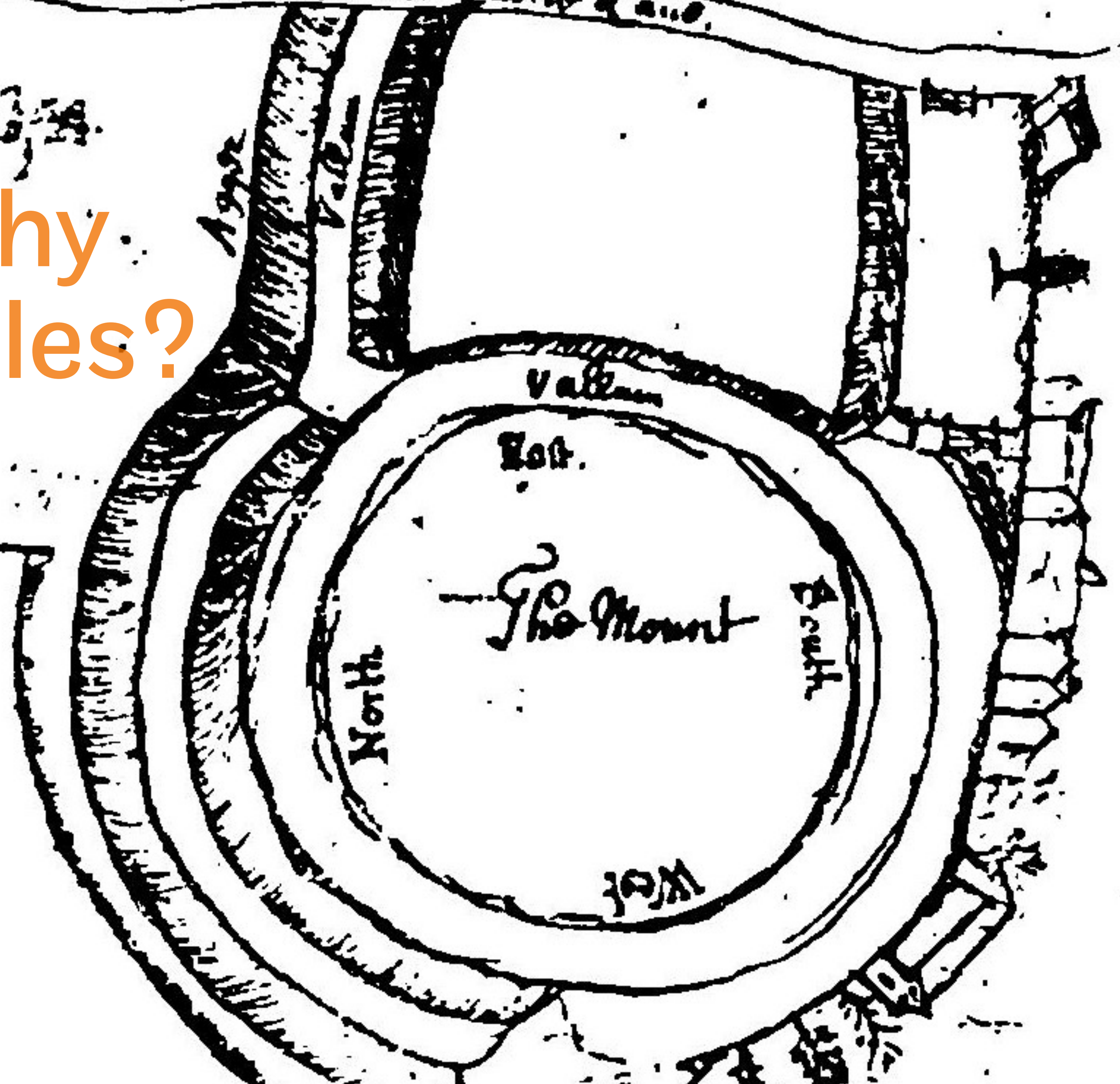




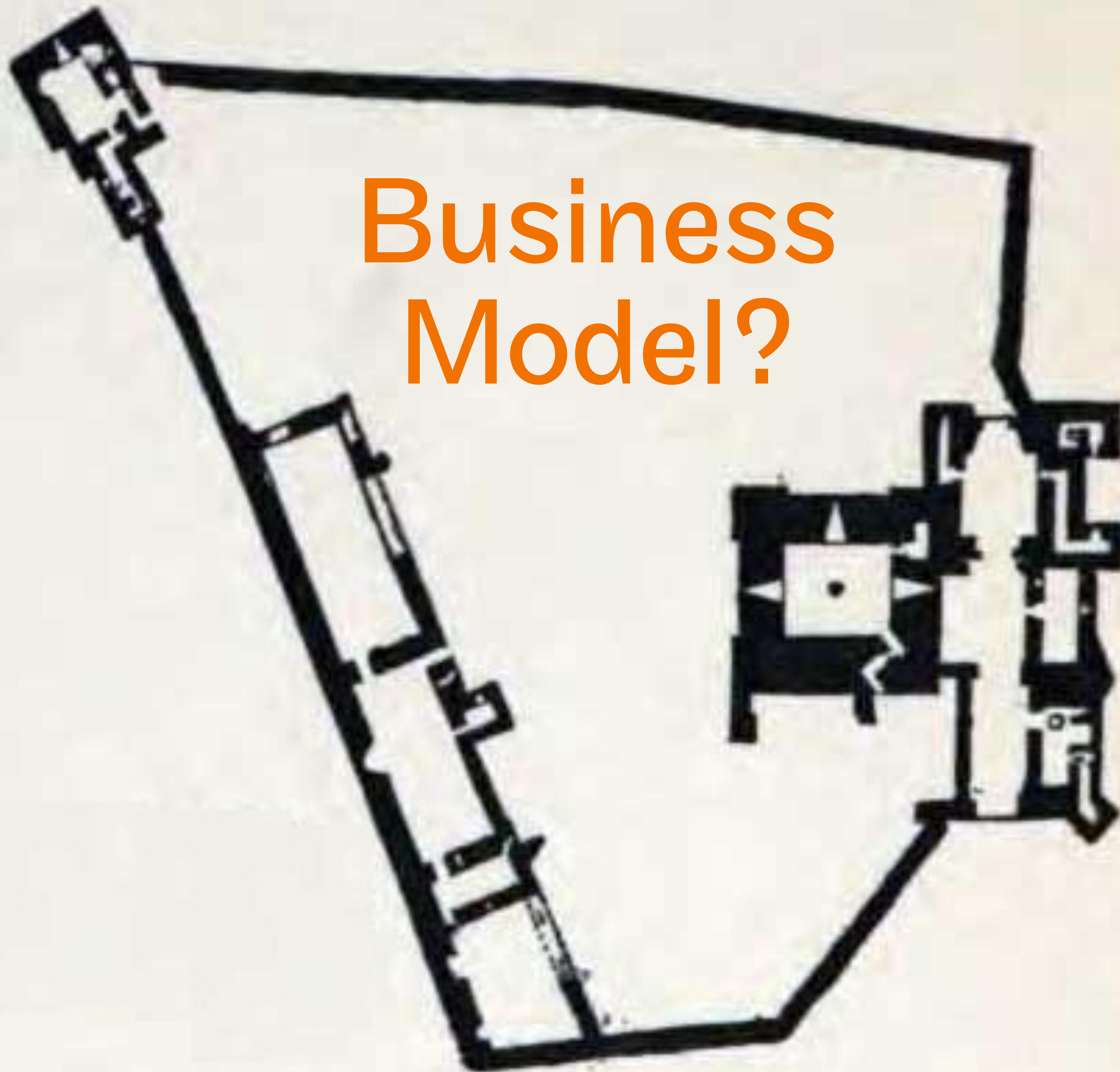
Fred Schenkelberg

