




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

## Pro Solution: Recruit new partners and enhance the knowledge of your channel

### ⇒ Your needs:

- ✓ Enhance the knowledge of your own channel
- ✓ Operate your channel for the long-term
- ✓ Find new potential partners
- ✓ Identify, segment and work your target markets by types of player, skills, products resold etc
- ✓ Have an interface to a Channel database (look up records, target and export data)
- ✓ Analyze and monitor developments in your market

### ⇒ Our Solution: Pro Solution

The solution that gives you a picture of all partners in one or several markets (according to your target), and the tool that let you work on these markets.

You access complete company information online, in order to:

- carry out segmentation and make use of the 250 criteria available to define your targets
- export the data for your direct marketing and/or integrate them into your CRM system.
- consult the complete information to prepare sales follow-ups (phoning, preparation of sales meetings, etc)

### ⇒ Benefits:

- ✓ Up to date marketing AND sales information (market skills, resold brands etc)
- ✓ Import compuBase database into your own information systems
- ✓ Added-value of database usage

Example of use: Set up marketing campaigns to motivate or recruit partners and then provide your sales force with full profiles. Integrate the key information in your CRM / PRM.

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

### Features:

<b>Offer</b>	- Full detailed profiles (PRO level*) on your predefined target - One-year licence if update option taken
<b>Delivery</b>	- With update subscription: ASP mode with view, target and export of data on the predefined target (Web Only or Data & Web) - Without update: A file in relational format, one shot acquisition (Data Only)
<b>Update</b>	Optional: Ongoing during the period of use: 1 year (renewable)
<b>Formula</b>	<b>DATA ONLY – 1 FILE WITHOUT UPDATE</b> A file in relational format, one shot acquisition (Excel). Unlimited use. <b>WEB CREDIT – 1 YEAR LICENCE</b> Online access + updates + data export in marketing format*. <b>DATA &amp; WEB– 1 YEAR LICENCE</b> Online access + updates + data export of <u>all</u> data of your PRO profiles*.

### \* Information available by module

Data Only  
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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Company information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Technical & Vertical markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Systems and applications skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Hardware Systems Modules	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Telecommunication Hardware & Software	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Peripherals & Office Automation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	Distributed software	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	Resold services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### Options

Update: 1 year licence	-	●	●
compuBase Online Access	-	●	●

 Viewable information

Viewable AND exportable information

*Additional offerings: Expert Solution – Channel Benchmarking/Ranking/Scoring*