



Vendor Profile

Provides sales and marketing teams with account and contact data on decisionmakers and buying centers at organizations that spend heavily on IT offerings

Offers organizational charts on profiled organizations, providing visibility into the structure of targeted buying centers

Data includes organizations' existing technology infrastructures, identified needs and active buying processes

Vendor at a Glance: DiscoverOrg

Contact Information

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Client Roster

Capgemini
Dell
HP
Intel
VMware

Operations

Revenue: \$11MM-\$25MM
Employees: 102
Global Presence: None
Key Industries Served: High Technology

DiscoverOrg

While it's essential to know the names of potential buyers, demonstrating a deep understanding of their work environments can be far more powerful in getting them to engage. Marketing teams should continue building nurture flows to discover information about prospects, but some information about buyers will never be captured on a Web form or gleaned from online behaviors.

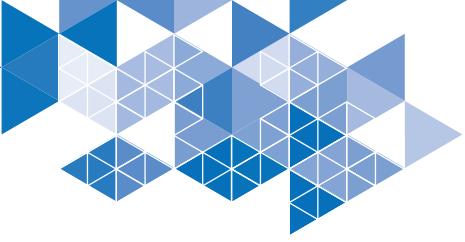
DiscoverOrg is a data vendor focused on providing b-to-b organizations that sell into IT markets with a deeper level of visibility into the organizations they target. Through a software-as-a-service interface, it delivers account and contact information to sales and marketing professionals looking to interact with these potential buyers. DiscoverOrg's phone researchers continuously profile targeted organizations, interviewing stakeholders to understand buying centers, organizational structures, purchasing dynamics and technology infrastructures.

DiscoverOrg's annual subscription pricing begins at approximately \$20,000 per market-segment data set, plus \$1,500 per individual user license. Typical customers spend approximately \$35,000 per year, while extensive subscriptions by a large customer can exceed \$500,000. Regional and customized data sets are also available.

Services and Vision

The presence of services is a dimension that SiriusDecisions uses to evaluate a vendor's offerings; in addition, vendors must demonstrate the services are capable, and have a vision for continuous improvement. Our analysis of DiscoverOrg around these components follows:

- **Services presence.** DiscoverOrg's services are built around its database of account and contact information. Its content is offered primarily through its Web interface, with a mobile application and access via third-party interfaces serving as complementary delivery mechanisms. DiscoverOrg offers data sets covering specific market segments: Enterprise, Mid-Market, Small and Medium Businesses, Government and Education, and CFO/Finance. Users can track specific companies or search for companies based on elements including specific technologies, technology spending levels and active buying processes. DiscoverOrg provides contact details for profiled individuals, including direct-dial telephone numbers as well as indicators of the technologies they hold purchasing authority over. Graphical organizational charts display the reporting relationships among individuals within buying



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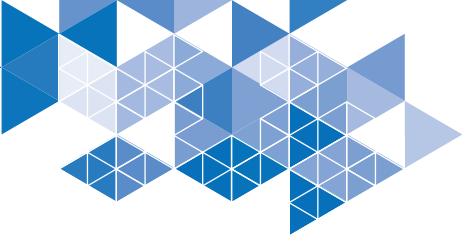
centers, and contact records can be exported directly into Salesforce.com. Email alerts can be set up to notify users when new individuals join companies, when existing contacts have left and when buying processes are initiated. Users can upload a list of email addresses and return lists containing full contact details on matched individuals. DiscoverOrg's Aerial View feature provides a graphical, geographic map of territories and associated contacts. DiscoverOrg also offers custom data append services that add new data elements to a client's existing database, as well as direct append services through Salesforce.com.

- **Services capabilities.** DiscoverOrg profiles more than 15,500 of the top-spending IT organizations in North America and the United Kingdom. A team of 85 researchers continuously calls targeted organizations and refreshes each contact record at least once every 90 days. The telephone-based interview process employed by DiscoverOrg researchers creates the data that forms the basis of the vendor's offerings. User feedback contributes to quality in the system, as users may notify DiscoverOrg of records discrepancies, using a "fix me" button found on the DiscoverOrg online interface. Problematic records are updated within 24 hours.
- **Vendor vision.** The depth and quality of DiscoverOrg's data remain its primary development focus. Recent initiatives include the addition of a dataset covering decisionmakers within the finance organizations of targeted companies and expansion into the United Kingdom. DiscoverOrg also intends to grow its coverage of companies in mid-market and government segments, as well as to continue expanding the network of integrated sales force automation systems and marketing automation platforms (MAPs) that it delivers data through.

Essential Elements

As important as features and functionality is a vendor's ability to deliver and implement its solutions. Our analysis of DiscoverOrg along the dimension that we call "essential elements" is as follows:

- **Integration.** DiscoverOrg offers data connectors that allow the direct export and auto refresh of contact records into Salesforce.com, SugarCRM and Microsoft Dynamics, while checking for duplicates prior to import. Deeper integration is available between DiscoverOrg and Salesforce.com through an AppExchange application that allows for contact and account searching, import and cleansing within Salesforce.com. Users can choose to synchronize selected records between the two systems, enabling data elements updated through DiscoverOrg research to be pushed into Salesforce.com. Integration with the Marketo and Eloqua MAP via an application programming interface allows users to map fields between the systems and update Marketo and Eloqua records with data elements from DiscoverOrg.



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- **Training.** Every client is assigned a client success manager who delivers live support, primarily via phone and Web, although in-person training is made available upon request. Client training is provided at no additional fee.
- **Support.** DiscoverOrg offers customers live support via telephone, email or Web chat Monday through Friday from 7 a.m. to 7 p.m. Pacific time. Clients can expect to receive a response within 24 hours during business days.
- **Best practices.** DiscoverOrg's buying trigger function enables sellers to target buyers at the point in time when they've entered active buying cycles, putting the seller in a better position to address a buyer's need and resulting in buyers being more receptive.
- **Vendor viability.** Founded in 2007, DiscoverOrg is a privately owned company. It currently has more than 950 b-to-b customers, primarily in North America. As with any private company, we recommend securing references from similar organizations as part of due diligence.

The Sirius Decision

More accurately targeted lead generation results in better sales and marketing results, but it's difficult to generate the information required for more accurate targeting. Most b-to-b organizations find that the cost associated with creating this information internally (including the cost of training and new resources) is prohibitive. With internal capabilities stretched to capacity, the effort rarely pays off, especially when the information needed is available through other means. DiscoverOrg provides organizations focused on selling in IT markets with an easier way to acquire information about buyers and their specific needs. We advise clients to look to solutions like DiscoverOrg to enhance their understanding of buyers, then begin training internal resources to bring these skills in-house to gain a marketplace advantage.

