

# CiTDB SELECTION CRITERIA

*Better targeted campaigns for better ROI*

## Why use CiTDB?

- 700,000 sites worldwide
- 200,000 sites in Europe
- 1,800,000 IT and Business contacts worldwide
- 770,000 IT and Business contacts in Europe
- 21 job functions
- 30 countries
- 3 continents : Europe, North America, South America
- 200 available selection criteria
- 10 technology modules

The CiTDB (Ci Technology Database) from Harte-Hanks can be segmented using more than 200 selection criteria. You will find below some of the most used ones but of course, this list is not exhaustive.

## Geography

- Country, region, postcode

## Job Functions

### IT Functions

- Senior IT Executive
- Computer Operations Manager
- Non-PC Systems Manager
- PC Manager
- Software/Applications Manager
- Data Communications Manager
- LAN/Networks Administrator
- Telecommunications Manager
- Database Manager
- Web Master
- Storage Manager

## Site profile

### Equipment

- Total PC's
- Total Laptops
- Total Desktops
- Total Thin Clients
- Total Servers
- Total Printers
- Phone System Installed
- Wireless LAN Presence

## Industry

- Grouping, 2, 3 or 4 digit US sic Codes

### Business Functions

- CEO/Managing Director
- Senior Financial Executive
- Senior Marketing Executive
- Customer Services Executive
- Senior Sales Executive
- E-Business Strategist
- Purchasing Manager
- Technical/Production Manager
- Human Resources Manager
- Call Centre Manager

### Econographics

- Site/company Employees
- Turnover
- Headquarter Sites
- Remote Workers
- Sites in the country
- Ranking (National)
- IT staff

## FOR MORE INFORMATION CONTACT:

Harte-Hanks  
0800 960 216  
Tel: +44 1344 325 500  
www.hartehanksmi.eu  
hartehankseuro@harte-hanks.com



We make it happen.

# CiTDB SELECTION CRITERIA

---

## Technology Criteria

### Personal Computing

- Desktop PC (manufacturer, model, quantity)
- Portable PC (manufacturer, model, quantity)
- Hardware (manufacturer, model, quantity, type)
- PC Software (manufacturer, model)

### Peripherals

- Printers (manufacturer, model, type, quantity)
- UPS (manufacturer, model, type, quantity)

### Software

- DBMS (vendor, package, description)
- Enterprise Applications (vendor, package)
- CRM/SFA (vendor, package, description)
- Server Based Computing (vendor, package)
- Data Warehouse (vendor, package, description)
- Groupware (vendor, package, description)
- Business Process Management (vendor, package, status)
- Application Development

### Storage

- Total Storage Capacity
- Hardware (manufacturer, model, quantity)
- Software (manufacturer, model, quantity)
- Disaster Recovery Status

### Managed Services

- Software Related & Programming
- Hardware Related (vendor, service provided)
- Maintenance (vendor, service provided)
- Network Related (vendor, service provided)

### Systems/Servers

- Intel/AMD- based (OS, manufacturer, quantity)
- Unix/RISC- based (OS, manufacturer, quantity)
- IBM Midrange (OS, manufacturer, quantity)
- Other Proprietary (OS, manufacturer, quantity)
- IBM/PCM Mainframe (OS, manufacturer, quantity)
- Network Management Software (manufacturer, model)

### Network Infrastructure

- Wireless Network (description, quantity)
- Network Security Software (manufacturer, model, description.)
- Network Communication Equipment (manufacturer, model, description)
- Network User Management (manufacturer, model, description)

### Network Services

- Network Lines (provider, type, quantity)
- WAN Services (provider, type)
- IP Services (provider, type, VPN users)
- Cellular Services (provider, quantity)

### e-Business

- e-Commerce (B-to-B/B-to-C)

### Telecoms Equipment

- Phone System (manufacturer, extensions)
- Call Centers (in/outbound, number of agents)

## FOR MORE INFORMATION CONTACT:

Harte-Hanks  
0800 960 216  
Tel: +44 1344 325 500  
www.hartehanksmi.eu  
hartehankseuro@harte-hanks.com



We make it happen.