




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

MARKETING SOLUTIONS
Short Profile
Fiches Pro
Fiche Expert
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

Basic Module: Direct Marketing on a specific target

⇒ Your needs:

- ✓ Run multiple telemarketing or mailing campaigns
- ✓ Build a new prospect target
- ✓ Work on the database on your own

⇒ Our solution: **Basic Module**

We deliver you a file for your mailing *or* telemarketing campaigns or a file tailored to your needs if you choose the complementary modules.

⇒ Benefits:

- ✓ Possibility of integration into your marketing database
- ✓ The data are yours; you have unlimited access to them
- ✓ Solution tailored for both telemarketing and mailing campaigns
- ✓ Possibility of segmenting your own database with the purchase of complementary modules

Example: Send a prospecting file and organize a project detection telemarketing operation.

Features:

Offer	- Company data purchase with modular options for a defined target - Multiple usage
Delivery	Supplied as files in the chosen format (dBase, Excel, MS Access, text)
Update	Optional
Other	The depth of information depends on the modules purchased

Available information:

- Company name
- Address
- Contact name (chosen position)
- Job title
- Telephone number
- ➔ *Possibility of complementary modules purchase*

Complementary modules:

Module name*
1 Additional contacts
2 TO & number of employees
3 Company information
4 Target Market
5 Systems and applications skills
6 Hardware Systems Modules
7 Telecom Hardware and Software
8 Peripherals and Office Automation
9 Resold Software
10 Additional columns (info. marked with an X)

** Do not hesitate to contact us for more information on the different modules*

Complementary offers: Advanced Module – Short Profile