




DATA
Rental
Credit Contacts
Basic Module (Purchase)
Advanced Module
Pass

MARKETING SOLUTIONS
Short Profile
Pro Solution
Expert Solution
Platinum
compuBase on-line

CHANNEL MANAGEMENT SERVICES
Data Cleaning & Matching
Channel Mapping –Ranking –Scoring
e-directory
CRM Solutions
Channel Intelligence Program

USER
 Marketing
 Sales
 Strategy

Expert Solution: Analyse and profile your Channel

⇒ Your needs:

- ✓ Segment and integrate data, benefit from sales information and business model for analysis of T/O
- ✓ Set up the commercial operations of your sales force
- ✓ Study the market policies and the financial structure of your current and potential network to target the partners exactly suited to your products
- ✓ Analyse of the financial structure of your channel

⇒ Our Solution: **Expert Solution**

- Expert profiles provide detailed information on the structure of the companies of your target.
- In addition to data on technical skills and markets, you get financial data and an analysis of turn-over to let you determine the business models of these companies.
- With the subscription, you get a real time access to up-to-date information and a powerful tool for targeting and analyses.

⇒ Benefits:

- ✓ Online Export of:
 - files for your direct marketing campaigns (mail, fax, email)
 - data for integration
- ✓ A system for information sharing between your marketing and sales departments.
- ✓ Benefit from a 360° view of a company profile (financial info, purchasing preferences, agreements, skills etc)
- ✓ An accurate and up-to-date information
- ✓ compuBase data can be integrated in your information system

Example of use: Study the market policy and financial structure of my current network to target exactly those partners suited for my products.

Prices according to your target and selected formula. Please contact us.

Features:

Offer	- Full profiles at EXPERT level* on companies in your target - Annual licence
Data-Access	- With updates subscription: Online with view, targeting and export of data on your predefined target according to the chosen formula (Web only or Data & Web) - <i>relational format in option</i>
Updates	Ongoing during user licence period: 1 year renewable
Other	WEB CREDIT Online access + updates + rights to data export in marketing format only (see opposite). DATA & WEB - 1 year Licence Online access + updates + data export of all data of your Expert profiles.

* Information available by module

WebCredit
Data & Web

Marketing Information

Company name, address, telephone, fax, company e-mail, website, all contacts' names, job titles, contacts' e-mails



Activity

Main activity + freetext + list of detailed activities



Modules

1	T/O and number of employees		
3	Company information		
4	Technical & Vertical markets		
5	Systems and applications skills		
6	Hardware Systems Modules		
7	Telecommunication Hardware & Software		
8	Peripherals & Office Automation		
9	Distributed software		
10	Resold services		
11	Suppliers and Agreements		
12	Structure & development of T/O by activity		
13	Volume of systems and printers resold		

Options

Updates: annual license



Access to compuBase Online



Viewable information

Viewable AND Exportable information

Additional offerings: Channel Benchmarking – Ranking - Scoring

compuBase

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