Why Accendo Reliability

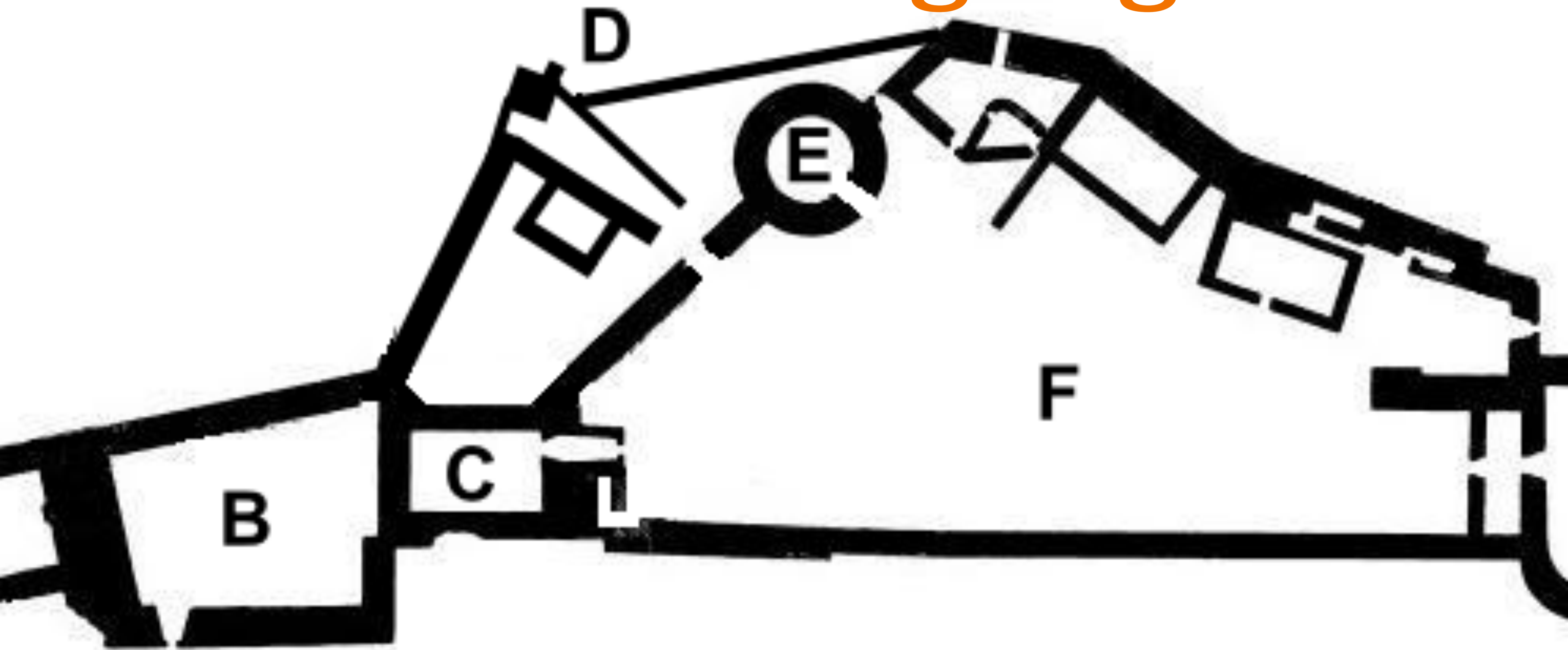
Why castles?



Business
Model?

