

Ci Whole Market TM

Comprehensive Pan European Coverage

The definitive database of the technology usage of all European Businesses

- greater accuracy,
 - more selections
 - better coverage
 - better outcomes

Ci Whole Market TM provides the highest quality modelled estimates of IT installed technology available on ALL BUSINESS LOCATIONS in the key European Markets of UK, Germany and France (over 10 million businesses). The rest of Europe will be released by the end of 2008. These are key metrics that you can use to size, rank, and prioritize your business opportunities.

Information Arts has leveraged over 35 years of quality data collection in the IT space to produce unparalleled insight into your customers, prospects, and markets. Below is a list of the IT metrics available in addition to the standard business attributes:

Standard Business Level

Duns Number
Line of Business (SIC or Directory Code)
Employee Size @ Site & Business Level
Number of Sites
Turnover
Site Type (Head Office, Single Site, Branch)
Legal Status
Age of Business
Parent and Subsidiary Information
Export Indicator
Bank Information
SoHo
Self Employed
Profit
Net worth
Growth Information

IT Installed Technology

Mobile Workers
Remotes
Total Routers
Total Extensions
Total PCs
Total Laptops
Total Printers
Total Storage
Total Servers
IT Employees
Developers

Ci Whole Market TM has been created using CiTDB – the definitive IT database from Harte Hanks and OMNI – IA’s definitive database of all European Businesses.

Ci Whole Market TM can be leveraged in your organization by:

Data Provision

- Licence your required prospects using the above selection criteria

Full Database Overlay

- Append all **Ci Whole Market TM** information to your existing customers and prospects

The following fields can be used as selections and outputs – and can be appended to your customer files through file matching in our bureau.

Business Data & Attributes

Base	Single Use £ / 000	Multiple Use £ / 000
Company Name, Senior Decision Maker Name, Address	£145	£290
Other Functional Decision Maker Contact Names e.g. IT, HR etc	£50	£85

Field	Selection Charge £ / 000	Output Charge £ / 000	Enhancement Charge £ / 000
Telephone Number	FOC	£40	£80
Employee Size	FOC	£30	£60
Number of Sites	FOC	£30	£60
Turnover	FOC	£30	£60
Site Type	FOC	£30	£60
Legal Status	FOC	£30	£60
Age of Business	FOC	£30	£60
SoHo / Self Employed Flag	FOC	£30	£60
Growth Information	£50	£50	£100
Export Information	£50	£50	£100
Net Worth	£50	£50	£100
Bank Information	£100	£100	£200
Parent and Subsidiary Info	£200	£200	£400
GIC	£50	£50	£50

IT Data

Field	Selection Charge £ / 000	Output Charge £ / 000	Enhancement Charge £ / 000
Mobile workers	£50	£50	£50
Remotes	£50	£50	£50
Total Routers	£50	£50	£50
Total extensions	£50	£50	£50
Total PCs	£50	£50	£50
Total laptops	£50	£50	£50
Total Printers	£50	£50	£50
Total storage	£50	£50	£50
Total servers	£50	£50	£50
IT employees	£50	£50	£50
Developers	£50	£50	£50

All prices are exclusive of VAT

- Volume discounts apply
- Net Names Discounts Apply
- 5+ attributes will receive a 20% discount

CONTACT US ON

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