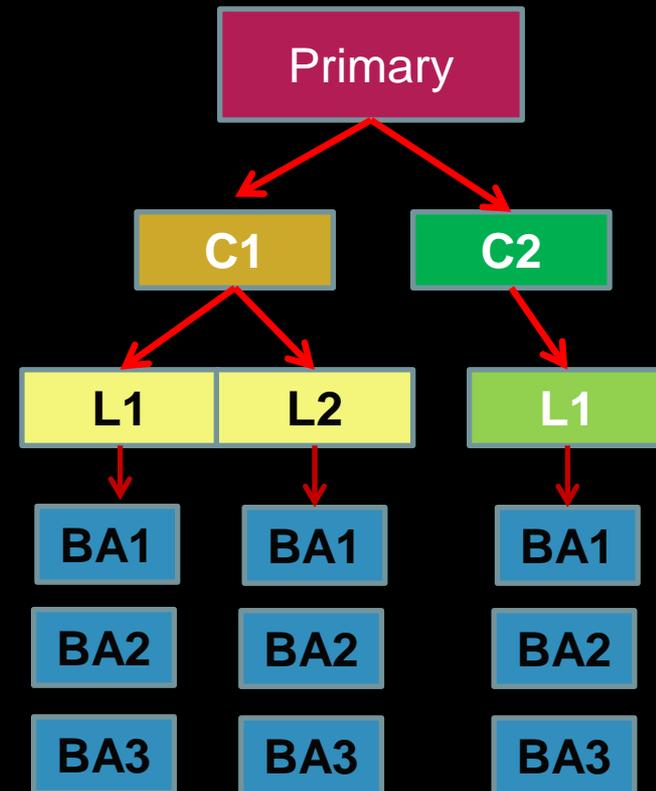
First Name
Last Name

Login/Register

- Registration needed to contact other companies (Ability to search without profile)
- Companies with business locations in trade-region will be listed in the search results

Company Profile

- One user can have multiple businesses with multiple locations for each
- Address verified against Google geocoding service (international geocode and address complete)
- Detailed activity type for each location (up to 3 activities)
 - 22 Main categories and 800 sub-categories - based on Thomson Reuters Business Classification
 - 3 levels for activity selection
 - Custom description of company activities may be added
- Profile required to be reviewed every year



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Search

- Location (spatial) or attribute search (name, business activity)
- Search results counted and displayed by activating category filters
- Built on Google maps
- Display each business location
 - Updates with zoom level
 - Icons based on primary categorization

The screenshot displays the BIEN (Building An International Economic Network) search interface. At the top, the BIEN logo is prominent, with the tagline "BUILDING AN INTERNATIONAL ECONOMIC NETWORK". A "LOG IN" button with a key icon is in the top right. Below the logo, there are search options: "Search By Distance" and "Search By Company Name". The main area is a Google Map of the Phoenix metropolitan area, overlaid with numerous colored circular icons representing business locations. The icons are color-coded by category: red for Energy, blue for Chemicals, yellow for Materials, Metals & Mining, and green for other categories. A sidebar on the right titled "Results" contains a "Filters" section with a list of business categories, each with a corresponding icon and a toggle switch. The categories listed are: Energy, Chemicals, Materials, Metals & Mining, Wood, Paper, & Packaging, Industrial Mfg & Machinery, Industrial & Commercial Services, Transportation, Auto Related Mfg, Consumer Products, Consumer Services, Retailers, Food & Beverage Products, Financial Services, Insurance, Real Estate, Healthcare Services, Pharmacy & Medical Research, Tech Equipment & Mfg, Software & IT Services, Telecom Services, and Utilities. The map interface includes a compass, a "Map" button, and a "Satellite" button. The bottom of the map shows "Map data ©2014 Google" and "Terms of Use".

CONNECT

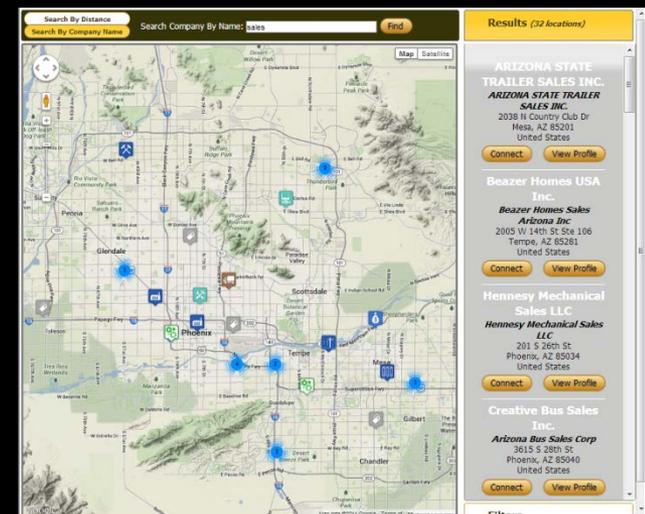
- Ability to contact business in selection
 - Personalized: One at a time
- Contact information of company not displayed
 - Email sent to the business contact
 - Choice for accepting connection in receiver's control
 - Avoid spam and abuse
 - Ability for receiver to report abuse
- System will track businesses you have sent connection requests
 - Avoid duplication
 - Privacy: Message not tracked

Search

Refine

Connection Request

Connect



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Planned Launch : April 2014

Internal testing : Ongoing

Pretesting with select users : January – February 2014

Spanish Version : March 31, 2014

Soft Roll out : January 2014

Mobile Version : Phase II (After April 2014)

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Next Steps

- Identify businesses for pretesting
- Continue to discuss/review with economic development and industry experts
- Presentations to Chambers of Commerce, trade associations
- Business engagement plan: direct marketing, trade journals, advertisement
- Develop comprehensive resource list

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LOG OUT

Español English

SEARCH FOR A BUSINESS | MY PROFILE | COMPANY PROFILE | ABOUT US | MAINTENANCE FUNCTIONS

Business Search

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Join

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WHAT'S GREAT ABOUT GREATER PHOENIX?

00:00:00 / 00:00:00

Connect - BIEN

TEAM

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