

Channel Profiling: Rating your partners

⇒ Your requirements:

- ✓ Ranking an information base on an activity not covered by compuBase.
- ✓ Ranking an information base on a country not covered by compuBase.
- ✓ Ranking your account openings.
- ✓ Establishing a regular working process and integrating these companies into your on-line access.

⇒ Our solution: **Channel Profiling**

Using the know-how of the compuBase multi-lingual ranking platform to carry out your transactions.

⇒ The benefits:

- ✓ A flexible platform.
- ✓ Multi-lingual management.
- ✓ Trade and sector based skills.
- ✓ Integration into regular processes.
- ✓ A project representative.
- ✓ The possibility of integrating this content into your compuBase web access.
- ✓ Personalisation of the questionnaire
- ✓ Alert management (lead)
- ✓ The possibility of carrying out transactions jointly with compuBase.
- ✓ The possibility of carrying out multi-client transactions.

A practical example: You want to break into a new market and compuBase only partially covers this target, we join forces to cover it completely.

Characteristics

Service	Profiling companies according to market characteristics. Standardisation of the collection of information. Integration of client questions.
Delivery	A ranked base with additional information and optional updates. Format of your choice.
Method	- File searches - Removal of duplicates with the compuBase base. - ranking of partners without a match in the compuBase base.

Stages and setup

1. Analysis of your problems and objectives – preparation of the questionnaire.
2. Search for the best file.
3. **Removal of duplicate** companies by matching with the compuBase base.
4. **Profiling & ranking** of unknown companies (elimination of companies who are out of business, outside the IT sector)
5. **Establishment of a single working base** enriched with compuBase information and client "tallying" (Key Word, companies included in the client parameter)
6. **Implementation of solutions:** updating, decisions on optional services, e.g. CRM integration, e-directory (*see related services*).

Client case study:

Actebis: Ongoing ranking of new partner companies of Actebis in order to verify their real computer activity and adding of the information in this base. Integration on subscription.

Complementary services: Data Cleaning and Matching – Channel Benchmarking/Ranking/Scoring