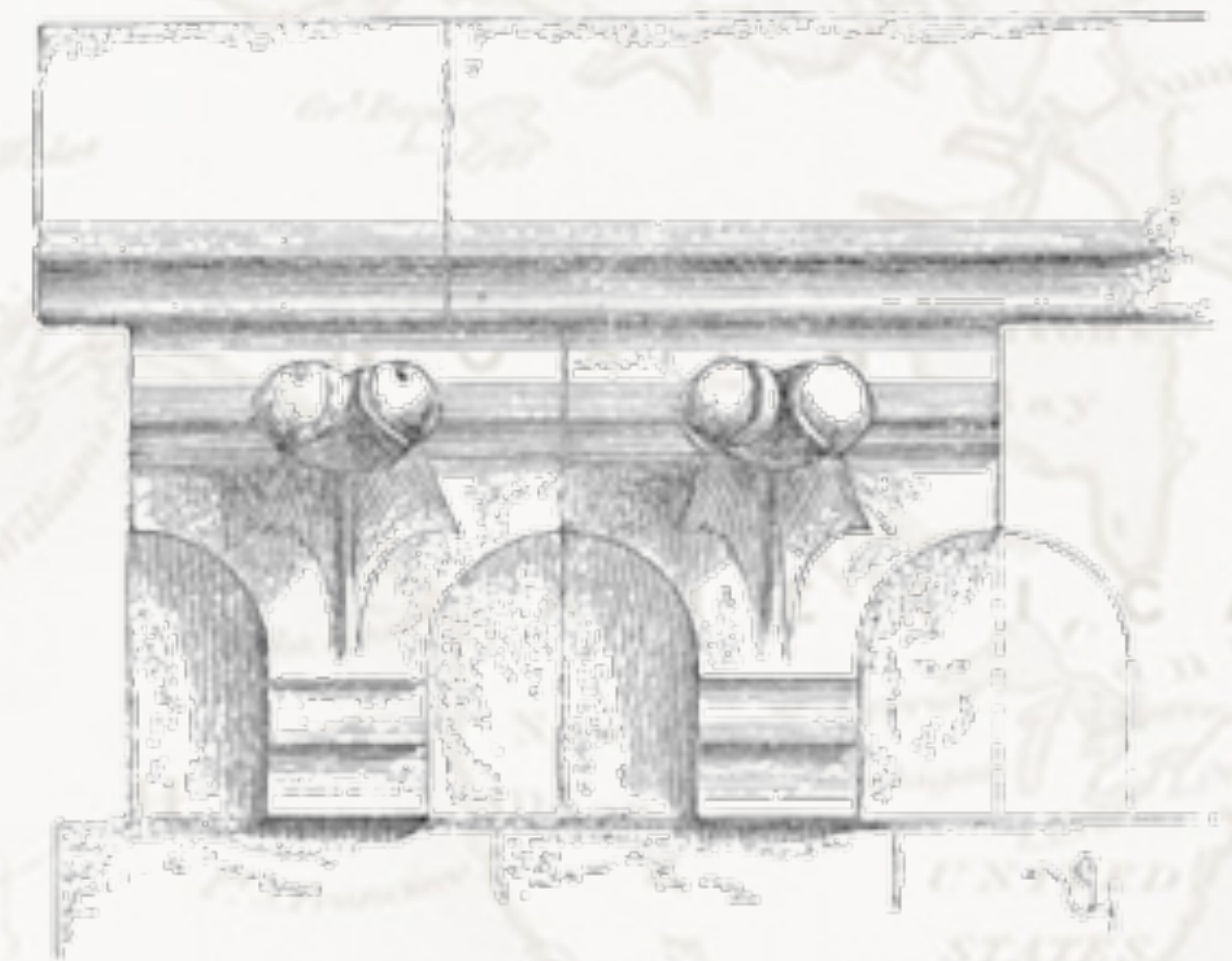
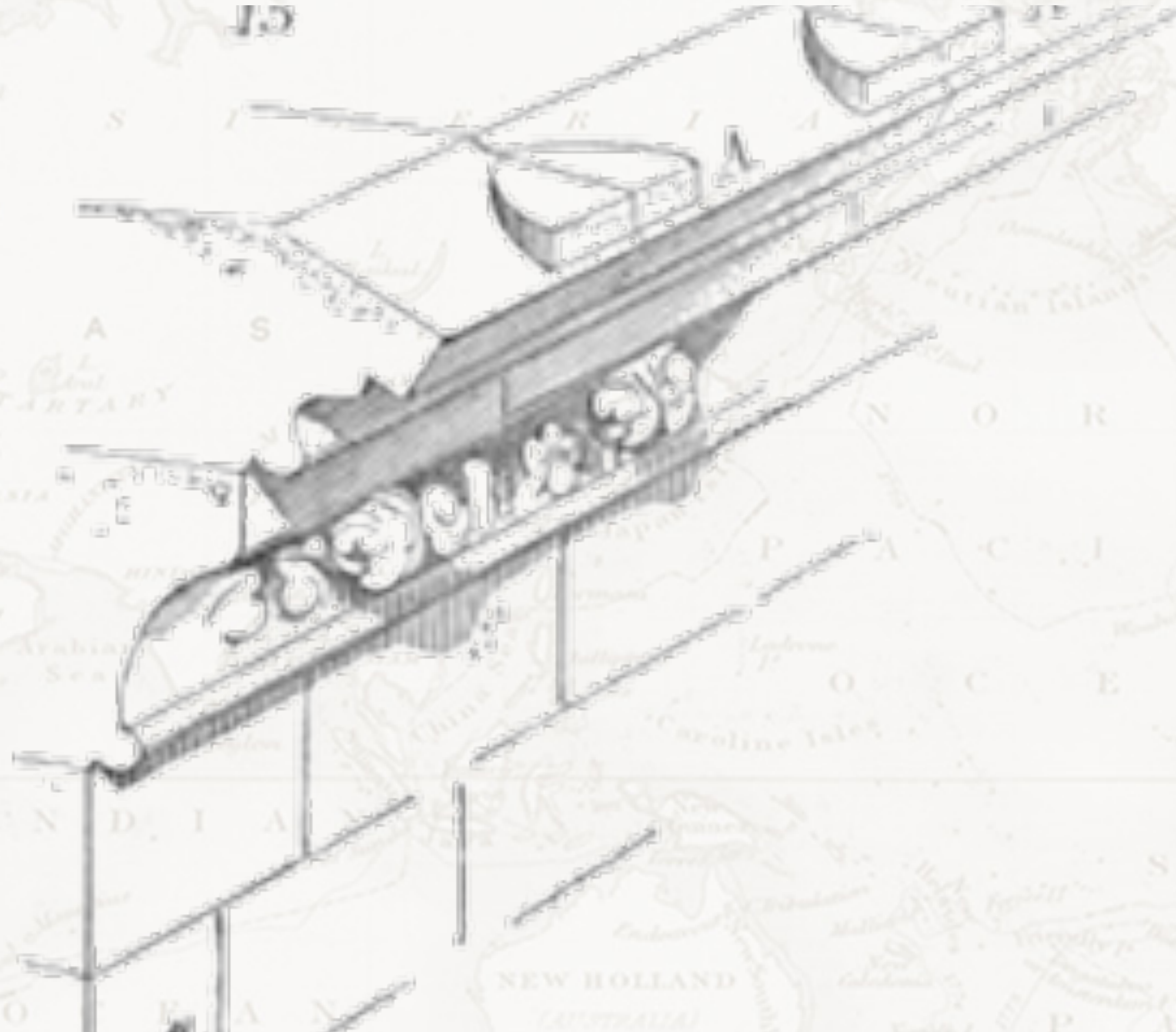


