

SuperPlans

Shorten your sales cycle by knowing **who** is buying, **what** they're buying, **when** they're buying, and **how much** they're spending.

DIFFICULT-TO-FIND INFORMATION THAT'S EASY TO GET

Marketing technology solutions is no easy task. The key to success is having the right information at the earliest possible moment – then using it to your advantage. The more you know about a sales opportunity and its time frame, the better your chances are for success.

You require up-to-the-minute market intelligence with an unprecedented level of accuracy. SuperPlans from the Ci Technology Database (CiTDB) provides this information so your sales team can act fast.

CONVERTING RESEARCH INTO QUALIFIED LEADS

Harte-Hanks completes more than 60,000 interviews each month to build the CiTDB. During our interviews, we uncover buying intentions in more than 25 technology product/service categories. **The result:** More than 80,000 detailed technology buying plans are collected each year.

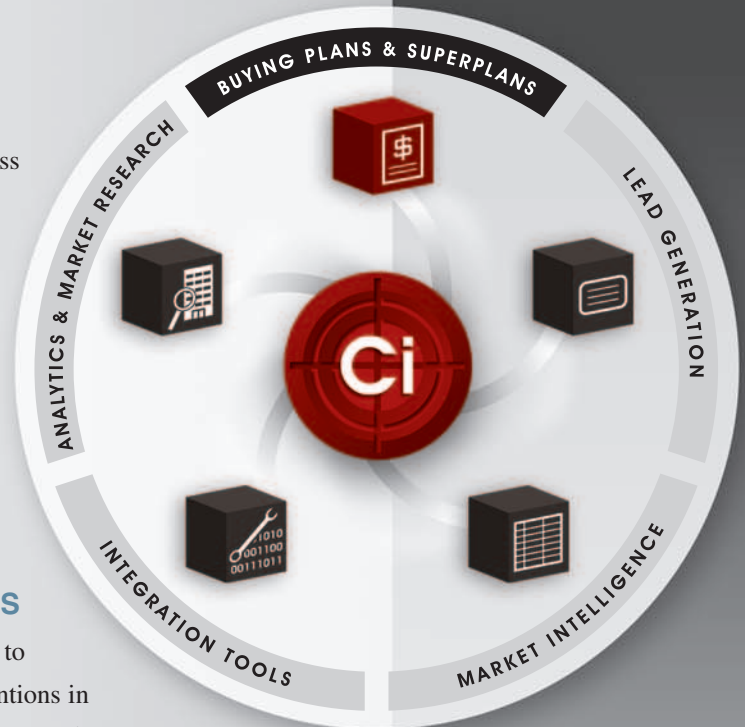
CiTDB SuperPlans go a step beyond our standard buying plans by adding four critical questions to help you quickly spot potential clients with pinpoint accuracy:

- ▶ Who is the specific decision maker?
- ▶ What is the budget?
- ▶ When are they going to buy?
- ▶ Why are they buying?

The result: Better productivity from your sales team and improved closing ratios because you know **who** is buying and **when** they're buying.



TECHNOLOGY DATABASE



GREATER INSIGHTS, SHORTER SALES CYCLES

CiTDB SuperPlans refine general buying intentions into highly qualified leads for these key product areas:

- ▶ Wireless LAN
- ▶ Servers
- ▶ CRM
- ▶ Server Consolidation
- ▶ ERP
- ▶ Phone Systems
- ▶ WAN Services
- ▶ Storage Area Networks
- ▶ PCs
- ▶ Network Attached Storage



We make it happen.

SuperPlans: Delivering perishable market intelligence while it's still fresh

A world leader in IP Telephony, voice data and Contact Centers

CASE STUDY IN SUCCESS

- ▶ **This Industry giant was looking for more highly qualified sales lead information in order to sustain its growth in a fiercely competitive marketplace.**
- ▶ **Harte-Hanks introduced CiTDB SuperPlans to their Lead Generation Group to help uncover phone system, CRM, and call center opportunities.**
- ▶ **During a three-month pilot program, the client discovered that 25% of the qualified leads provided by SuperPlans were converted into sales meetings within two weeks. This was a 38% improvement over their other lead sources.**
- ▶ **After one year, our client finds that CiTDB SuperPlans continue to provide the highest conversion rate of leads-to-sales meetings of any external source.**

You're in a race to land your next client, but so is your competition. Often, it's just a matter of who gets there first. Equipped with CiTDB SuperPlans, it can be you.

SuperPlans go far beyond just collecting surface level information on what a company is planning to buy. They drill down deep to identify the actual decision maker, the budget, the expected schedule, and what's driving the purchase decision. SuperPlans enable your sales staff to zero in on the right people at the right time, every time.

Yet, unless you can quickly deliver this intelligence to the right people, none of this will help. SuperPlans can be **delivered to you daily in whatever format** you require.

If daily isn't necessary, our standard buying plans can be delivered weekly or monthly to your sales and lead generation teams.

Whatever level of detail or timeliness you require, CiTDB buying plans can be customized to meet your needs and delivery system – so that your sales people are best positioned to take immediate action on reported planned purchases – while they're still fresh.

Wish you knew who was going to buy 12,000 LAN switches, 2,000 T1 lines, 823,000 PCs, 82,000 printers, 17,000 servers, or 205,000 phone systems over the next 12-months?

