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GovDocs' focus shift drives rebranding

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GovDocs, a St. Paul firm that offers e-mail services for government agencies, has changed its name to reflect its fastest-growing business segment.

The company this month adopted the moniker GovDelivery Inc., after the name of its core product: an e-mail management software package that it sells to a range of governments, including the city of St. Paul and the British Parliament.

GovDocs will remain as a division of GovDelivery and will continue to market the company's first service: delivering electronic versions of employee labor-law posters. That business generates plenty of cash, but GovDelivery CEO Scott Burns said the growth is on the e-mail management side.

"This business has become the product that agencies in the federal government turn to when they want to better communicate with the public by e-mail," he said.

GovDelivery helps agencies build in e-mail alerts to target audiences -- from snow-emergency declarations to meeting announcements to contract bids. The service can send alerts out to wireless devices, as well.

The company saw a slowdown in 2001 through 2003 as local governments cut budgets, so it shifted focus to the federal government, signing up the Department of Transportation and Federal Aviation Administration, among other entities.

Now, both local and federal programs are accelerating, and the company has opened an office in the United Kingdom. GovDelivery sends millions of e-mail alerts each month, up from 200,000 per month in early 2004.

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