How's it going?



Have you recommended
Accendo Reliability?

Artwork and The Idea



Artwork

Artwork and The Idea

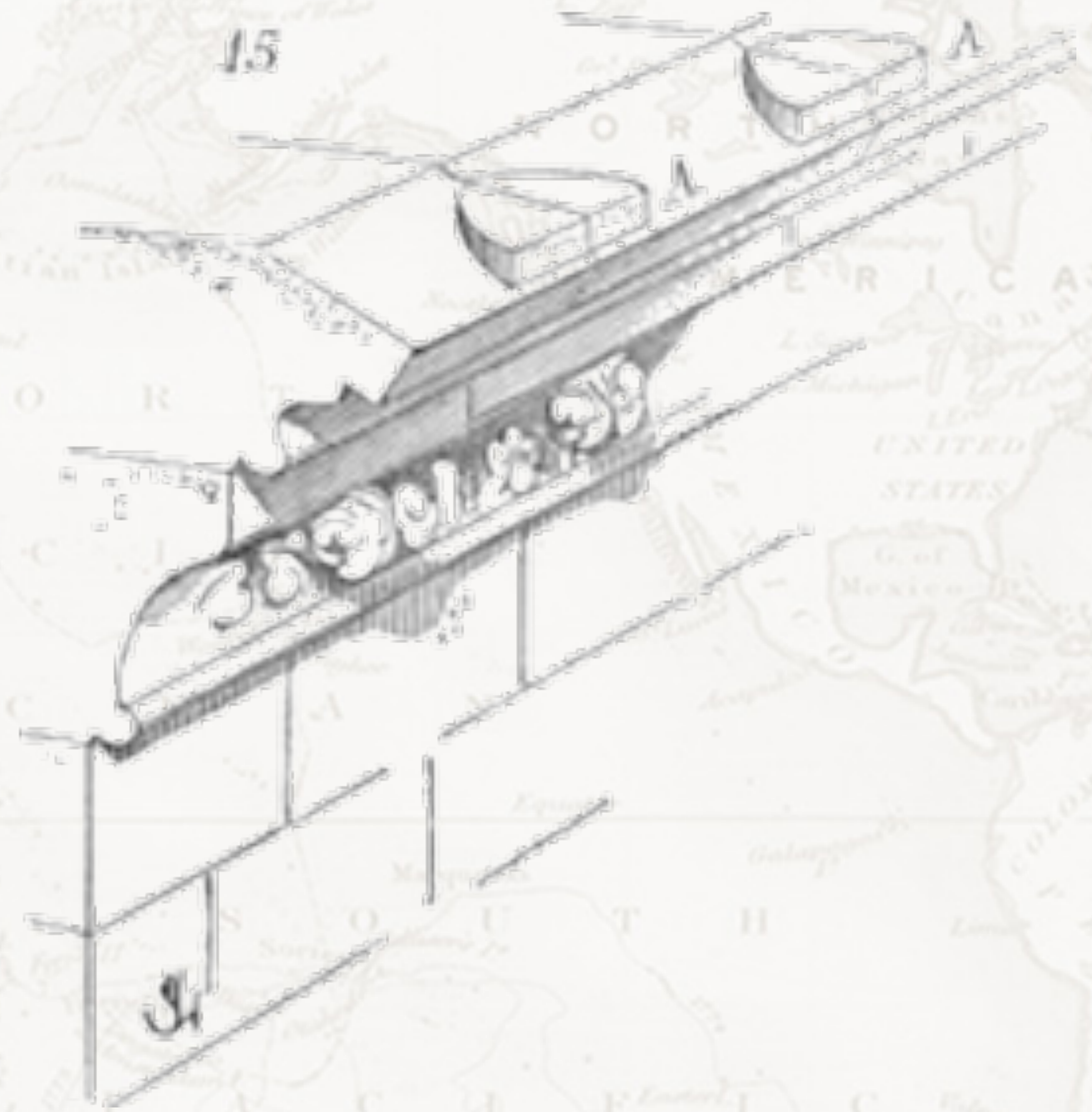
Stone elements of structures

Not (really) sector-specific

Free and no copyright

Creates a 'look' for the site

Recognizable as from Accendo



The Starting Idea

Artwork and The Idea

One article per week to four a week

Many voices sharing knowledge

Not a trade magazine

nor a professional society



Virtuous Circle

Artwork and The Idea

Plenty of great content

attracts site visitors

more people get to know
contributors

contributors continue to provide
great content

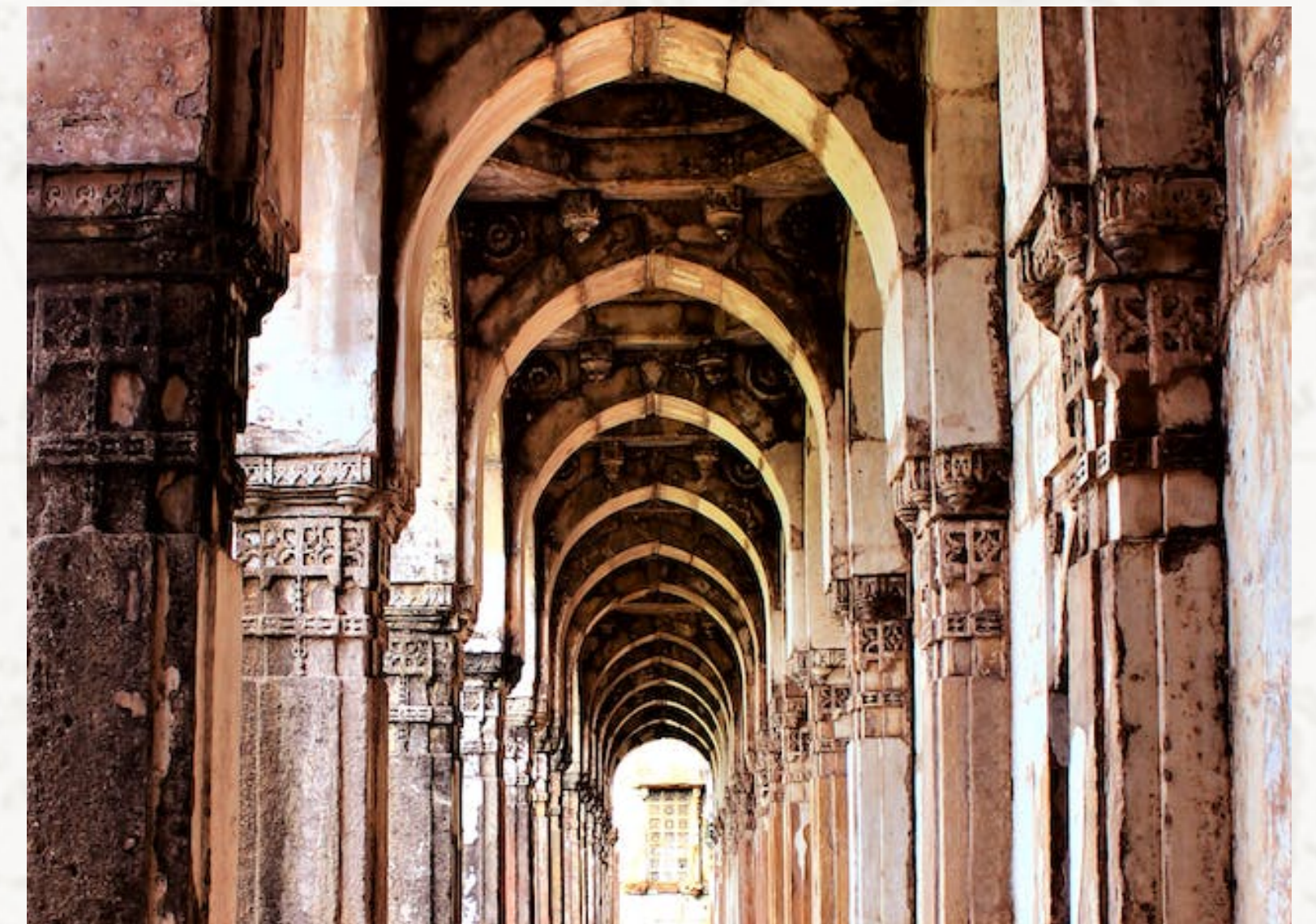
visitor get to know contributors



Have you found

something useful?

Business Model



Content Marketing

Business Model

When someone
knows,
likes,
and trusts you,
they may do business with you.



