

EconoVue Use Case Storybook

Accelerating Business Engagement





Supports WDB Use Cases and Programs

WIOA Charter	Job Placements, Proactive Business Engagement, Rapid Response, Layoff Aversion
Job Programs	Job Fairs, Welfare to Work, Paid Work Experience
Training Programs	ITA, OJT, IWT, Internships, Apprenticeships
Equity Programs	Diversity such as Minority-Owned, Women-Owned, Veterans-Owned, Disadvantaged
Business Impact Programs	Expansion, Retention, Disruption, Public Safety, Supply Chain
Funding Programs	Request for Proposal, Grants, COVID Impact
Business Research	Local Area Plans, Macro/Micro Research

econovue Use Case: Job Placements

GOAL: Employment opportunities for dislocated workers

NEED: Know who is growing and currently hiring for recruitment outreach

EconoVue™

PREDICT.

TARGET.

SUCCEED.

EconoVue prioritizes growing companies who are likely hiring in seconds so WDBs can help them take advantage of zero-cost recruitment services.

Predict which businesses are growing – and hiring within your footprint. Target the strongest and most stable businesses to offer zero-cost recruitment services. Succeed when job seekers turn into valued employees.

D&B Risk Indicators

Low Risk

Medium Risk

D&B Growth Signals

Spend Growth

Organic Growth

Increase in Borrowing

Leverage for Growth

Increase in Demand

Increase in Scale

econovue Use Case: Proactive Business Engagement

GOAL: Conduct Proactive Business Engagement

NEED: Understand who is growing, stable and contracting

EconoVue™

PREDICT.

TARGET.

SUCCEED.

EconoVue filters by the health of the businesses in your community in seconds so WDBs can proactively engage to assist with growth or retention strategies.

Predict the current and future condition of the businesses – growing, stable or contracting – in your community. Target businesses with the right message at the right time to offer the required assistance. Succeed through early engagement with the right strategies – and businesses move forward.

D&B Risk Indicators

Low Risk

Medium Risk

High Risk

D&B Growth Signals

Stable

Increase in Demand

Decrease in Demand

econovue Use Case: Rapid Response

GOAL: Early intervention for at-risk companies who do not have to file a WARN notice

NEED: Identify companies with less than 50 employees likely to layoff or close

EconoVue™

PREDICT.

TARGET.

SUCCEED.

EconoVue provides advance notice of the likelihood of layoffs or closure in seconds so WDBs can develop retention or transition strategies for struggling businesses.

Predict which businesses are struggling and likely to do layoffs or close in a region. Target at-risk companies with less than 50 employees within a specific sector in need of early intervention or assistance with retention strategies. Succeed when anticipated layoffs are prevented through transitions, workshare strategies or other solutions.

D&B Risk Indicators

Medium Risk

High Risk

D&B Growth Signals

Early Signs of Decay

Decrease in Demand

Decrease in Scale

econovue Use Case: Layoff Aversion

GOAL: Early intervention for at-risk companies

NEED: Identify companies likely to layoff or close within the coming months.

EconoVue™

PREDICT.

TARGET.

SUCCEED.

EconoVue provides advance notice of the likelihood of layoffs or closure in seconds so WDBs can develop retention or transition strategies for struggling businesses.

Predict which businesses are struggling and likely to do layoffs or close in a region. Target at-risk companies with less than 50 employees within a specific sector in need of early intervention or assistance with retention strategies. Succeed when layoffs are prevented through transitions or workshare strategies.

D&B Risk Indicators

Medium Risk

High Risk

D&B Growth Signals

Early Signs of Decay

Decrease in Demand

Decrease in Scale

econovue Use Case: Job Fairs

GOAL: Employment opportunities for jobseekers

NEED: Invite growing companies within priority sectors to participate at job fairs

EconoVue™

PREDICT.

TARGET.

SUCCEED.

EconoVue identifies local companies within priority sectors who are growing – and hiring in seconds so WDBs can request their participation at upcoming job fairs.

