



# Targeting By Installed Technology

## WHAT HG DATA OFFERS

The Largest Global B2B Database  
of Installed Technologies

- More than 5,000 technologies categorized
- At over 1,200,000 company locations globally
- Built through large scale data science
- Growing data sets at over 100% annually
- Used by more than 30% of Fortune 500 Technology Companies

## The Holy Grail of Market Intelligence

Every day, HG Data indexes more than two billion unstructured data objects across the open Internet, the archived Web and offline resources - including items like B2B social media, case studies, press releases, blog postings, government documents, content libraries, technical support forums, website source code, job postings and much more - to produce a detailed, accurate census of B2B technology installations in use at companies globally. HG Data has been able to build the world's largest global B2B database of installed technologies

that is bigger, more accurate and provides greater detail than ever before thought possible.

In less than two years, HG Data has become the defacto standard, trusted advisor and must-have technology partner of the largest and most sophisticated technology companies in the world. Whether it is market analysis, competitive displacement, predictive modeling, marketing campaigns, client retention initiatives or sales playbooks, HG Data allows its clients to target by installed technology like never before. Welcome to the Holy Grail of Market Intelligence.

If a software or hardware is worth tracking, chances are HG Data is already doing so. SaaS, Cloud, Security, Networking, Storage, Open Source, Applications, Mobile, Big Data, CRM, Virtualization, Visualization and Analytics are all major sectors of our country-specific datasets. Dozens of technologies get added monthly to our market ready file that comprises the largest, most accurate and detailed database of installed technologies on the planet.

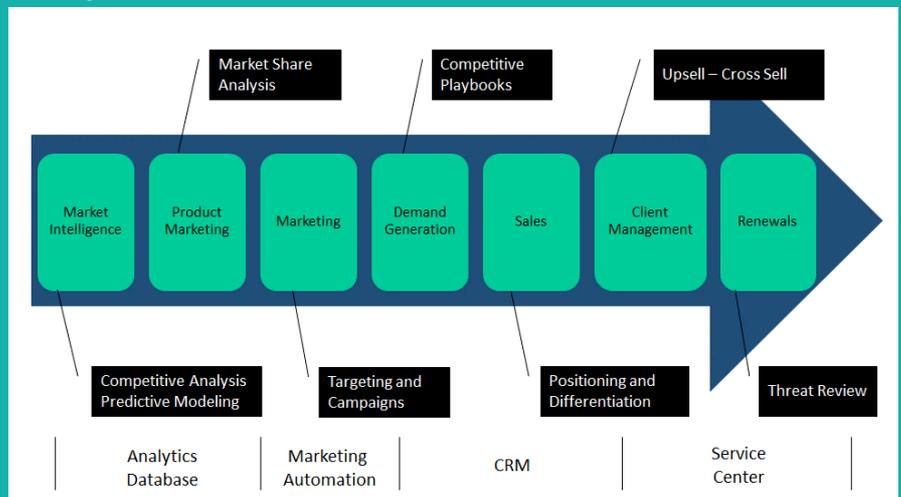
- Academic & Education Management Software
- Application Development & Management
- Asset Performance Management
- Automated Process/Workflow Systems
- Business Intelligence
- Business Process Management (BPM)
- Case Management
- Change Management
- Cloud Infrastructure Computing
- Collaboration
- Commerce
- Communications Technology
- Construction
- Consumer Electronics, Personal Computers & Software
- Contact Center Management
- Customer Order Management
- Customer Relationship Management (CRM)
- Data Archiving, Back-Up & Recovery
- Data Management & Storage (Hardware)
- Database Management Software
- Design & Publishing
- Disaster Recovery (DR)
- Document Management
- Electronic Data Interchange (EDI)
- Electronic Design Automation (EDA)
- Email
- Enterprise Business Solutions (EBS)
- Enterprise Content Management (ECM)
- Enterprise Learning
- Enterprise Performance Management (EPM)
- Enterprise Resource Planning (ERP)
- Financial Analytical Applications
- Governance Risk Compliance (GRC)
- Hardware - Other
- Help Desk Management
- HR Management Systems (HRMS)/Human Capital Management (HCM)
- Hypervisor
- Information Technology Management
- Infrastructure as a Service (IaaS)
- Inventory Management
- IT Infrastructure & Operations Management
- Lean/Kaizen/Value Stream Mapping
- Legal and Professional Services Management
- Mainframe Computers
- Manufacturing/Engineering
- Marketing Performance Measurement
- Media
- Medical
- Middleware Software
- Midrange Computers
- Mobile Enterprise Management
- Mobile Technologies
- Network Management (Hardware)
- Network Management (Software)
- Online Video Platform (OVP)
- Operating Systems & Computing Languages
- Partner Management
- Philanthropic
- Platform as a Service (PaaS)
- Printers
- Procurement
- Product Lifecycle Management (PLM)
- Productivity Solutions
- Project Management
- Project Portfolio Management (PPM)
- Quality Management System
- Real Estate
- Remote Computer/Server Solutions
- Reporting Software
- Retail
- Search Engine
- Security Information and Event Management (SIEM)
- Server Technologies (Hardware)
- Server Technologies (Software)
- Service & Field Support Management
- Social Media Systems
- Software - Other
- Software Configuration Management (SCM)
- Supplier Relationship Management (SRM)
- Supply Chain Management (SCM)
- Sustainability/Green Enterprise
- System Analytics & Monitoring
- System Security Services
- Telephony
- Travel and Expense Management
- Virtualization: Application & Desktop
- Virtualization: Platform Management
- Virtualization: Server & Data Center
- Visualization Software
- Web & Portal Technology
- Web Content Management System (WCMS)

## How We Build It

It's not what you think. No telephone surveys. No web forms. No modeling. No crowdsourcing overseas. It's over 2 billion documents in a proprietary repository comprised of active Internet, historic web and offline source files. But it isn't just big. The real value of HG Data is our ability to separate the signals from the noise. It's years worth of algorithms, natural language processing, supervised machine learning, language translation, OCR and proprietary ontologies that allow us to make sense every day out of a tsunami of unstructured data. Tools didn't exist a decade ago that would have made this possible. But now it is. It's real, it's big, and it's global. This is 21<sup>st</sup> century data science.

## Use Cases

Clients use our information in their entire organization, across multiple departments and throughout their customers' life cycle. It's woven into the fabric of their strategic analysis and becomes an insightful reference for all customer-facing functions.



## Measuring ROI

HG Data delivers ridiculously unfair competitive advantage. A bold statement? Yes. But we currently include more than 30% of the Fortune 500 technology companies as clients and we're growing more than 3x annually. What our clients tell us is that the return on their HG Data investment is comprehensive and quantifiable. Although they buy initially because they intuitively know they've found a better way, they quickly see the impact and are back for more.

### For Demand Generation

- Up to 75% more cost-effective spend.
- Up to 4x improvement for outbound program response rates.
- Up to 50% higher contact rates by sales when reaching out to an assigned Marketing Qualified Lead.

### For Sales

- Up to 5x more successful first calls with a prospect.
- Up to 2x higher competitive win rates.
- Up to 50% shorter sales cycles.

### For Market Analysis

- Run market share analysis using real world data (finally).
- Drill down into market share in detail by industry and size of company.
- Know the customer journey as they migrate from one product to the next.

### For Predictive Modelling

- Identify ideal prospect technology environments.
- Distinguish critical signals that indicate a purchasing event will happen soon.
- Prioritize customer accounts and segments based on total opportunity.