Many Voices

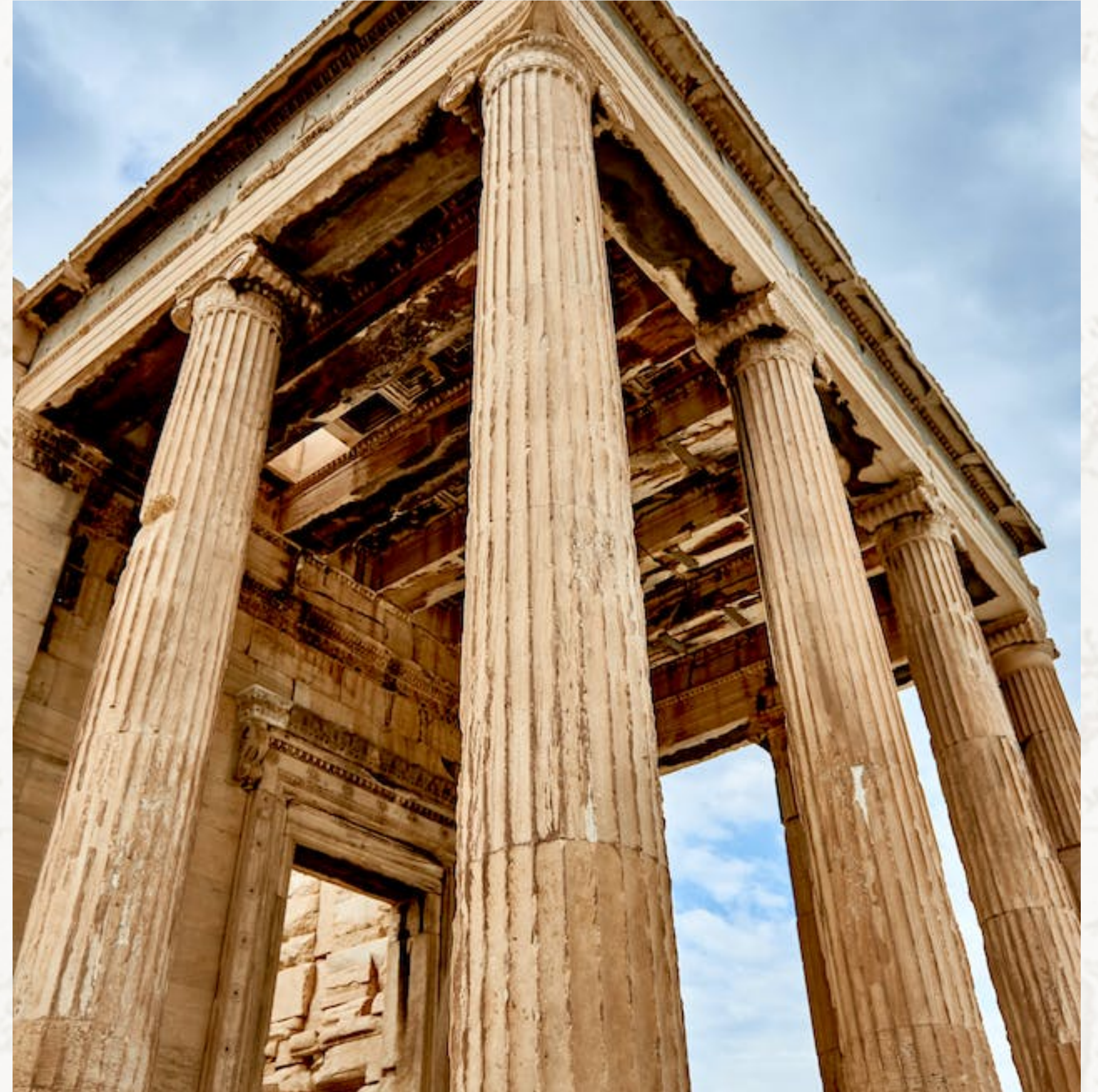
Business Model

We started with four,
now with over 60 contributors.

Reliability, quality, safety, risk, and a
few other topics

Each contributor brings their view
and experience

would you share what you know, too?