Predict actively hiring and most desirable employers within the region. Target stable companies that do not post job openings on big job boards with low risk in priority sectors for participation at a local job fair. Succeed when participating companies find qualified candidates.

D&B Risk Indicators

Low Risk

D&B Growth Signals

Stable

Increase in Demand

Increase in Scale

econovue Use Case: Welfare to Work

GOAL: Employment opportunities for jobseekers transitioning out of assistance programs

NEED: Identify companies willing to provide opportunities to transitioning candidates

EconoVue™

PREDICT.

TARGET.

SUCCEED.

EconoVue pinpoints job zones in selected locations in seconds so WDBs can match entry-level, single-skill jobs to job seekers.

Identify job zones and associated businesses within communities. Predict which businesses are low risk and stable to ensure long-term viability. Target those businesses for employment opportunities. Succeed when businesses hire transitioning or reentry candidates – and they become valuable employees.

D&B Risk Indicators

Low Risk

D&B Growth Signals

Stable

Organic Growth

Increase in Scale

econovue Use Case: Paid Work Experience

GOAL: Employment opportunities for Summer youth or older youth

NEED: Select partners willing to accept a 3-month paid work experience for youth cohort

EconoVue™

PREDICT.

TARGET.

SUCCEED.

EconoVue identifies small businesses in the hospitality and retail industries within local ZIP codes in seconds so WDBs can conduct a targeted and successful outreach.

Predict which businesses are low risk and looking for seasonal single skilled hires within key industries. Target qualified businesses by ZIP codes to eliminate transportation barriers. Succeed when youth are paired with businesses.

D&B Risk Indicators

Low Risk

D&B Growth Signals

Stable

Increase in Demand

Increase in Scale

econovue Use Case: ITA

GOAL: Promote career pathways for jobseekers with occupational skills training

NEED: Locate businesses with in-demand occupations

EconoVue™

PREDICT.

TARGET.

SUCCEED.

EconoVue finds businesses with in-demand occupations in seconds so WDBs can provide a skilled workforce to local employers who are hiring.

Predict which businesses are hiring and identify in-demand occupations. Target those businesses with low risk and signs of growth to offer individual or cohort training opportunities. Succeed when jobseekers complete skills training and have a career pathway.

D&B Risk Indicators

Low Risk

D&B Growth Signals

Stable

Spend Growth

Organic Growth

econovue Use Case: OJT

GOAL: Invest in companies in need of on-the-job training

NEED: Find OJT partners/companies who could benefit from available training resources

EconoVue™

PREDICT.

TARGET.

SUCCEED.

EconoVue narrows search for partners or small, yet growing businesses based on key criteria in seconds so WDBs can offer OJT training resources for new hires.

Predict the stability of the potential partners or small businesses. Target stable businesses of a certain size with low risk to offer OJT strategies and resources. Succeed when new hires complete OJT and become valuable employees.

D&B Risk Indicators

Low Risk

D&B Growth Signals

Stable

Increase in Demand

Increase in Scale

econovue Use Case: IWT

GOAL: Provide resources for incumbent worker training

NEED: Find stalled businesses who could benefit from upskilling strategies

EconoVue™

PREDICT.

TARGET.

SUCCEED.

EconoVue pinpoints stagnant businesses in seconds so WDBs can offer upskill strategies for incumbent workers to remain competitive or expand.

Predict which businesses are stable. Target stable, low risk businesses with early signs of growth to offer available IWT resources. Succeed when businesses upskill workforce and remain competitive or expand.

D&B Risk Indicators

Low Risk

D&B Growth Signals

Stable

Increase in Borrowing

Increase in Scale

econovue Use Case: Internships

GOAL: Facilitate internship opportunities for cohort of young adults to gain work experience

NEED: Identify potential partners for internship opportunities

EconoVue™

PREDICT.

TARGET.

SUCCEED.

EconoVue prioritizes partners by location, industry, size in seconds so WDBs can conduct outreach and explore the possibility of internship opportunities.

