

# Ci Technology Database

*Discover the power of knowing more with the world's most trusted source of technology market intelligence.*

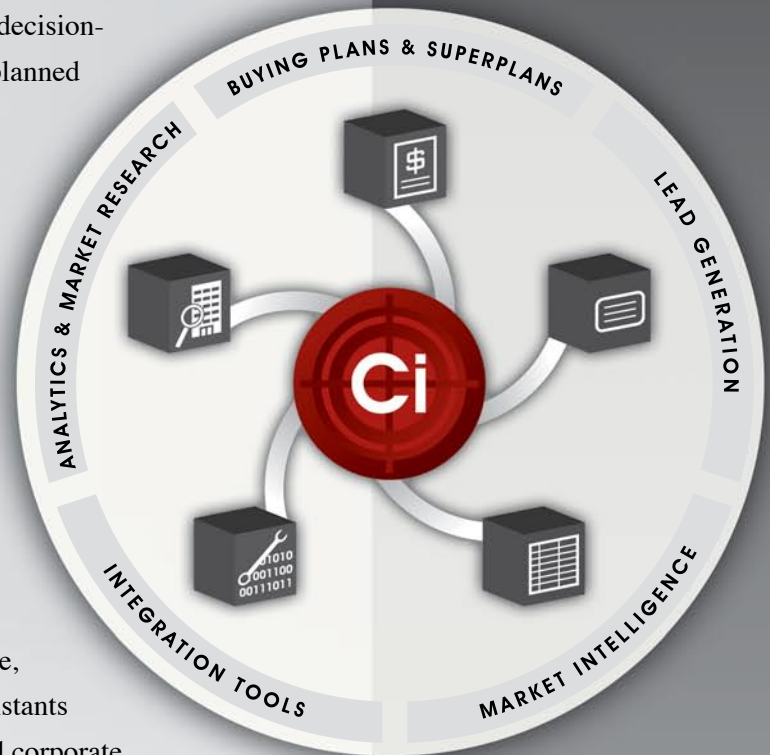
To compete in today's economic environment, you need more than just a list of prospects. You need intelligence: verified information on decision-makers, multiple-site enterprises, installed technology, and planned purchases.

Since 1969, the Ci Technology Database™ (CiTDB) has been helping technology companies target their marketing programs and move closer to the sale. This one-of-a-kind tool is the most trusted and most complete source for profiles of the world's largest technology installations. The CiTDB provides information in four key areas: Installed and planned technology, technology decision-makers and influencers, company demographics, and enterprise linkage.

Harte-Hanks obtains this information through comprehensive, phone-based interviews. More than 300 trained research assistants complete over 70,000 interviews with high-level IT staff and corporate contacts each month, to collect and update our database. The result: Unparalleled depth.



TECHNOLOGY DATABASE



## GLOBAL INTELLIGENCE

- ▶ More than 520,000 locations in the United States and Canada
- ▶ Over 154,000 European profiles
- ▶ Over 13,700 Latin America profiles



We make it happen.

# Ci Technology Database

## HOW DO WE COLLECT THIS INFORMATION?

The CiTDB research methodology has been honed over 34 years of data collection. Trained research assistants complete more than 70,000 interviews each month to ensure that the database is as fresh as possible. Respondents are IT professionals who are knowledgeable about the technology installed at their locations.

## COMPANIES WE INTERVIEW

The CiTDB provides coverage across all industries and company sizes. From single-location companies to Fortune 1000 enterprises, we seek the business locations, or “sites,” which house decision-makers, purchase influence and authority, and significant technology installations. You won’t waste sales time determining the prospect potential of a site, because we’ve already done that work for you. Sites with no technology are excluded, as are sites where technology purchasing power is significantly reduced because of corporate directives (i.e., chain restaurants and retail chains). Our profiles provide clients with the right level of detail based on the level of technology and number of people located at the site.

## PLANNED PURCHASES

In addition to over 350 fields of installed technology information, our researchers ask about planned purchases. In fact, more than 100,000 planned technology initiatives are identified annually. That’s 100,000 opportunities your sales and marketing staff doesn’t have to find on their own. No one gets you closer to the technology sale than the CiTDB.

## DECISION-MAKERS

Knowing where to call is the critical first step in successful sales and marketing programs. Knowing who to talk to when you get there is absolutely crucial. Depending on the size of the site, each location can include up to 18 different technology and business decision-makers and influencers. Contacts are grouped by function—meaning the role they hold at their site—but the contact’s title is also provided, providing maximum flexibility in targeting the right contacts. With more than 1.2 million total contacts in the United States and Canada, the CiTDB provides the most phone-verified decision-makers and influencers available.

## APPLICATIONS:

The database is far more versatile than an ordinary list of locations and names. With the CiTDB, you will be able to quickly:

- ▶ Provide your sales organization with targeted, qualified prospects, easily accessed over the Web
- ▶ Generate a greater response rate to mailings and seminars with a more targeted list
- ▶ Drill into your customer base to find new opportunities
- ▶ Understand how your market uses technology
- ▶ Analyze the competition’s strengths and weaknesses
- ▶ Determine market size, segments, and growth potential
- ▶ Identify key markets
- ▶ Set realistic, achievable, intelligence-based quotas
- ▶ Define and manage sales territories precisely

## FUNCTIONAL CONTACTS AVAILABLE

### Information Technology Contacts

- ▶ Senior Information Systems Manager
- ▶ PC Manager
- ▶ E-Business Manager
- ▶ Workstations Manager
- ▶ Midrange Systems Manager
- ▶ Network/Security Manager
- ▶ Telecommunications Manager
- ▶ Software/Applications Manager
- ▶ Call Center Manager
- ▶ Data Communications Manager
- ▶ Webmaster/Internet Applications Manager
- ▶ Storage Manager (enhanced only)
- ▶ Operations/Technical Support Manager

### Executive Level Contacts

- ▶ President/General Manager
- ▶ Senior Financial Executive
- ▶ Senior Sales/Marketing Executive
- ▶ Human Resource Manager
- ▶ Purchasing Manager

## E-MAIL

E-mail marketing has evolved into a critical element of the marketing mix, and Harte-Hanks is proud to meet this need with the Technology E-mail Database. The database is the only permission-based e-mail fulfillment source in the technology space created via phone interviews. The database offers unprecedented targeting ability with the use of technology and demographic criteria from the CiTDB, as well as the latest in e-mail delivery and tracking capabilities. Over 500,000 e-mail addresses are available, with growth to nearly 1 million addresses expected during the next two years.