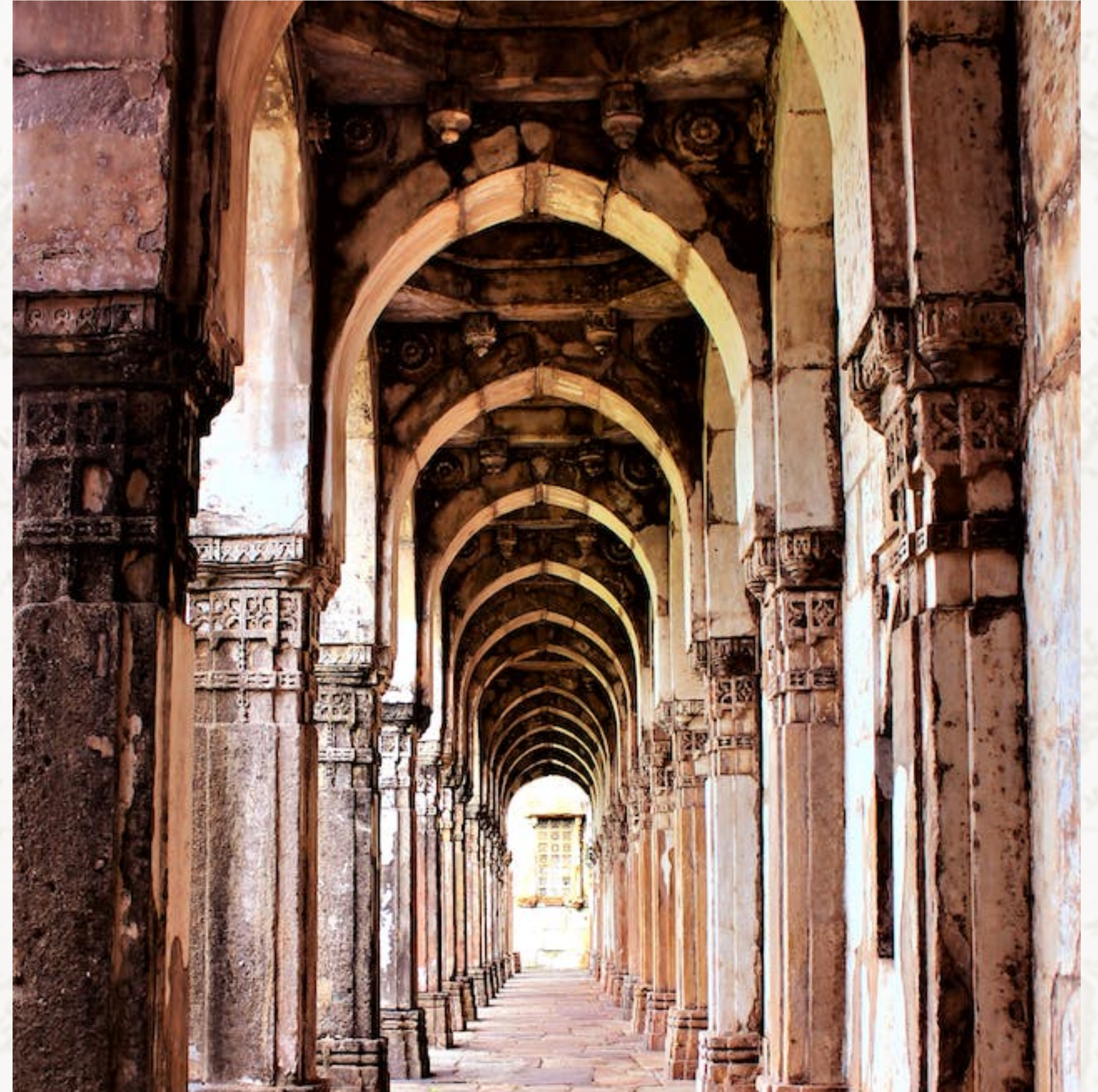


Sales & Referrals

Business Model

Sales of books and courses

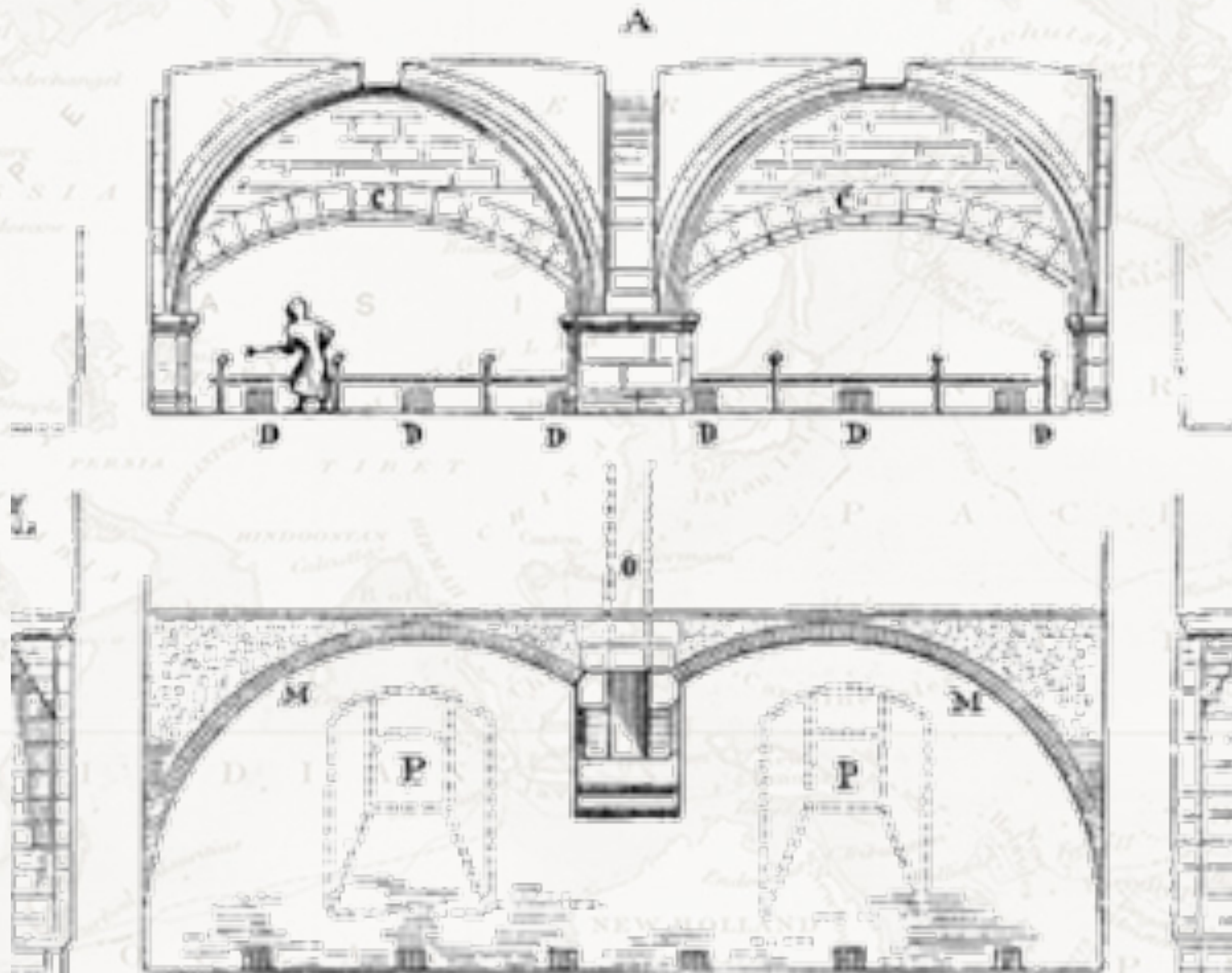
Consulting referrals



How did you learn about

Accendo Reliability

Metrics and Plans



Visits & Pageviews

Metrics & Plans

Site Members 6,920

Total Subscribers 6,484

Weekly Update 8,880

