

## Database Overview

Our UK CITRIX database includes key contacts from large enterprise wide organisations (includes public sector) using Citrix software applications in the UK.

### In summary:

- ✚ 431 Companies
- ✚ 2,200 Sites
- ✚ 9K Contacts
- ✚ 7K Emails
- ✚ IT Infrastructure research
- ✚ IT Spend
- ✚ Quarterly updates available

The database contacts and sites are subject to our rigorous researching which includes:

**Web research** – daily updates from website and internet searches

**Company financial reports and accounts** – access to detailed financial information on all public and private companies including Director level updates

**Telephone research at departmental level** – to establish the key names of all Finance contact groups from senior management to operational finance and payroll.

## Clients include



### Our Commitment to Data Accuracy

We appreciate that data decay is a continual problem within the technology market, as with all business data, and we endeavour to carryout FREE research of any mail gone-aways or email returns to all our customers. We also comply with the UK data protection act of 1998 and new European email legislation of 2003.

The database benefits from a carefully researched email database, which represents around 65% of the contact groups.

## Statistics at a Glance

The database can be seen below as summary of the number of contacts by job area and companies by sector.

JOB AREA GROUP	CONTACTS	EMAILS
IT	4,865	4,281
HR	1,085	846
FINANCE	1,084	846
SENIOR MANAGEMENT	876	683
MARKETING	253	197
PURCHASING	130	101
SALES	127	99
SUPPLY CHAIN	106	83
CUSTOMER SERVICES	93	73
COMMUNICATIONS	61	48
OPERATIONS	51	40
MANUFACTURING	44	34
STRATEGY	37	29
COMMERCIAL	32	25
ADMIN	26	20
TELECOMS	15	12
HEALTH & SAFETY	14	11
ANALYST	12	9
OTHER	88	69
<b>TOTALS</b>	<b>8,999</b>	<b>7,506</b>

Table 1: Contacts by Job Area

SECTOR MAIN	CONTACTS	COMPANIES
01-AGRICULTURE	3	1
03-CHARITIES	2	1
04-CONSTRUCTION	102	5
05-BUSINESS SERVICES	27	4
06-DISTRIBUTION	81	1
07-EDUCATION	816	39
08-FINANCE	2,334	112
09-INSURANCE	848	41
10-HEALTH	187	9
12-COMPUTER & IT SERVICES	549	26
13-CONSUMER	16	1
14-MEDIA & PUBLISHING	46	2
15-MANUFACTURING	1,229	59
16-PUBLIC SECTOR	247	12
17-PHARMA & BIOTECH	34	2
18-LEGAL SERVICES	5	0
19-OIL & GAS	104	5
20-PROPERTY SERVICES	83	4
21-RESEARCH	101	5
22-RETAIL	728	35
23-TELECOMMS	379	18
24-TRANSPORT & TRAVEL	520	25
25-UTILITIES	463	22
26-WHOLESALE	26	1
29-LEISURE	4	0
30-RENTING	37	2
<b>TOTALS</b>	<b>8,971</b>	<b>432</b>

Table 2: Contacts & Companies by Sector

### Licence Details & Pricing

The database can be purchased for a year under our gold and silver licences or for one time usage under a rental agreement as shown in the table below.

License Type	Company & Contact Data	Conditions	Access	Emails	Technology Research	Price
Gold	Yes - All	1 Year Licence	Flat File (xls)	Yes	Yes	£1,795
Silver	Yes - All	1 Year Licence	Flat File (xls)	Yes	No	£1,495
Bronze	Segment	1 Year Licence	Flat File (xls)	Yes	No	£245/000 Contacts

Contact: For further information email [sales@ci-europe.co.uk](mailto:sales@ci-europe.co.uk) or call 0870 360 7154.