

## Short Profile: Multi-channel Marketing and targeted market animation

### ⇒ Your needs:

- ✓ Select the target and the depth of information corresponding to your needs
- ✓ Conduct one-to-one marketing campaigns, and run differentiated marketing campaigns on different segments
- ✓ Segment, target, view and export your Channel Information

### ⇒ Our solution: Short Profile

You access through the web only the information you require. You can:

- see all the company profiles of your target
- export all the marketing information
- consult the profiles for sales information.

### ⇒ Benefits:

- ✓ Information on demand: you only pay for what you need!
- ✓ Outsource your "prospect"/marketing database
- ✓ Have immediate access to up-to date information
- ✓ Flexible solution for multi-channel, targeted marketing
- ✓ Enhanced responsiveness in managing your marketing and sales campaigns
- ✓ Make your marketing independent of your IT dept
- ✓ Make the database and the tools available to several users/departments from any place at any time e.g. marketing department, sales people...
- ✓ Access to all the features of compuBase on-line
- ✓ Your database is continuously updated

Example of use: Continuous operation of a distribution and communications network towards prospects. Marketing and sales activities towards new entrants in the target sector.

### Prices:

Please contact us to define your target market (activities, competences, localization).

### Features

|                 |   |
|-----------------|---|
| <b>Offer</b>    | - Company profiles with direct marketing information (see below) and the choice of additional modules according to your needs<br>- One year license for data and on-line platform access  |
| <b>Delivery</b> | <b>On-line</b> only with the ability to <b>query, target, and export all</b> your purchased modules.<br>Data export in marketing format* for mailing/ fax mailing/ e-mailing/ telemarketing campaigns.  |
| <b>Update</b>   | Included in the one year license  |
| <b>Formula</b>  | <b>WEB CREDIT</b><br>Web access + updates + data export in marketing format* only (see below).<br><br><b>DATA &amp; WEB</b><br>Web access + updates + data export of all available information in your profiles (Short Profile + additional modules). |

### Information to be viewed & exported On Short Profile Module

\* **Marketing information:** Company name, address, telephone, fax, company e-mail, website, all contacts' names, job titles, contacts' e-mails (if available) + Activity: (main activity + freetext + list of detailed activities) **T/O and number of employees.**

### Optional Modules

| Module name |                                       |
|-------------|---------------------------------------|
| 1           | Technical & Vertical markets          |
| 2           | Environments and Development Systems  |
| 3           | Hardware Systems Modules              |
| 4           | Telecommunication Hardware & Software |
| 5           | Peripherals                           |
| 6           | Office Automation                     |
| 7           | Mobility                              |
| 8           | Distributed Software                  |
| 9           | Telecommunications Reseller Services  |
| 10          | Digital Home                          |

*Other offerings: Pro - Expert Solutions – Platinum*