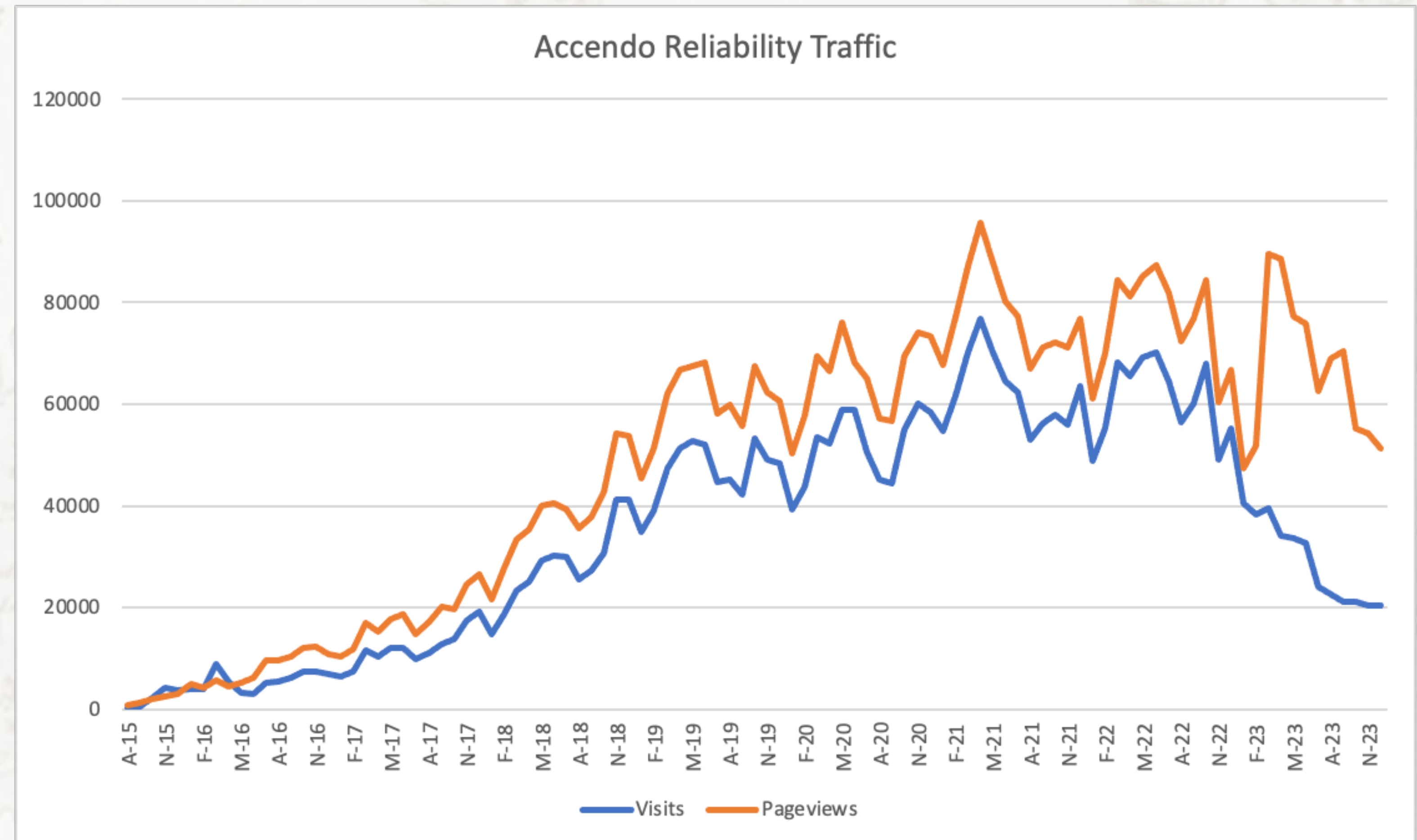
Reliability.FM downloads 2,948,439

Articles 3,437

Episodes 2,297

Webinars 172

Value added?



Recent Work

Metrics & Plans

Removed unsupported features

Publishing newsletter via LinkedIn

Updating recorded webinar area

New authors and podcasters

Published a book with your help



Future Plans

