

Harte-Hanks

# Ci Whole Market "North America"



TECHNOLOGY DATABASE

## TECHNOLOGY INTEL EVERYWHERE YOU NEED IT

Are all lead responses from your web site or email offers the same? Are they even leads? The challenge is that you do not understand enough about these inquires to properly qualify and rank them for follow-up. The ability to quickly rank and qualify an opportunity is becoming more essential and where Harte-Hanks' **Ci Whole Market** can help.

**Ci Whole Market** provides the highest quality estimates of IT spend and installed technology available on ALL BUSINESS LOCATIONS in North America (over 15 million). These are key metrics that you can use to size, rank, and prioritize opportunities as they flow in. We have 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 metrics available:

- Total IT Spend & IT Spend by Technology Area (hardware, storage, software, services, communications, and IT staffing / support)
- Estimated Installation Levels
  - PCs – includes both laptops & desktops
  - Servers, Storage, and Printers
  - Dial and Network Lines
  - Wireless Subscribers
  - Internet Users and Application Developers

## IMPACT ACROSS YOUR ENTIRE ENTERPRISE

There are three different methods for how Ci Whole Market can be leveraged in your organization.

- 1) **Full Database Overlay** – Append all Ci Whole Market estimates to every record in your CRM and SFA databases.
- 2) **Regular Match & Append** – Append Ci Whole Market to every incoming lead, either in batch or real time.
- 3) **CRM / SFA Integration** – Provide all of your seller's links within the SFA tool to access Ci Whole Market estimates so they can better target their efforts.

For a free consultation  
with a CiTDB expert  
call **800.854.8409**  
or visit **www.citdb.com**.

**Ci Whole Market North America**

**Anderson Manufacturing**

4833 Emerson Way  
Charlotte, NC 28218-8801  
UNITED STATES  
Phone: (704)241-0181

Mailing Address #  
4833 Emerson Way  
Charlotte, NC 28218-8801  
UNITED STATES

**Information on this Site**

Country	United States
Date (\$K)	1,563
Website	www.amfab.com
Employees	56
Industry (SIC)	6022
Industry (NAICS)	422110

MARKET: BUILDING SUPPLIES  
MARKET: Residential Printing

**Site IT Budget (Estimated)**

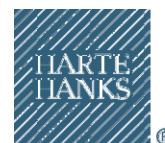
Total Est. IT Budget:	\$30,000
Est. Comm. Equipment Budget:	\$60,000
Est. Storage Equipment Budget:	\$10,000
Est. Computer Subsystem Budget:	\$10,000
Est. IT Equipment Replacement \$/Mo:	319
Est. Software Budget:	\$25,000
Est. Wireless Networking Budget:	\$20,000

**Site Technology Footprint (Estimated)**

Total IT Employees:	4
Total Servers:	6
Total PCs:	110
2-Wireless PCs:	70
3-Portable PCs:	35
Total Storage Capacity:	14 TB
Total Printers:	12
Total Network Lines:	4
Total Wireless Subscribers:	12
Total Phone Extensions:	100

### STRATEGIC USES

- Rank & Prioritize Leads
- Increase Sales Time
- Better Targeting
- Measure Market Potential
- Build Better Territories



We make it happen.