We know who.

Only CiTDB SuperPlans reveal the “inside” information your sales staff needs to zero in on the most qualified leads in your marketplace – with unparalleled accuracy. Here are just a few examples:

Category	# of SuperPlans	Purchase Detail
Wireless LAN	1,145	145,000 users planned
Storage (NAS, SAN)	1,200	7,407 storage devices planned
Servers & Consolidation	3,892	16,850 servers planned
VoIP/IPPX	2,600	7,904 systems planned
PCs	20,282	823,440 PCs planned

We're in the business of qualifying leads.

When you purchase CiTDB SuperPlans, you're not only receiving planned information that's phone-verified, and up-to-date, you also obtain market intelligence that's highly reliable. That's because our researchers go back and verify what was actually purchased. In follow-up interviews, we've discovered that 88% of purchase plans* reported through SuperPlans really did happen within the original timeframe.

** results based on 2005 Servers SuperPlans research analysis.*

What's your TRUE cost of lead generation?

You have expensive and valuable resources deployed throughout your sales organization, so how you manage them within your operating budget is critical for success. SuperPlans bridge the prospecting gap to find real selling opportunities for your team, so your expensive **resources can be deployed efficiently and cost effectively.**

Take a look at the average costs within a sales organization:

Inside Sales Salary	= \$54,000¹
Outside Sales Salary	= \$74,000¹
Onsite Sales Call	= \$150 - \$500 per day²
Average cost for Custom Telemarketing Lead	= \$359³

¹Source: Salary.com (avg. San Diego CA, Chicago IL, New York NY, Atlanta GA and Seattle WA).

²Source: Various

³Source: Survey of 50 customized lead generation programs completed by Harte-Hanks in 2005.

- ▶ **Don't waste your valuable budget dollars on non-sales activity when you should focus your team on selling.**
- ▶ **SuperPlans can point your people in the right direction, speed the sales process, and lower your overall cost of sales...all at a price that makes good business sense.**

PUT SUPERPLANS TO WORK FOR YOU

Call one of our experts for a free, no-obligation consultation.

Find out how CiTDB SuperPlans can:

- ▶ **Make your sales staff more productive by focusing on the right leads**
- ▶ **Speed up your sales cycle**
- ▶ **Improve your sales closing ratio**
- ▶ **Reduce your cost-per-lead**

Call toll-free

800-854-8409

Or visit www.hartehanksmi.com



KEY FEATURES = BIG BENEFITS

Only CiTDB SuperPlans offer you the level of detail you won't get from other sources...in a format that integrates smoothly with any CRM solution you may be using.

Storage Area Network Lead
Reported September 12th, 2005

<p>PROSPECT</p> <p>Johnson Area Medical Center 1280 S. Filmore Street Johnson, MD 92039-1233 UNITED STATES (864) 261-1000 www.ammed.com Site ID: 762101231</p>	<p>KEY CONTACTS</p> <p>SAN Project Manager: Mr. Dean Bringer Manager of Networking (950) 456-1300</p> <p>Senior Site IT Manager Mr. Darrell Washington IS Manager (950) 456-1300</p>
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SAN Project Status	
New Project or Expansion:	New SAN Project
Vendor Selected:	IBM
Timeframe of Implementation	
<input checked="" type="checkbox"/> 1-3 months	<input type="checkbox"/> 7-9 months
<input type="checkbox"/> 4-6 months	<input type="checkbox"/> 10-12 months
Business Drivers	
<input type="checkbox"/> Expand capacity for email	<input checked="" type="checkbox"/> Improve performance
<input type="checkbox"/> ERP/CRM application data	<input checked="" type="checkbox"/> Disaster recovery
<input checked="" type="checkbox"/> Document Management Solution	<input checked="" type="checkbox"/> Server consolidation
Size and Firmness of Opportunity	
Budget Dollars:	\$100-500k
Budget Status:	Approved

- **SuperPlans leads can be delivered daily via e-mail or accessCI.com or other format** – you receive qualified leads while they're still fresh; spend your time selling, not pulling leads.
- **Decision makers are clearly identified** – your sales staff can go straight to the right people; no more time wasted "hunting" for the correct person.
- **Plan to purchase** – Identifies technology purchase for sale.
- **Purchase timeframe** – indicates precise timeline when lead plans to buy; your sales staff knows what priority to give the lead.
- **Business drivers** – draw a critical picture of what is impacting the customer and driving their purchasing decisions.
- **Budget size** – identifies the size of the business opportunity
- **Budget status** – specifies how likely the purchase is to be made. Approved or Anticipated.

"When sales people take time to send you e-mail telling you that SuperPlans leads are opening doors, that means they must appreciate what they're getting."

Matt Duvall
Manager of Marketing Information Systems,
Time Warner Telecom

Save time, better utilize your expensive resources. Focus on leads most likely to buy...and get there before the competition.

Call for a free, no-obligation consultation. Find out how SuperPlans can show you who you should be contacting... and who you shouldn't.

**Call toll-free
800-854-8409
Or visit www.hartehanksmi.com**



TECHNOLOGY DATABASE

C O N T A C T U S

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We make it happen.