

Harte-Hanks *Ci Enterprise*



TECHNOLOGY DATABASE

GO INSIDE THE BIGGEST FIRMS

Selling to a large, complex business enterprise is one of the most daunting challenges any sales force can face. CRM or SFA tools simply do not collect the intelligence needed to be truly effective. You need more precise answers. How big is their IT budget? Does the current infrastructure support your solutions? What are their technology priorities? Are they using your competitors? Where are buying decisions made and who makes them?

“A Truly Intelligent Corporate Intelligence Resource”

Introducing *Ci Enterprise*. You've always relied on the CiTDB for the most insightful intelligence about specific business locations. With more comprehensive coverage of key technology metrics and advanced linkage on 50,000 North American businesses, now you'll have critical intelligence on the most important corporations to help your sales, marketing, and national accounts teams identify and prioritize your biggest opportunities. Enterprise CiTDB puts critical content at your fingertips:

- Estimated Enterprise IT Budget – Total by Select Technology Areas
- Technology Standards – Preferred Vendors in Select Technology Areas
- Installed Technology View – Enterprise Key Technology Totals
- Select Technology Vendors Detected at Locations Interviewed in the Enterprise
- Prioritized Technology Initiatives Throughout the Enterprise
- Overall Technology Trends in the Enterprise
- Decision Structure for Technology Buying
- Corporate and Location Decision Makers – phone, mail and email

ADDING VALUE ACROSS YOUR ORGANIZATION

With Enterprise CiTDB key business objectives will be executed with better insight and knowledge. Critical improvements our customers report include:

- **For Sellers:** Actionable national account sales leads
- **For Managers:** Improved account prioritization and pipeline reporting.
- **For Marketers:** Custom fit, precisely-targeted offers & messages.
- **For Business Developers:** Ability to uncover hidden opportunities.



**For a free, no-obligation
consultation with a CiTDB expert
call 800.854.8409 or visit
www.citdb.com.**

STRATEGIC APPLICATIONS

- National Account Leads
- Sales Territory Management
- Competitive Targeting
- Lead Enhancement



We make it happen.