Predict which businesses are stable and likely open to internships. Target stable businesses with low risk to discuss internship opportunities. Succeed when cohorts are placed with businesses – and both jobseekers and companies find the experience rewarding and become partners.

D&B Risk Indicators

Low Risk

D&B Growth Signals

Stable

Increase in Demand

Increase in Scale

econovue Use Case: Apprenticeships

GOAL: Offer jobseekers apprenticeships, with possibility of full-time jobs upon completion

NEED: Identify potential partners for apprenticeships

EconoVue™

PREDICT.

TARGET.

SUCCEED.

EconoVue prioritizes partners by industry and location in seconds so WDBs can conduct outreach and explore the possibility of apprenticeship opportunities.

Predict which businesses are stable and growing in my community. Target those businesses with low risk to discuss possible apprenticeships. Succeed when jobseekers secure apprenticeships, and even more so, when they become skilled and valued employees.

D&B Risk Indicators

Low Risk

D&B Growth Signals

Stable

Increase in Scale

Increase in Demand

econovue Use Case: Diversity

GOAL: Inform community of funds allocated for specific equity programs

NEED: Select companies based on ownership and in need of business or financial assistance

EconoVue™

PREDICT.

TARGET.

SUCCEED.

EconoVue determines eligible diverse companies in seconds so WDBs can offer available funds or equity program support for specific populations.

Predict the eligibility of minority-owned, women-owned, veteran-owned, disadvantaged or BIPOC businesses for program support. Target those diverse businesses to inform them of grants, micro-loans and job skills training. Succeed when businesses receive funding or business assistance – and move forward.

D&B Risk Indicators

Low Risk

D&B Growth Signals

Stable

Organic Growth

Increase in Demand

econovue Use Case: Expansion

GOAL: Accelerate business expansion

NEED: Find stable companies in early stages of expansion

EconoVue™

PREDICT.

TARGET.

SUCCEED.

EconoVue identifies stable companies showing signs of growth in seconds so WDBs can connect them to network partners.

Predict which businesses are stable and looking to expand operations in your community. Target stable businesses with low risk to help them expand or relocate within workforce area. Succeed when businesses advance to the next level.

D&B Risk Indicators

Low Risk

D&B Growth Signals

Stable

Increase in Demand

Increase in Scale

econovue Use Case: Retention

GOAL: Retain growing businesses within your community

NEED: Identify businesses ready for expansion

EconoVue™

PREDICT.

TARGET.

SUCCEED.

EconoVue pinpoints expanding companies showing early signs of growths in seconds so WDBs can assist in the expansion and/or relocation within community.

Predict which businesses are growing and likely to expand in coming months. Target those businesses and discuss how to expand and relocate within the existing community. Succeed when business is relocated to larger space, employees are retained and upskilled.

D&B Risk Indicators

Low Risk

D&B Growth Signals

Spend Growth

Increase in Scale

econovue Use Case: Disruption

GOAL: Understand the level of business and workforce disruption within a community

NEED: Identify businesses impacted by a disaster

EconoVue™

PREDICT.

TARGET.

SUCCEED.

EconoVue determines companies within a designated disaster impact area in seconds so WDBs can facilitate rapid response and recovery.

Predict the businesses in a disaster zone with likelihood of employer and workforce instability and disruption. Target eligible entities to offer assistance with business recovery through grant funding. Succeed when businesses normalize business operations and return to steady-state prosperity.

D&B Risk Indicators

Low Risk

Medium Risk

High Risk

econovue Use Case: Public Safety

GOAL: Inform the business community of public safety threat

NEED: Determine companies within impacted areas for immediate outreach

EconoVue™

PREDICT.

TARGET.

SUCCEED.

EconoVue identifies companies by sector and region in seconds so WDBs can conduct rapid communications outreach to inform them of the public safety threat.