## ENTERPRISE DATA

You can leverage your success across an entire organization with the Enterprise Database. The enterprise coverage includes Fortune 1000 and Forbes 500 companies, State and Federal Government, Universities, and more than 7000 technology-rich multi-site enterprises in the United States and Canada. Sites are linked together based on their parent organization, and are categorized at three levels of linkage: Ultimate Headquarter, Divisional Headquarter and Branch. The enterprise level data and more than 50,000 enterprise level contacts can show you:

- ▷ Exactly how each company is organized
- ▷ Which subsidiaries report to which parents
- ▷ Current enterprise-level business and technology contacts
- ▷ Enterprise sales opportunity reports
- ▷ Current enterprise-level equipment and location data
- ▷ Summary financial information and history
- ▷ Quick enterprise market share and technology break downs

## EASY DATABASE ACCESS VIA THE INTERNET

Accessing the information in the **CiTDB** is a simple and convenient process with accessCi, our 24/7, web-based querying and reporting tool. accessCi is direct access to all parts of your subscription—for searching data, viewing profiles, exporting mailing or telemarketing lists, and drilling into your enterprise subscription. You always have instant access to query wizards, purchase plans and subscription information, as well as full search capabilities for all fields.

## RAW DATAFILES

For maximum flexibility and for integrating your **CiTDB** investment with internal customer/prospect databases, raw data from the **CiTDB** is available in a relational format. The raw data file can be used for matching, appending information—even for creating hotlinks from your customer database to a **CiTDB** profile on the web.

### WEB-BASED QUERYING AND REPORTING TOOL

CiTDB  
accessCi



24/7

Searching data

Viewing profiles

Exporting mailing  
or  
Telemarketing lists

Drilling into your  
enterprise subscription

# Ci Technology Database™ Content

Data is collected in ten key product areas, with more detail provided at sites with large technology installations. A site may be interviewed one to five times each year depending on the size of its IT infrastructure. Every attempt is made to update each site once per year. In addition to standard fields such as address, phone, employee size, and industry, here is just a glimpse of what the CiTDB offers:

## PERSONAL COMPUTING

- ▷ Manufacturer, model and quantity of desktop and portable PC systems
- ▷ PC purchase decisions (local vs. parent)

## SYSTEMS & SERVERS

- ▷ Manufacturer, model and quantity of computer systems and servers (mainframes, midrange systems, workstations, Internet and LAN servers and PCs used as servers)
- ▷ Applications and operating systems for each system platform at the site
- ▷ IT purchase decisions (local vs. parent)

## SOFTWARE

- ▷ Software vendors installed at the site, package name, a description of type of software
- ▷ Enterprise applications at the site
- ▷ Sites deploying or planning data warehouse architecture, along with the software used to support the architecture (data access tools, DBMS, DSS/EIS, Middleware, etc.)

## PERIPHERALS

- ▷ Printer manufacturer, quantity, type, and model
- ▷ Installed and planned Uninterruptible Power Supply (UPS)

## STORAGE

- ▷ Storage system manufacturer, type and capacity
- ▷ Network attached storage and storage area networks (installed and planned)
- ▷ Storage area networks

## NETWORK INFRASTRUCTURE

- ▷ Wireless Network presence
- ▷ Security Software
- ▷ LAN high speed technology
- ▷ Network and monitoring devices
- ▷ Routers and switches (manufacturer and quantity)

## MANAGED SERVICES

- ▷ Computer maintenance, LAN maintenance, DP outsourcing, disaster recovery, LAN/WAN services, networks outsourcing
- ▷ Outsourcing of company's Internet operations and type (firewalls, home page hosting, Internet routers, etc)
- ▷ Outsourcing vendor per service

## E-BUSINESS

- ▷ Number of Internet users at site
- ▷ E-Commerce presence
- ▷ EDI Development Platform
- ▷ E-Commerce host location
- ▷ Internet Provider

## NETWORK SERVICES

- ▷ Network facilities (local dial lines/trunks, ISDN, XDSL, OCX, T1, T3) and network providers
- ▷ VPN connection, VoIP presence
- ▷ Cellular phone services, provider, monthly expenditure and number of phones
- ▷ Purchasing decisions for network facilities and long distance (local vs. parent)

## TELECOMMUNICATIONS EQUIPMENT

- ▷ Telephone systems (manufacturer, type, model and installed date)
- ▷ Voice mail/messaging, vendor and type
- ▷ Automated Call Distributors (vendor and type)
- ▷ Telemarketing/Call Centers and number of call center agents
- ▷ Purchase decisions for telephone systems (local vs. parent)



TECHNOLOGY DATABASE

## CONTACT US

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Save time, better utilize your expensive resources. Focus on leads most likely to buy... and get there before the competition.

Call for a free, no-obligation consultation. Find out how Ci Technology Database works

**Call toll-free  
800-854-8409**

**Or visit [www.hartehanksmi.com](http://www.hartehanksmi.com)**

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We make it happen.