

## Crystal Decisions Database Overview

Our Crystal Decisions database includes enterprise wide users of Crystal Decisions software in the UK and Ireland. In summary there are:

- ✚ 232 Companies
- ✚ 508 Sites
- ✚ 2,244 Contacts
- ✚ 1,571 Emails
- ✚ IT Infrastructure research
- ✚ Online Access or flat database file
- ✚ Live or 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 senior management, technology, finance, HR sales and marketing and many more relevant contact groups (see below).

**Third Party Sources** – other data intelligence from 3<sup>rd</sup> parties which will enhance the database.

### Our 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 carry out 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 just over 65% of the contact groups.

### Statistics at a Glance

The database can be seen below as summary of the number of sites and contact across the various industrial sectors as classified by the UK 1992 SIC code system and summarised by our top level sector category.

Job Area Grp	Contacts	Emails
IT	1,394	976
FINANCE	261	183
SENIOR MANAGEMENT	158	111
HR	148	104
MARKETING	61	43
SALES	42	29
OPERATIONS	41	29
ADMIN	35	25
PURCHASING	21	14
CUSTOMER SERVICES	12	8
LEGAL	9	7
SUPPLY CHAIN	13	9
OTHER	48	34
<b>Total</b>	<b>2,244</b>	<b>1,571</b>

Contact summary by Job area

Sector	Sites	Companies
Agriculture & Mining	15	7
Charities	2	2
Education	5	4
Finance, Insurance, Banking	140	63
Hotels And Restaurants	2	1
IT & Business Services	79	35
Manufacturing	113	51
Mining	5	2
Public Sector & Health	5	2
Retail	11	5
Telecommunications	95	43
Transport & Postal Services	16	7
Utilities	8	4
Wholesale	11	5
<b>Totals</b>	<b>508</b>	<b>232</b>

Sites 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. To request a full field layout please contact us (see below).

License Type	Company & Contact Data	Conditions	Access	Emails	Technology Research	Price
Gold	Yes - All	1 Year Licence	Flat File (xls)	Yes	Yes	£595
Silver	Yes - All	1 Year Licence	Flat File (xls)	Yes	No	£495
Bronze	Yes - All	One Time Use	Flat File (xls)	Yes	No	£245/000

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