Predict the sectors and companies most likely to be impacted by pending disaster. Target all businesses in a disaster zone to provide awareness of the evolving situation. Succeed when businesses and their workforce are better prepared, informed, and safe from imminent harm.

econovue Use Case: Supply Chain

GOAL: Understand the impact of a major supply chain layoff

NEED: Know the industry suppliers who may be impacted by a closed manufacturer

EconoVue™

PREDICT.

TARGET.

SUCCEED.

EconoVue pinpoints primary suppliers impacted by a large plant closing in seconds so WDBs can engage early to offer critical support through available programs.

Predict industry suppliers impacted by a manufacturer closing in my community. Target impacted suppliers showing signs of decline to offer assistance. Succeed when businesses recover from the significant business loss.

D&B Risk Indicators

Medium Risk

High Risk

D&B Growth Signals

Early Signs of Decay

Decrease in Demand

Decrease in Scale

econovue Use Case: Request for Proposal

GOAL: Announce grant program eligibility requirements to business community

NEED: Search for stable companies eligible for financial assistance

EconoVue™

PREDICT.

TARGET.

SUCCEED.

EconoVue identifies stable companies showing signs of growth in seconds so WDBs can offer available grant opportunities to enable growth.

Predict which businesses are stable and eligible for grant assistance based on location, size, diversity or industry. Target those businesses retooling to manage the increase in scale and demand. Succeed when businesses are awarded grants – and they move to the next level.

D&B Risk Indicators

Low Risk

D&B Growth Signals

Stable

Increase in Demand

Increase in Scale

econovue Use Case: Grants

GOAL: Announce grant program eligibility requirements to business community

NEED: Search for stable companies eligible for financial assistance

EconoVue™

PREDICT.

TARGET.

SUCCEED.

EconoVue identifies stable companies showing signs of growth in seconds so WDBs can offer available grant opportunities to enable growth.

Predict which businesses are stable and eligible for grant assistance based on location, size, diversity or industry. Target those businesses retooling to manage the increase in scale and demand. Succeed when businesses are awarded grants – and they move to the next level.

D&B Risk Indicators

Low Risk

D&B Growth Signals

Stable

Increase in Demand

Increase in Scale

econovue Use Case: COVID Impact

GOAL: Educate business community on COVID impact program eligibility

NEED: Pinpoint struggling companies impacted by COVID.

EconoVue™

PREDICT.

TARGET.

SUCCEED.

EconoVue identifies struggling companies or industries likely impacted by COVID in seconds so WDBs can offer critical financial or business assistance.

Predict which businesses and industries are impacted by COVID in my community. Target at-risk businesses to offer assistance through PPP loans or micro-grants programs. Succeed when companies remain a viable business in the community.

D&B Risk Indicators

High Risk

D&B Growth Signals

Early Signs of Decay

Decrease in Demand

Decrease in Scale

econovue Use Case: Local Area Plans

GOAL: Create a comprehensive local area plan

NEED: Understand key industry, employment and business trends for your region

EconoVue™

PREDICT.

TARGET.

SUCCEED.

EconoVue facilitates critical industry, employment and business research in seconds so WDBs can develop future-forward and real-time local area plans.

Predict and understand the convergence of industry, employment, and business market shifts over time. Target growth and/or at-risk areas as opportunities in plan. Succeed when local area plans grow a community.

D&B Risk Indicators

Low Risk

Medium Risk

High Risk

D&B Growth Signals

Increase in Scale

Decrease in Scale

econovue Use Case: Macro/Micro Research

GOAL: Offer macro/micro research into workforce trends

NEED: Understand shifting trends that impact my community

EconoVue™

PREDICT.

TARGET.

SUCCEED.

EconoVue highlights significant employer or employment fluctuations in seconds so WDBs can understand the impact to businesses, industries and the community.

Predict shifting trends impacting businesses, industries, and communities today such as employment losses in an industry, employer failure risk spike in a region, decline in business stability. Target businesses or industries to help them to adapt to evolving trends. Succeed when smart pivots result in a rebound for the community.

D&B Risk Indicators

High Risk

D&B Growth Signals

Early Signs of Decay

Decrease in Scale

Decrease in Demand