

Kluster "Ljusdal Information brokers"

Nedan följer en kort beskrivning, som ett första underlag för en mer utförlig muntlig presentation av den planerade satsningen. In english...

Byggfaktas establishment in Ljusdal in early seventies was the beginning of an unique local business development. The core business can be called "Information broking", making money in *Gathering...Packaging...Marketing and Selling* information.

In addition to a number of companies with the same core business logic, has a number of surrounding and supporting firms developed (magazines, advertisers, sellers, telemarketing, trainers). After Byggfakta establishment in Ljusdal in 1973 the call centre branch totally hires almost one thousand in Ljusdal.

This cluster effort though makes a clear distinction between the "information brokers" and the "CRM/support centers" see*. Below is some fundamental, generalised, differences:

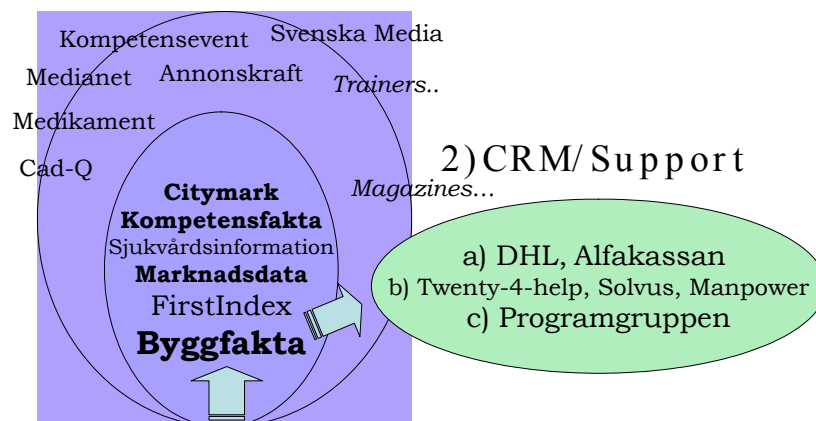
"CRM/Support centers"

Relatively short time contracts, fast moving, many jobs at every time
Main competition is in price (low salaries, low personnel turnover)

"Information brokers"

- Unique business with own products/services, tradition/culture - sprung from the source
- Higher in value chain than support, Qualitative services with value contents
- Portable in an international perspective, some international companies today
- Innovation feasible, good support for business realisation in an innovation system

1) Info-brokers



Timing

- The commercial markets are more often focus on profits in IT-systems, the words "content" and "value" of information is more often coming up. This mean that a driving force for development and application of new technologies is "Information broking".
- Concerning the public sector, the 24-hour government has put force on the public sector to provide the citizens information 24-hours a day. One main concern we have is that commercialisation as in "IB" essential to succeed with this.

The main cluster goals are expansion and growth, and internationalisation of different unique business ideas.