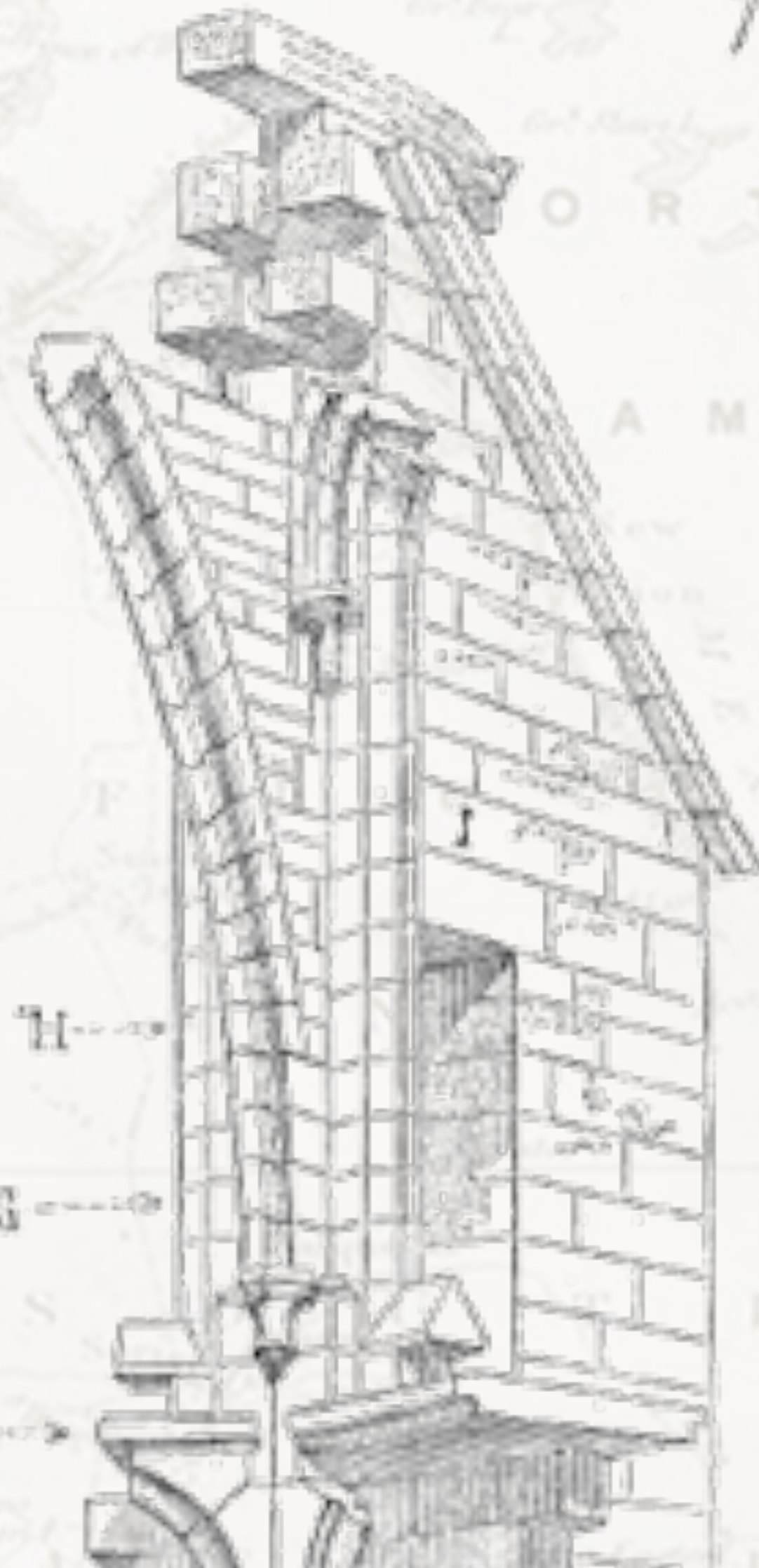
Metrics & Plans

Add a coherent set of tags and associated search capability

Clean up and cross-link articles

Create method/topic pages

Create method-specific short courses/tutorials



What can we do

for you?

Additional Comments and Questions

Thanks

see more at AccendoReliability.com