??

??

??

CRM database used as resource for HDC and OSIO, other.

Exit to HDC, OSIO, Other users…..

Use CRM to curate a customer base:

* consistent information across customers
* distinguish between customers likely to be early adopters and those who are risk adverse.
* Associate ideas with Customers

Tools: CRM/Other

Site Analytics

Email Responses

Embeddedness ( 1 to 5)

Other

Mid-level information

Ongoing Outreach Activities

Online:

Web Improvement

Blog

Training Videos

Email Broadcast

Site Visits:

Information Interviews

Other

Consulting:

Support Grant Writing: Technical Sections

Other

Other Outreach Activities:

??